

## MAA's Purpose

### Focus Problem

In reassessing its mission, the board first considered the question "what problem does MAA exist to address?" The MAA board observed that Arizona museums struggle with not being considered vital and essential to their communities. To varying degrees, museums across the state appear under-valued by their communities. Otherwise, museums would be thriving to a much greater extent than they are. Furthermore, the board felt the current museum community is not currently strong enough to establish its value and importance.

### Purpose

With this focus in mind, MAA elected to devote its resources to building a vital museum community. To achieve this purpose, participants at the mission workshop determined to implement programs, services, and activities that will strengthen all of Arizona's museums so they become recognized as essential to the fabric of their communities. The new mission statement communicates this new direction for MAA.

## MAA's New Mission Statement

*The Museum Association of Arizona exists to build a vital museum community. We strengthen all of Arizona's museums so they are recognized as essential to the fabric of their communities. We do this through professional development, advocacy, and the creation of networking opportunities across the state.*

*Tagline: Building a vital museum community*