



### **Vision Statement**

The Oklahoma Museums Association, a national model for state museum associations, encourages Oklahoma museums to develop and realize their full potential as essential, vital and transformational components of their community.

### **Mission Statement**

The Oklahoma Museums Association exists to support Oklahoma museums in their efforts to educate, inform, and entertain.

### **OMA supports museums by:**

- 1) developing resources to fulfill the mission;
- 2) building networks among members and member institutions as well as with various publics;
- 3) encouraging public awareness of the existence, purposes, and value of museums;
- 4) promoting professional growth among museum employees and volunteers;
- 5) providing professional services to Oklahoma museums; and
- 6) advocating on behalf of museums.

### **Three-year Strategic Plan**

FY2019 - FY2021

July 1, 2018 – June 30, 2021

LEADERSHIP ● CONNECTIONS ● SUSTAINABILITY ● ADVOCACY



**Guidepost/Goal 1 – Leadership**

Objective: Successfully shaping the future of OMA and the Oklahoma museum profession.

|   | <b>Fiscal Year</b> | <b>Strategy/Steps</b>  |
|---|--------------------|--|
| 1 |                    | Recruit OMA board members, committee members and general members that are diverse in both geographic location and ethnic scope.  |
| 2 |                    | Devise a method of sharing with the public a response to museums as truth tellers.   |
| 3 |                    | Encourage all members, and especially student and emerging museum professional engagement with OMA through committee work, board service, fundraising efforts and training opportunities.  |
| 4 |                    | Maintain a visible presence at other statewide and national museum and cultural events, and offer a relationship of collaboration with hosting organizations.  |
| 5 |                    | Partner with other organizations to create a path to develop future museum and arts leaders.   |
| 6 |                    | Provide professional voice to share information about museum contributions and impacts. Develop resources and presentations on the value of the Oklahoma Museums Association for OMA board members and committee members to visit Oklahoma museums around the state, in all districts. |



**Guidepost/Goal 2 – Connections**

Objective: Enhancing offerings to Oklahoma museum professionals and Oklahoma museums including attending professional development, encouraging professional practices, providing opportunities to connect with other who share similar concerns and interests in the museum community.

|    | <b>Fiscal Year</b> | <b>Strategy/Steps</b>   |
|----|--------------------|---|
| 7  |                    | Monitor and facilitate information sharing, national trends and institutional collaboration among Oklahoma museums.   |
| 8  |                    | Through the OMA conference, help museums play a role in the civil discourse of difficult issues that has an impact on society and museums.  |
| 9  |                    | Facilitate programming for personal growth and networking opportunities around the state to connect outside usual circles.  |
| 10 |                    | Conduct an OMA Program audit.   |
| 11 |                    | Deepen the relationship between museums, libraries and archives as it relates to similar interests, needs and impact.   |
| 12 |                    | Tailor OMA’s messages to its diverse internal audience and potential audiences to better serve and meet their needs.  |
| 13 |                    | Provide events for leadership of museums to network and serve as resources for each other and/or host behind the scenes museum tours to provide knowledge and growth to colleagues. |
| 14 |                    | Pilot a Community of Practice for rural, small and/or isolated museums which includes an online toolkit and other resources.  |



**Guidepost/Goal 3 – Sustainability**

Objective: Maintain financial viability and protecting resources (human and capital) while maintaining high impact.

|    | <b>Fiscal Year</b> | <b>Strategy/Steps</b>   |
|----|--------------------|---|
| 15 |                    | Continue to grow Culture of Philanthropy for OMA.   |
| 16 |                    | Encourage succession planning for Oklahoma museums.   |
| 17 |                    | Sharpen message for donors on investment in museums to strengthen communities.  |
| 18 |                    | Improve and expand fundraising efforts to offset decreasing grant funds including diversifying funding streams with earned revenue, other grants and corporate support. |
| 19 |                    | Adopt a written development plan for OMA including a gift acceptance policy.  |
| 20 |                    | Avoid mission creep and remain focused on what OMA has the capacity to do.  |
| 21 |                    | Model Self Care for Oklahoma museum professionals and its positive impact on museums and museum professional’s health, happiness and productivity at work.              |
| 22 |                    | Build capacity through increased donor base to endow existing programs and new ones.  |
| 23 |                    | Develop aggressive OMA board recruitment plan.  |
| 24 |                    | Offer board development resources for Oklahoma museums.   |



**Guidepost/Goal 4 – Advocacy**

Objective: Be the voice that influences decisions within political, economic, and social systems and institutions as it relates to, and impacts Oklahoma museums.

|    | <b>Fiscal Year</b> | <b>Strategy/Steps</b>  |
|----|--------------------|--|
| 25 |                    | Adopt a written advocacy plan for OMA.   |
| 26 |                    | Be a resource for legislative actions on the local, state and national level on issues that impact Oklahoma museums.                     |
| 27 |                    | Strengthen advocacy efforts as it relates to museums impact on the economy and society.  |
| 28 |                    | Educate, empower and engage OMA members and constituents in the museum advocacy arena.   |
| 29 |                    | Serve as the principal point of advocacy issues and strengthen knowledge of museums grassroots efforts on the state and national levels. |
| 30 |                    | Provide information so Oklahoma museums are educated on Oklahoma’s changing demographics.  |

June 4, 2018