

# Texas Association of Museums Strategic Framework 2015 REVISED

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 TAM Strategic Plan:

1) **Secure our Organizational Capacity**

- a. Develop and maintain staff leadership
  - o follow best practice in human resource management
  - o continue to use resource people in contract roles as appropriate
  - o review succession plan periodically
- b. Develop and maintain Council leadership
  - o identify and nurture potential future leaders
  - o write current job descriptions for Council positions
  - o create board training to enhance Council's ability to advocate for TAM
- c. Build TAM's financial base
  - o improve Council's fundraising and budgeting literacy
  - o write and initiate a board-driven development plan
- d. Update board governance practices and policies
  - o convene committee to review founding documents and recommend updates as needed
  - o 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
  - o strengthen Annual Meeting
  - o support Affinity Groups
  - o facilitate informal networking through regional workshops
- b. Initiate and deliver training for trustees
  - o create informational training tool that museum directors can use with their boards of directors/trustees

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- o develop an annual event that provides in-person board training
- c. Supply fresh online content and forum for exchange
  - o [explore ways to maximize use of social media](#)

- e. Incite pioneering museum practices
  - o establish a mechanism for recognizing and celebrating innovative practice
- f. Expand participation to be both deeper and broader
  - o review membership structure and benefits [as needed](#)
  - o [initiate a membership drive](#)

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

- a. Communicate changes in strategic environment
  - o increase substance [and Council participation in creation](#) of monthly newsletter
  - o take advantage of opportunities to learn from strategic leaders in diverse fields
  - o foster an opportunistic culture
- b. Represent our museums within the field on the state, regional, and national levels
  - o 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
  - o develop a curriculum to empower TAM members to advocate effectively for themselves
  - o devise implementation plan for this advocacy curriculum

4) **Develop and celebrate the field**

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

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[Approved by Council 2-20-2015](#)

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 <#>assign creative tasks to Program Coordinator . ... [10]

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 <#>understand and analyze retention retention challenges .

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<b>Page 1: [1] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:17 AM</b>	<ul style="list-style-type: none"> <li>maintain updated personnel policy and job descriptions</li> <li>conduct annual job performance reviews</li> <li>maintain healthy work environment</li> </ul>
<b>Page 1: [2] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:17 AM</b>	<ul style="list-style-type: none"> <li>clarify criteria for ideal Council leaders</li> <li>refine Nominating Committee process</li> </ul>
<b>Page 1: [3] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:18 AM</b>	<ul style="list-style-type: none"> <li>review strategic framework and progress points</li> <li>review expectations of Council service</li> <li>refresh understanding of good governance practices</li> <li>sign Council agreements such as Conflict of Interest policy</li> </ul>
<b>Page 1: [4] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:18 AM</b>	<ul style="list-style-type: none"> <li>understand how much money it takes to run the organization and where the money comes from</li> <li>track comparative Annual Meeting overview</li> <li>track comparative membership overview</li> </ul>
<b>Page 1: [5] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:18 AM</b>	<ul style="list-style-type: none"> <li>clarify roles and responsibilities</li> <li>create a “wish list” of project support needs</li> <li>encourage creativity in funding possibilities</li> <li>accomplish 100% Council giving beyond membership dues</li> <li>find new way to state TAM’s public value to increase appeal to funders</li> </ul>
<b>Page 1: [6] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:19 AM</b>	<ul style="list-style-type: none"> <li>revisit Council election process to find ways to increase participation in Council elections</li> </ul>
<b>Page 1: [7] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:20 AM</b>	<ul style="list-style-type: none"> <li>sustain and increase attendance</li> <li>incorporate fresh features to the conference</li> <li>ensure that there is time in the program and that the environment is conducive to networking</li> </ul>
<b>Page 1: [8] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:20 AM</b>	<ul style="list-style-type: none"> <li>communicate how Affinity Groups might take leadership roles in the organization</li> <li>strengthen identities of Affinity Groups through programming and audience development</li> </ul>
<b>Page 1: [9] Deleted</b>	<b>Jennifer Coleman</b>	<b>8/13/15 11:20 AM</b>	<ul style="list-style-type: none"> <li>locate workshops strategically within regions of the state to maximize participation and impact</li> <li>encourage regional communities to interact</li> </ul>

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continue to seek funding for website update  
maximize use of Facebook and other social media

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assign creative tasks to Program Coordinator  
incorporate humor  
initiate periodic online chats with members

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create the annual Jeff West award called TAMIE (TAM  
award for Innovation & Excellence)  
make a place for celebrating innovative practice at the  
Annual Meeting

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g. Explore interest in and need for a TAM assessment program  
form committee composed of Council representatives and general  
TAM members to investigate the potential interest in and need for  
a Texas-specific assessment program  
determine how best to format and operate an assessment program

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initiate member travel program in partnership with  
Oklahoma Museum Association, June 2013  
initiate combined annual meeting with New Mexico  
Association of Museums, April 2014

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Approved by Council 12-7-2012