

Utah Museums Association

Four-Year Strategic Plan

January 2017 – December 2020

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Executive Summary:

Utah's museums are critical to the educational, cultural, and economic vitality of our state. The Utah Museums Association (UMA) is dedicated to building the capacity of the diverse museums and museum-associated individuals throughout Utah. UMA does this by focusing on the development and delivering of essential professional development, which includes an annual conference; museum advocacy training; and connecting members to other relevant statewide training and relationship building opportunities.

Mission:

The Utah Museums Association (UMA) builds the capacity of Utah's museum community by providing essential professional development and advocacy opportunities.

Core Values:

- Professional Development
- Advocacy
- Community Building
- Collaboration and Inclusion
- Transparent Association Management
- Evaluation and Perpetual Improvement

Strategic Goals:

UMA's Strategic Goals describe how the organization plans to address the strategic plan and fulfill its mission. Committees work collaboratively to achieve desired outcomes. Outcomes and impacts are tracked by measuring progress on objectives and benchmarks, outlined in the Committee Descriptions, Twelve-Month Action Plans, and Evaluation Instruments in the Appendices.

Strategic Goal 1: Deliver and Connect Members to Relevant Professional Development

- (Strategy 1.1) Plan and deliver an annual conference for the Utah museum community that promotes best practices and professional networking and relationship building.
- (Strategy 1.2) Communicate relevant professional development that exists in the state, region, and nation, i.e., UNA, WMA, MMA, UDHA regional workshops, UHC, and others.
- (Strategy 1.3) Evaluate progress and impact by creating measurable objectives for the identified benchmarks and using approved appropriate and non-biased instruments/methods.

Strategic Goal 2: Cultivate Year-Round Advocacy

- (Strategy 2.1) Educate museum professionals to advocate on behalf of their organizations through the legislative process and by establishing and maintaining regular contact with state legislators and local leaders.
- (Strategy 2.2) Organize annual Museum Advocacy Day at the Legislature as an advocacy opportunity and to showcase the measurable positive impact of Utah's museums on the state's economy and cultural vitality.
- (Strategy 2.3) Evaluate progress and impact by creating measurable objectives for the identified benchmarks and using approved appropriate and non-biased instruments/methods.

Strategic Goal 3: Strengthen Utah's Museum Community

- (Strategy 3.1) Cultivate an inclusive, diverse, and robust membership base and encourage retention by offering meaningful benefits.
- (Strategy 3.2) Facilitate or communicate community-building opportunities that allow individuals and institutions to engage with one another in ways that foster deeper professional connections.
- (Strategy 3.3) Evaluate progress and impact by creating measurable objectives for the identified benchmarks and using approved appropriate and non-biased instruments/methods.

Strategic Goal 4: Maintain Excellence in Association Leadership and Management

- (Strategy 4.1) Cultivate the Board of Directors to reflect the diversity and leadership of Utah's museum community and to foster relationships with constituents throughout the state.
- (Strategy 4.2) Actively raise funds to support the operations, mission, and strategic goals of UMA.
- (Strategy 4.3) Uphold best practices for nonprofit management through transparent fiscal responsibility and accountability, and providing diligent oversight of UMA practices, policies, and procedures.
- (Strategy 4.4) Evaluate progress and impact by creating measurable objectives for the identified benchmarks and using approved appropriate and non-biased instruments/methods.