Contents

1 Mission, Preface & Definitions ......................................................... 1

2 Goal 1 .............................................................................................. 2
   Objectives ...................................................................................... 2
   Strategies ...................................................................................... 3

3 Goal 2 .............................................................................................. 4
   Objectives ...................................................................................... 4
   Strategies ...................................................................................... 5

4 Goal 3 .............................................................................................. 6
   Objectives ...................................................................................... 6
   Strategies ...................................................................................... 7
The Kansas Museums Association’s purpose is to promote museums and to provide leadership, advocacy and training for the Kansas museum community.

The driving force of this plan is to ensure KMA strives to provide high quality programs tied to financial sustainability.

**Goal:** A specific target, end result or something to be desired.

**Objective:** How much or what, will be accomplished by when? How do we measure success?

**Strategy:** What must be done to achieve progress toward the goal?
Goal 1: Be the Resource Center for the Kansas Museum Community

- **Objective 1**: Create a branding strategy to increase KMA brand identity
- **Objective 2**: Expand number and quality of KMA professional development and leadership programs
- **Objective 3**: Members and stakeholders report increased awareness of KMA
- **Objective 4**: Increase collaboration with other associations through shared programming opportunities
1. Survey members’ interest in programs and services

Action Steps:
   a. Create comprehensive survey for stakeholders
   b. Assess conference annually
Lead: Membership Committee/Communications Committee
Timeline: Year 1

2. Initiate Rebranding Process

Action Steps:
   a. Reach out to three consultants on cost and timeline options
      i. Review and score proposals
   b. Develop collateral materials
   c. Assess member awareness of KMA
Lead: Membership Chair/Communication Chair
Timeline: Year 2

3. Enhance communication with membership

Action Steps:
   a. Cultivate opportunities for member’s engagement in board decision making
      i. Expand member participation in board committees
   b. Upgrade website package
      i. Provide WordPress training to Communication Committee
      ii. Expand resources available on website
   c. Issue annual report
   d. Increase social media presence
      i. Research new means to reach audiences
Lead: Membership Committee/Communication Committee

4. Evaluate and Assess Programs and Services

Action Steps:
   a. Explore delivering programing online
      i. Create Research Task Force
      ii. Review KMA conference broadcasting options
   b. Explore options to create new programs
   c. Review opportunities for regional programing
Lead: Program Committee
Timeline: Year 1-2

5. Assess collaborative partnerships

Action Steps:
   a. Explore opportunities for shared programing with Nebraska
      i. Invite to Nebraska to the KMA 2020 conference
   b. Expand outreach to other statewide organizations, including the following:
      i. Travel Industry Association of Kansas
      ii. Humanities Kansas
      iii. Kansas Library Association
   c. Explore collaborative relationships with college museums
Lead: KMA President and Board
Timeline: Ongoing
Goal 2

Goal 2: Create initiatives to broader & diversity association activities

- **Objective 1:** Expand earned revenue by five percent annually
- **Objective 2:** Expand donations by five percent annually
- **Objective 3:** Grow the Endowment by five percent annually
- **Objective 4:** Expand membership and retain current KMA members
Goal 2: Strategies

1. Create a development plan
   Action Steps:
   a. Research and identify new giving opportunities
   b. Develop legacy giving program
   c. Submit for national grants

   Lead: Finance/Development Committee
   Timeline: Year 2

2. Create budget calendar

   Lead: Finance/Development Committee
   Timeline: Year 1
Goal 3

Goal 3: Support KMA Strategic Initiatives Based on Sustainable Programming Opportunities

- **Objective 1:** Increase KMA advocacy engagement at the national, state and local level.

- **Objective 2:** Develop a culture within the association that conveys a unified message to the public and to public officials.
Goal 3: Strategies

1. Create annual advocacy fact sheets by districts

Action:
   a. Place factsheets on website (needs)
   b. Send to members

*Lead: Advocacy/Leadership Chair*

*Timeline: Year 1*

2. Offer advocacy training and resources to membership

Action:
   a. Integrate advocacy training into annual conference
   b. Provide template for press releases on website
   c. Send a representative to annual advocacy day

*Lead: Advocacy/Leadership Chair*

*Timeline: Year 2*

3. Create legislative task force to increase awareness of state advocacy issues

Action:
   a. Explore opportunities to provide a museum day on the Hill in Topeka
      i. Partner with Humanities Kansas and the Kansas State Historical Society
   b. Send out briefs or bulletins to members on current state issues affecting museums

*Lead: Advocacy/Leadership Chair*

*Timeline: Year 1*