

**Duration of the  
MAM Strategic Plan:  
January 2009 – December 2011**

**Strategic Goal:  
Strengthen MAM Programs**

= Existing Program  
 = New Initiative

**Objectives**

Maintain Quality and Enhance Appeal of MAM Exhibits

Raise Quality of Educational Programs

**Measurable Targets**

**2009**

Develop exhibit guidelines

Conduct quarterly surveys; seek community input and involvement to measure and ensure quality / appeal of exhibits

Determine measurability benchmark for education programs

Create an education advisory committee to meet annually to advise on program offerings

Evaluate each education program annually

**2010**

Evaluate exhibit guidelines

Apply measurability benchmark

**2011**

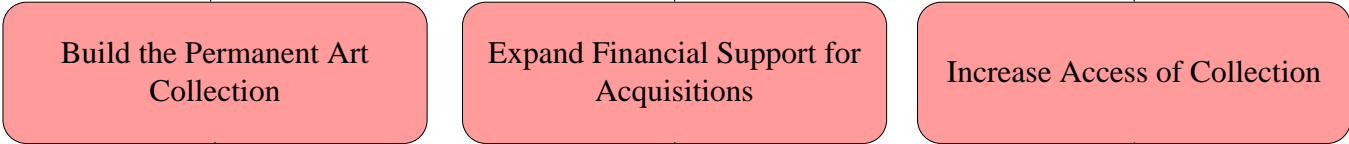
Evaluate exhibit guidelines

Apply measurability benchmark

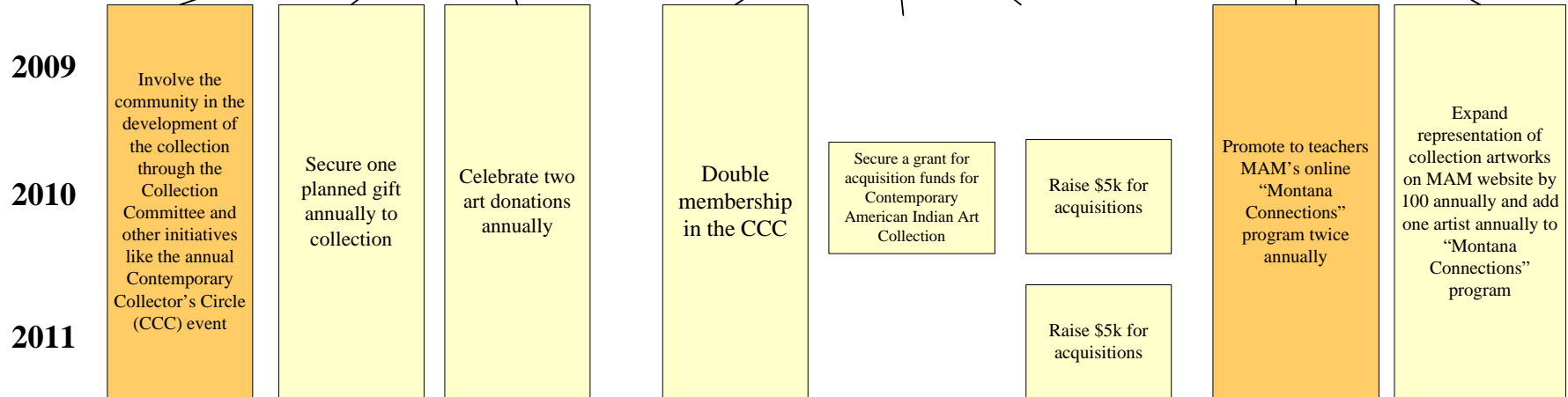
# Strategic Goal: Grow Permanent Art Collection

= Existing Program  
 = New Initiative

## Objectives



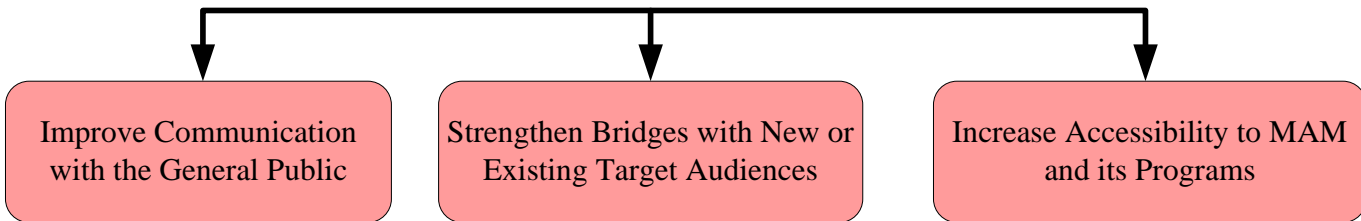
## Measurable Targets



# Strategic Goal: Audience Development & Community Outreach

= Existing Program  
 = New Initiative

## Objectives



## Measurable Targets

**2009**

Conduct public opinion survey to gain insight on perceptions of MAM

**2010**

Develop and implement a broad-based marketing campaign designed to increase first time visitors by 10% annually

**2011**

Conduct an exhibit-based marketing campaign to appeal to a broad-based audience annually

Identify one target audience annually to strengthen their connection to the organization

Conduct outreach to two civic groups annually to visit and become more familiar with MAM

Conduct outreach to two businesses annually to visit and become more familiar with MAM

Altering public hours to be open late one weekday and open on Sundays

Evaluate public hour accessibility

Evaluate public hour accessibility

Ensure at least 50% of programs are offered during leisure hours

**Strategic Goal:  
Enhance the MAM Visitor Experience**

■ = Existing Program  
■ = New Initiative

**Objectives**

Maintain a Visitor-Focused Approach

Enhance MAM's Physical Presence

Track Visitor Satisfaction

**Measurable Targets**

**2009**

Develop and implement a strategic service plan which emphasizes the humanistic focus of the MAM

Research and evaluate opportunities in technology to invite visitor dialogue

Make Lobby More Engaging with Art and Improve Orientation with Signage

Increase signage on MAM's exterior by FY10

Track audience patterns, audience diversification and repeat visitation; report to the board quarterly starting in FY09

**2010**

Monitor adherence to plan

Implement one new technology tool

Evaluate level of lobby engagement

Develop highway and way finding signage directing visitors to MAM beginning in FY10

Develop long-range plan for site development

Starting in FY10, conduct visitor observation study bi-annually to measure effectiveness of signage; interpretation and interest in exhibitions

**2011**

Monitor adherence to plan

Implement one new technology tool

Evaluate level of lobby engagement

To be determined

**Strategic Goal:  
Resource Development & Financial Stability**

■ = Existing Program  
 ■ = New Initiative

**Objectives**

Expand MAM Operating Revenue

Expand Planned Giving Cultivation

Ensure Financial Stability

**Measurable Targets**

**2009**

Research feasibility of additional special event and make recommendation to board

Increase membership level from 800 to 900

Increase individual giving by \$25k annually

Increase giving by businesses by \$3k annually and business sponsorship by \$10k annually

Secure 6 planned or deferred gifts by 2011

Establish operating reserve fund and set aside reserve funds of \$10k

Decrease reliance on annual art auction as a percentage of total revenue by 2011

**2010**

Increase membership level from 900 to 1050

Set aside reserve funds of \$20k

**2011**

Increase membership level from 1050 to 1200

Set aside reserve funds of \$30k

