Virginia Association of Museums
Strategic Goals 2019-2021
Adopted January 9, 2020

Mission: The Virginia Association of Museums helps our museum community succeed.

Vision: A united museum community inspiring the world around us.

1. **Attain financial sustainability** (Planning and Resources Committee)
   
   To provide VAM with the financial ability to maintain current programs and future growth through strategic plan initiatives. Diversify revenue stream to prevent potential volatility.

   Operational Goals:
   a. Create a Development Plan with metrics and goals.
   b. Grow Membership revenue by 10% over the next three years.
   c. Monetize programs (current and new) and revenue generating products.
   d. Grow revenue from individuals and foundations.

2. **Strengthen VAM as an organization** (Leadership Committee)
   
   To ensure the future and long-term success of VAM.

   Operational Goals:
   a. Create and maintain an actively engaged VAM board.
   b. Create a diversity and inclusion advisory group to build a network of engaged members from a variety of communities.
   c. Create a staff and board succession plan aligned with future goals and aspirations.
   d. Foster a staff-friendly workplace.
   e. Recruit and retain exceptional staff and provide competitive compensation.

3. **Sustain and engage the VAM membership** (Member Engagement Committee)
   
   To offer VAM’s membership a slate of opportunities to keep members active and engaged.

   Operational goals:
   a. Create and maintain a Communications/Member Engagement Plan.
   b. Foster partnerships with related organizations, vendors, and state/local government agencies.
   c. Evaluate and prioritize existing programs to offer meaningful and innovative products to the membership.

4. **Advocate for Virginia Museums**
   
   To serve as the leader and source of information on Virginia Museums and their importance to the Commonwealth and our nation.
Operational goals:

a. Advocate for museums, their funding and support, at all levels of Government.

b. Create strategic partnerships with the Virginia Department of Education and other State agencies, and provide support when needed to related agencies that work with museums.