



VIRGINIA
ASSOCIATION
of MUSEUMS

Looking to the Future

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