

TAM Three Year Plan
 Long Range Planning Committee (Revised 12/2018 per Board Meeting)

Goal	2018 – Develop and Plan	2019 –Implement and evaluate	2020 – Refine and evaluate
Develop New, Valued Programs	<ol style="list-style-type: none"> 1. Development Conference Who: ED MOS: # Attendees, \$+ 2. Member Only Webinar Series – 3 Programs (2 for small museums, 1 for large museums) Who: ED/Programs Committee MOS: # Participants, New Members join 3. Regional Workshops Who: Program Committee/ Affinity Groups 	<ol style="list-style-type: none"> 1. New Topic Conference based on member feedback 2. 6 Webinar Offerings, based on Member feedback 	<ol style="list-style-type: none"> 1. Development Conference 2. 6 Webinars 3. Retail Conference Who: ED/Program Committee
Increase Membership in TAM and Increase value of membership through resources and webinars	<ol style="list-style-type: none"> 1. Survey Membership 2. Survey 5 Other State Associations to determine areas of highest member value, new member category potential 3. Host new member mixer at Annual Meeting MOS – Complete 1 and 2 by 2Q, 3 at annual meeting Who: Membership Committee 4. Strengthen Website to include Member only web-based resource center Who: ED MOS: Site Improvements quantified 	<ol style="list-style-type: none"> 1. Re-envisioned Membership launched by January 2019 2. Survey member satisfaction / desires September 2019 3. Call 6 Texas non-members qualitative survey 4. New Member mixer at Conference Who: Membership Committee MOS: 5% Increase in membership in both \$ and number of members	<ol style="list-style-type: none"> 1. Membership Increased by 5% 2. Survey member satisfaction / desires 3. Call 6 Texas non-members qualitative survey 4. New Member mixer at Conference Who: Membership Committee MOS: 5% Increase in membership
Strengthen Governance	<ol style="list-style-type: none"> 1. Ad Hoc Committee to develop Board notebook and Orientation 	<ol style="list-style-type: none"> 1. Implement first orientation for new 	<ol style="list-style-type: none"> 1. Orientation for new Board Members at annual conference

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	<p>Program for new members Who: TAM President MOS: TAM Annual Meeting 2018</p> <p>2. Develop Matrix of Board needs/skill sets by January 2018 Who: Executive Committee MOS: Matrix complete / implemented</p>	<p>Board Members at annual conference Who: Executive Committee MOS: New Board Members engaged and productive</p> <p>2. Develop and add Board Advocacy Committee to TAM by June 2019 Who: Board President MOS: Advocacy Committee formed and active.</p>	
<p>Improve Financial Strength¹</p>	<p>1. Virtual Office saves on lease fees by May. MOS: \$ savings quantified Who: ED</p> <p>2. Lower Interest Rate by March. Who: ED MOS: Lower rate</p> <p>3. Development Plan by March Who: Development Committee MOS: Plan in place and first year's goals met.</p> <p>4. Develop increased sales goals for Annual Meeting exhibit hall and program advertisements (other?) Who: Staff MOS: Increased Revenue</p>	<p>1. Development efforts expanded per plan 2. Budget annual surplus</p>	<p>1. Development efforts expanded per plan 2. Budget annual surplus</p>

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Notes:

MOS = Measures of Success

Certification program not addressed.

Assessment of all programs is assumed.