

# **Texas Association of Museums Strategic Framework 2015-2016**

## Mission Statement:

TAM strengthens our museum community.

## Vision Statement:

TAM serves our museum community by nurturing and training museum leaders, developing and celebrating the field, and voicing the public worth of museums.

## Strategic Framework for new TAM Strategic Plan:

### **1) Secure our Organizational Capacity**

- a. Develop and maintain staff leadership
  - follow best practice in human resource management
  - continue to use resource people in contract roles as appropriate
  - review succession plan periodically
- b. Develop and maintain Council leadership
  - identify and nurture potential future leaders
  - write current job descriptions for Council positions
  - create board training to enhance Council's ability to advocate for TAM
- c. Build TAM's financial base
  - improve Council's fundraising and budgeting literacy
  - write and initiate a board-driven development plan
- d. Update board governance practices and policies
  - convene committee to review founding documents and recommend updates as needed
  - convene committee to assure adequate coverage by current policies

### **2) Nurture and train museum leaders**

- a. Foster community, collaboration, and networking among museum staff and volunteers
  - strengthen Annual Meeting
  - support Affinity Groups
  - facilitate informal networking through regional workshops
- b. Initiate and deliver training for trustees
  - create informational training tool that museum directors can use with their boards of directors/trustees

- develop an annual event that provides in-person board training
- c. Supply fresh online content and forum for exchange
  - explore ways to maximize use of social media
- e. Incite pioneering museum practices
  - establish a mechanism for recognizing and celebrating innovative practice
- f. Expand participation to be both deeper and broader
  - review membership structure and benefits as needed
  - initiate a membership drive

**3) Voice the public worth of museums**

- a. Communicate changes in strategic environment
  - increase substance and Council participation in the creation of monthly newsletter
  - take advantage of opportunities to learn from strategic leaders in diverse fields
  - foster an opportunistic culture
- b. Represent our museums within the field on the state, regional, and national levels
  - maintain and increase credibility of Texas museums within the field on the state, regional, and national levels
- c. Clarify, train, and build confidence for improved advocacy among our members
  - develop a curriculum to empower TAM members to advocate effectively for themselves
  - devise implementation plan for this advocacy curriculum

**4) Develop and celebrate the field**

- a. Partner with affiliated organizations
  - collaborate with NASMA to strengthen all state museum associations
  - work with like-minded entities for mutual benefit
- b. Inspire resource sharing
  - set an example for collaboration
  - work through Affinity Groups to identify resource sharing opportunities
- c. Enable museum professionals to reflect and recharge
  - provide members with opportunities for time away
  - create situations that encourage reflection and inspiration
  - develop opportunities to enjoy camaraderie with colleagues

###

*Approved by Council 2-20-2015*

