

MAA STRATEGIC GOALS AND SUPPORTING INITIATIVES

GOAL 1 <i>MAA promotes creativity and innovation, and empowers museums to be change agents.</i>	GOAL 2 <i>Museums are integral and essential to their communities and enjoy broad public support.</i>	GOAL 3 <i>We are operationally stable, and able to support our strategic goals</i>
<p>A. Develop/create the MAA Center for Innovation</p> <ul style="list-style-type: none"> • Bring new voices to the table • "Change agent" interns • Identify & communicate emerging trends • Use technology (webinars) - host, sponsor, create • Promote and recognize best practices • Capture, archive, and promote model projects • Align the award program to Strategic Goals and recognize innovations • ... 	<p>B. Create a Support Services Function that develops, organizes, and promotes tools, methodologies, and services available from MAA to museums across the state.</p> <ul style="list-style-type: none"> • Information hub/clearinghouse • Technology resources (webinars, web site, video conferencing, email, etc.) • Toolbox of advocacy tools • Field visits and consultations • Resource directory • Advocacy coaches • Workshops • ... 	<p>E. Create an engagement structure and process to ensure resources to support strategic goals.</p> <ul style="list-style-type: none"> • Map resource needs to initiatives • More direct communication • Proactively invite participation • Expand diversity of leadership • Expand regional rep capacity • ...
<p>C. Become a statewide forum for big issues that engage a diverse audience.</p> <ul style="list-style-type: none"> • Annual statewide forum with corporate sponsorship (think big) • New voices from outside the museum community • Incorporate issues in the annual conference • ... 	<p>F. Extend MAA's reach and impact by forming strategic partnerships and collaborations</p> <ul style="list-style-type: none"> • Work with AHC and ACA • ASU (interns) • ... 	<p>G. Increase, and restructure, MAA membership.</p> <ul style="list-style-type: none"> • Structure the whole membership process to be more engaging • Maximize membership as a revenue source • ...
<p>D. Develop an advocacy function that addresses relevant issues and provides guidance to museums on advocacy</p> <ul style="list-style-type: none"> • Create Aadvocacy toolbox@ • Statewide forum for issues • ... 		