

**Strategic Planning for Museums:
Writing, implementation and evaluating
the plan**

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Agenda

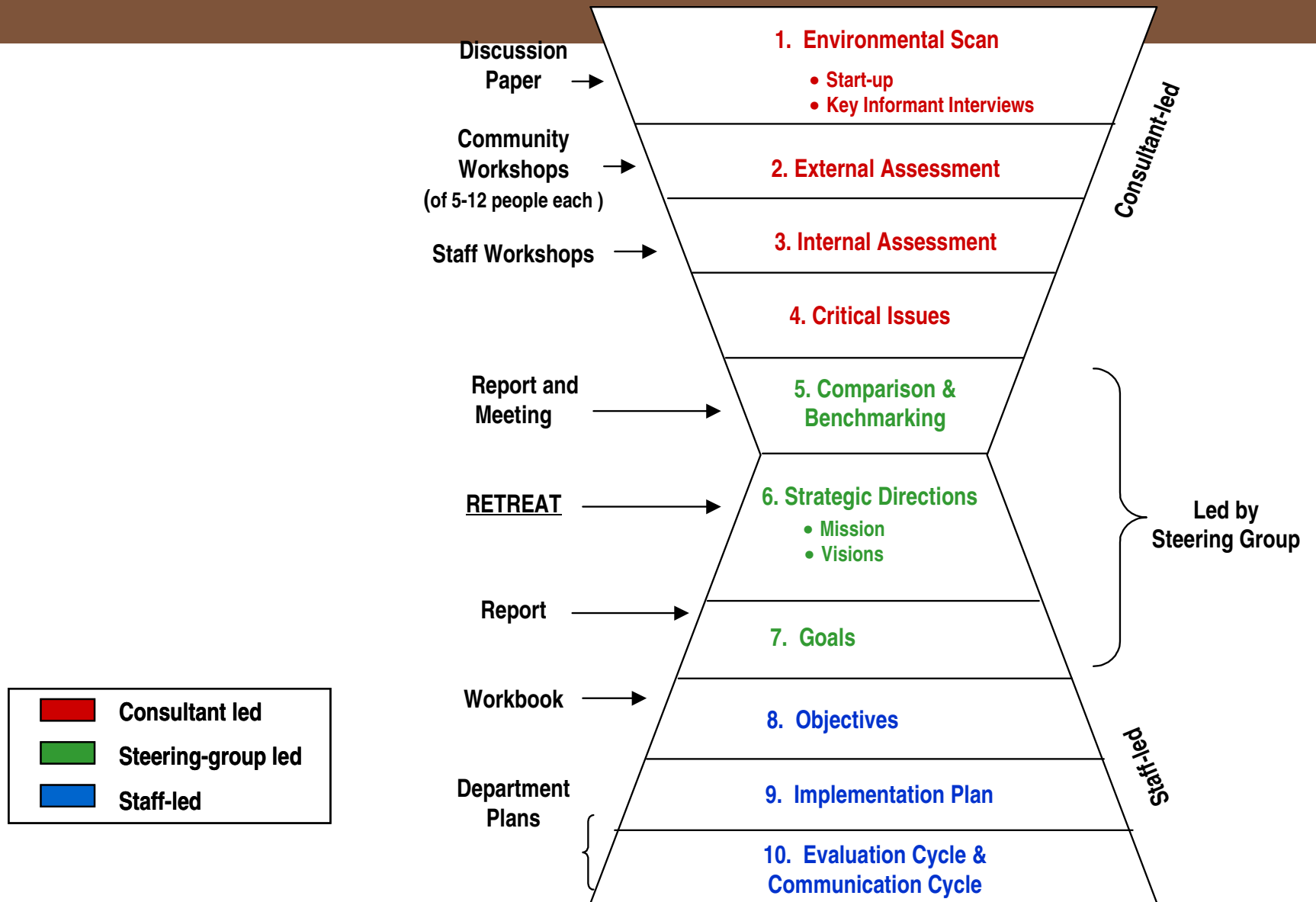
1. Why do Strategic Planning?
2. Communicating the Plan
3. Your case studies

WHY do Strategic Planning?

