VAM’s Mission
The Virginia Association of Museums is a statewide network serving the museum community.

VAM’s Vision
A united museum community inspiring the world around us

Virginia Association of Museums Strategic Goals 2015-2018

1. Attain financial independence
   Operational goals:
   a. Sustain/ increase member engagement
   b. Find sponsors for, or increase revenue from, our current program offerings
   c. Grow revenue from individual financial support (including a 50th anniversary campaign)
   d. Increase number of revenue generating products
   e. Position VAM to advocate independently for funding at the General Assembly

2. Have a more engaged and effective board (Council)
   Operational goals:
   a. Continue to improve orientation for new members
   b. Begin a mentoring program for new members
   c. Offer orientation for those changing positions/ rising to officer
   d. Prepare detailed job descriptions for each committee and board position
   e. Board membership will reflect the diversity of the museum community in Virginia and DC
3. Develop a member engagement process

Operational goals:

a. Create a comprehensive communication plan for consistent member engagement
   
   1. Review our current yearly communication cycle

b. Create a way to measure member engagement

c. Focus on member outreach at all levels of the organization

d. Meet the changing needs of our museum community through programs and services
   
   i. Provide easily accessible resources for our members on our website