

MAA Planning Process

In November of 2009, the governance committee of MAA initiated a new strategic planning process. The previous 2002-2008 strategic plan had effectively guided MAA to solidify and stabilize its organizational processes and structures. Going forward, the board aspired to strengthen the organization, and to stretch it in new and challenging ways.

MAA selected the Vaughan Consulting Group to help design and facilitate a participative planning process to engage the diversity of museum-related views and issues across the state. Over the ensuing months, strategic planning included the following key activities:

Focus groups

Focus groups were conducted to engage diverse input and perspectives to help shape planning efforts. To save money video conferencing was utilized with Flagstaff, Tucson, and Cochise County.

Mission workshop

During this workshop the board took a fresh look at MAA's mission. This reassessment resulted in a revised mission statement to better represent the organization's purpose going forward.

Strategic planning retreat

This 1.5-day retreat employed the Search Conference approach to planning. The board considered changes in the external environment, revisited MAA's history, and analyzed the current state of the organization. In looking out at the future, three high level strategic goals were generated and agreed upon.

Annual conference

During a plenary session, participants from across the state were invited into the strategic planning process. They brainstormed possible initiatives to achieve each of the three strategic goals.

Initiative workshop

Here, the governance committee and the full board reviewed initiative ideas, eventually selecting seven final initiatives for implementation.

Action planning workshop

At this half-day workshop, the board, as well as invited stakeholders and interested people, developed tactical plans for how to implement selected initiatives. Three initiatives were chosen to begin work on, and action plans were developed for these.