KANSAS MUSEUMS ASSOCIATION

STRATEGIC PLAN

2020-2023

Prepared by
Kansas Museums Association
Board of Directors
with support from
Public Policy and Management Center
at Wichita State University
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**Mission**

The Kansas Museums Association’s purpose is to promote museums and to provide leadership, advocacy and training for the Kansas museum community.

**Strategic Plan Preference**

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

**Goals, Objectives and Strategies Defined**

**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

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**: Report increased awareness of KMA by members and stakeholders
- **Objective 4**: Increase collaboration with other associations through shared programming opportunities
1. Survey members’ interest in programs and services
   a. Create comprehensive survey for stakeholders
   b. Assess conference annually
   Lead: Membership & Communications Committees
   Timeline: 2020

2. Initiate Rebranding Process
   a. Assess member awareness of KMA
   b. Reach out to three consultants on cost and timeline options
      i. Review and score proposals
   c. Develop collateral materials
   Lead: Membership & Communications Committees
   Timeline: 2022

3. Enhance communication with membership
   a. Cultivate opportunities for members’ 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 (2022-March)
   d. Increase social media presence
      i. Create Social Media policies (Dec 2021)
      ii. Research new means to reach audiences
   Lead: Membership & Communications Committees
   Timeline: 2021-2022

4. Evaluate and Assess Programs and Services
   a. Explore delivering programming online
      i. Create Research Task Force
      ii. Review KMA conference broadcasting options
   b. Explore options to create new programs (in progress)
   c. Review opportunities for regional programming
   Lead: Program Committee
   Timeline: 2020-2021

5. Assess collaborative partnerships
   a. Explore opportunities for shared programming with
      i. Invite to Nebraska to the KMA 2020 conference (Invited to 2021)
   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 broaden & diversify association activities

- **Objective 1:** Expand earned revenue by five percent annually
- **Objective 2:** Expand donations by ten percent annually
- **Objective 3:** Grow the Endowment by ten percent annually
- **Objective 4:** Expand membership by ten percent and retain 90 percent of current KMA members
- **Objective 5:** Actively develop and create ways to increase cultural awareness in the KMA community
Goal 2: Strategies

1. Create a development plan
   a. Research and identify new grant opportunities (in progress)
   b. Develop legacy giving program (in progress)
   c. Submit for national grants (in progress)

   Ownership: Finance & Development Committee
   Timeline: 2021

2. Create budget calendar

   Ownership: Finance & Development Committee
   Timeline: 2020

3. Actively recruit diverse scholarship applicants

   Ownership: Scholarship Chair
   Timeline: Annual

4. Designate a KMA grant for DEI project

   Ownership: Grant Chair
   Timeline: Annual

5. Actively seek board and committee members from underrepresented populations

   Ownership: KMA President
   Timeline: Annual
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
1. Create annual advocacy fact sheets by districts
   a. Place factsheets on website (needs)
   b. Send to members
   Ownership: Advocacy/Leadership Chair
   Timeline: 2020

2. Offer advocacy training and resources to membership
   a. Integrate advocacy training into annual conference
   b. Provide template for press releases on website
   c. Send a representative to American Alliance of Museums's Annual Advocacy
   Ownership: Advocacy/Leadership Chair
   Timeline: 2021

3. Create legislative task force to increase awareness of state advocacy issues
   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
   Ownership: Advocacy/Leadership Chair
   Timeline: 2020