

# envisionOMA



## **Three-year Strategic Plan**

FY2023 - FY2025

July 1, 2022 – June 30, 2025

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 | 2022-2023          | Celebrate 50 years of OMA in 2022 and the many accomplishments over the years serving Oklahoma museums.   |
| 2 | 2022-2023          | Recruit OMA board members, committee members and general members that are diverse in both geographic location and ethnic scope along with developing a DEAI statement.  |
| 3 | 2022-2023          | OMA board members should have a presence at statewide and national museum and cultural events, especially smaller museums' exhibit openings, events, etc. OMA should offer to collaborate, when possible, with hosting organizations.   |
| 4 |                    | Encourage all members, especially student and emerging museum professionals, to engage with OMA through committee work, board service, fundraising efforts, and training opportunities thus creating leadership development paths for students/emerging professionals and mid-career professionals to grow professionally, including expanding offerings. |
| 5 | 2022-2023          | Create sustaining partnerships to help develop future museum and arts leaders, with a focus on addressing labor shortage and workforce development.   |
| 6 | 2022-2023          | Adopt a harassment prevention policy for OMA staff, board members, and program participants.  |
| 7 |                    | Utilize forecasting to manage the speed of change in the field and how OMA can respond even faster.   |
| 8 |                    | Continue membership expansion focus, including developing a new member orientation system/program.  |
| 9 | 2022-2023          | Advocate for the "relevancy" of visiting museums in person in an ever increasing electronic/virtual world.  |



**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>   |
|----|--------------------|---|
| 10 |                    | Monitor and facilitate information sharing, national trends, and institutional collaboration among Oklahoma museums.                            |
| 11 |                    | Through OMA, help museums play a role in the civil discourse of difficult issues that has an impact on society and museums.                     |
| 12 |                    | Facilitate programming for personal growth and networking opportunities around the state to connect outside the usual circles.                  |
| 13 |                    | Reenergize the OMA Professional Interest Networks (PINS) by developing cohorts of members for expertise, support, and professional development. |
| 14 | 2022-2023          | Deepen the relationship between museums, libraries, and archives as it relates to similar interests, needs, and impact.                         |
| 15 |                    | Tailor OMA’s messages to its diverse internal audience and potential audiences to better serve and meet their needs.                            |
| 16 |                    | Explore an OMA certification program.   |
| 17 |                    | Connect Oklahoma museum professionals to various education platforms and programs around the country.   |
| 18 |                    | Communicate museums’ worth to communities in Oklahoma through economic impact.  |
| 19 | 2022-2023          | Explore on-demand workshops as well as paid online content.   |
| 20 | 2022-2023          | Help museums tap into the United States Semiquincentennial (250) and Route 66 centennial (100), both in 2026.                                   |
| 21 |                    | Provide events for leadership of museums to network and serve as resources for each other.  |



**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>  |
|----|--------------------|--|
| 22 |                    | Continue to grow Culture of Philanthropy for OMA.  |
| 23 | 2022-2023          | Grow OMA endowment for 50 <sup>th</sup> anniversary in 2022 that will build capacity for OMA and its programs.   |
| 24 |                    | Sharpen message for donors on investment in museums that strengthen communities.   |
| 25 | 2022-2023          | Improve and expand fundraising efforts to offset pandemic (CARES, ARPA, etc.) emergency funding including diversifying funding streams with earned revenue, other grants, and corporate support. Develop and implement a plan to recruit recurring monthly donors. |
| 26 |                    | Look at possible new business models for OMA that include revenue generation.  |
| 27 |                    | Model Self Care for Oklahoma museum professionals and its positive impact on museums and museum professionals’ health, happiness, and productivity at work.  |
| 28 | 2022-2023          | Focus on new forms of financial support amid a changing labor force.   |
| 29 |                    | Offer board development resources for Oklahoma museums.  |
| 30 | 2022-2023          | Look at an association management system and learning opportunities for continued growth of on-demand content as a benefit to members, and paid content for the broader public – as an incentive to become a member of OMA.  |



**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>  |
|----|--------------------|--|
| 31 |                    | Educate, empower, and engage OMA members and constituents in the museum advocacy arena, and encourage them to engage with their communities. |
| 32 | 2022-2023          | Be an active resource for legislative actions on the local, state, and national level on issues that impact Oklahoma museums.                |
| 33 | 2022-2023          | Strengthen advocacy efforts as it relates to museums’ impact on the economy and society at large.  |
| 34 |                    | Serve as the principal point of advocacy issues and strengthen knowledge of museums grassroots efforts on the state and national levels.     |
| 35 | 2022-2023          | Facilitate more face-to-face time with state legislators.  |

June 2022