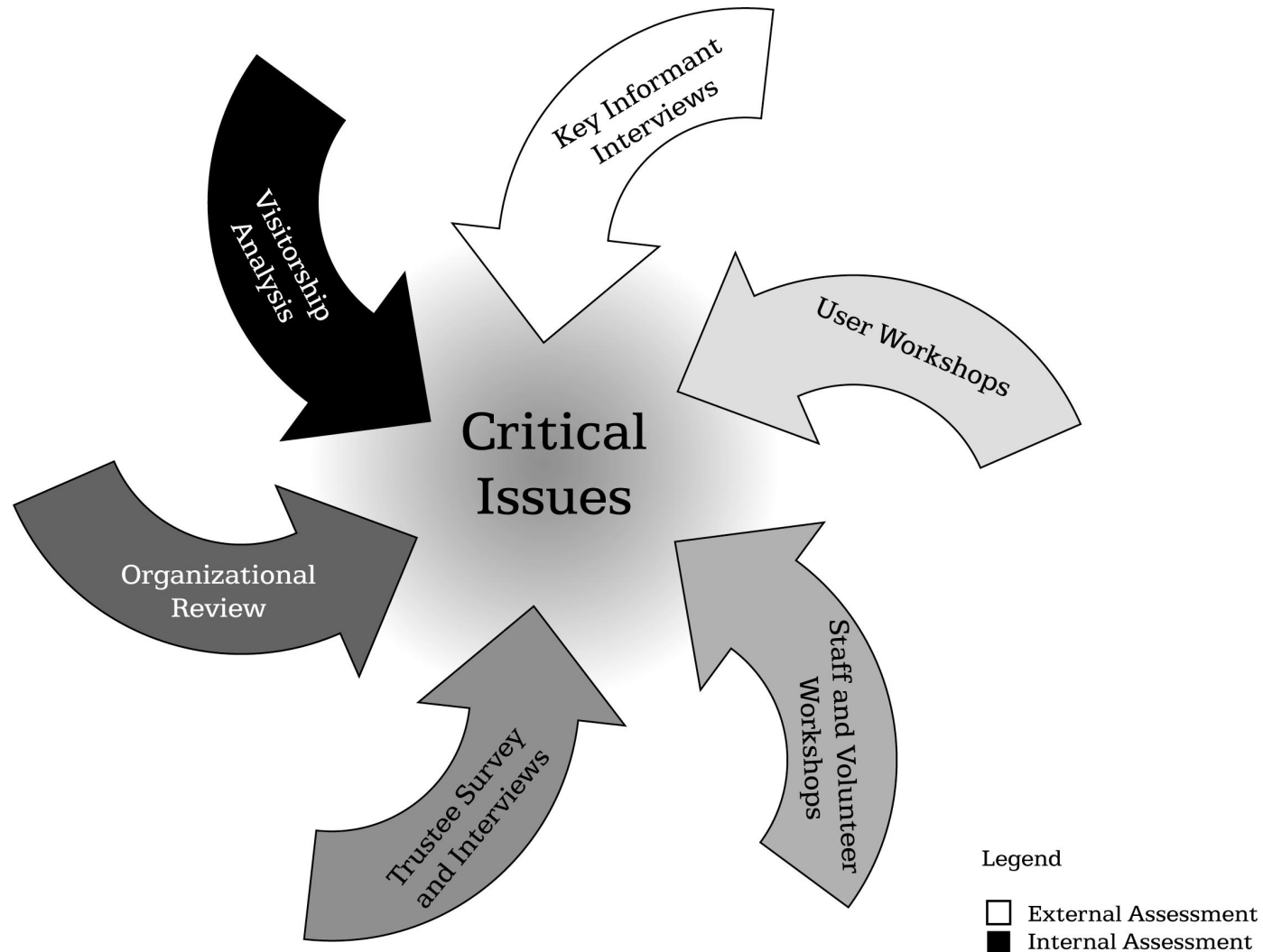
Some reasons

- . Improve performance**
- . Qualify for private or public funding**
- . Achieve accreditation**
- . Lay the groundwork for a new initiative**
- . Motivate staff and Board**
- . Replace or update previous plan**
- . Address change - both internal and external**

What is Strategic Planning?



What is Strategic Planning - How is it done?



Communicating the Plan

The plan and the brand must be in alignment and need to be communicated to all stakeholders

Communicating the Plan – WHY?

- Transparency and awareness at every stage of the plan's development are key to an institution's reputation, the creation of an excellent and viable plan, and buy-in from all constituencies
- Awareness, buy-in and excellence create 360 degree advocates: board, staff, external
- Advocates = forward momentum, plan success and great word of mouth publicity

Communicating the Plan - WHO?

- Board – beyond leadership and committee members
- Internal staff – beyond management – throughout the entire organization
- External public – beyond just the organization's membership and visitors to the larger community, the press and the professional community

Communicating the Plan – HOW?

- Board – frequent discussion and updates at board meetings; retreat; yearly reports
- Staff – group and full staff discussions and presentations, including mid-year reports during the plan's roll-out
- External – press release announcing plan; yearly meeting updates; use plan goals in annual reports and on website to report on progress

What is Strategic Planning – Your case Studies