

Texas Association of Museums  
Strategic Framework 2013

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:

- 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 for Council
  - c. Build TAM's financial base
    - improve Council's fundraising and budgeting literacy
    - write and initiate a board-driven development plan
    - accomplish 100% Council giving beyond membership dues
    - find new way to state TAM's public value to increase appeal to funders
  - 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
    - revisit Council election process to find ways to increase participation in Council elections
- 2) Nurture and train museum leaders
  - a. Foster community, collaboration, 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
    - continue to seek funding for website update
    - maximize use of Facebook and other social media
    - initiate periodic online chats with members
  - 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
  - initiate a membership drive
  - understand and analyze retention challenges
- 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
- 3) Voice the public worth of museums
  - a. Communicate changes in strategic environment
    - increase substance 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

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Approved by TAM Council 12-7-2012

Member response invited at TAM Business Meeting, Friday, April 5, 2013, 11:30 a.m.