

GRAND RAPIDS
PUBLIC MUSEUM

Be curious.

Plan – Lead Strategies FY18



OUR FIVE YEAR STRATEGIC PLAN

YEAR 1 RESTRUCTURE



- Assessment of Sites
- Restructure Board & Staff
- Programming Plan
- Explore Higher Ed Affiliations
- Better Serve Education Market
- Secure Transitional Resources
- Engage the Community
- Implement New Processes & Systems
- Define Measurable Success

YEARS 2-4 TRANSFORM



- Expand Revenue Generating Programming
- Create Concepts for Museum Redesign & Develop Capital Campaign Plan
- Establish Grand Rapids Public Museum School through Local Collaborations
- Continue Community Membership & Donor Outreach
- Expand Online & Research Services
- Explore Viability, Feasibility, and Desirability of County Millage Plan
- Achieve Stronger Engagement with the Public through Our History, Science and Cultural Programming Initiatives

YEARS 5+ LEAD



- Maintain Multiple Revenue Streams for Financial Sustainability
- Ensure Superior Performance against Our Mission by Cultivating Curiosity
- Continue to Advance in Museum & Universal Design Leadership
- Demonstrate Thought Leadership on Regional Priorities: Diversity & Inclusion, Economic Dev. & Sustainability Leadership
- Achieve Community Hub Perception for Innovative Programming
- Solidify Leadership Role in K - 12 + Higher Ed Museum School
- Monetize Best-in-Class Research Resource Laboratory

LEAD OUR STRATEGIES FOR YEAR 5 AND BEYOND



REVENUE

Expand revenue by offering a superior museum experience in support of our mission



MUSEUM REDESIGN

Complete concepts for new exhibits & update current spaces that demonstrate cutting-edge Museum and Universal Design distinction



MUSEUM SCHOOL

Grow the Museum School as a world class partner that maintains a national level of Super School excellence



MEMBERS & DONORS

Accelerate community membership & donor development to ensure long-term financial sustainability



ONLINE

Invest in digital technology integration & research services



MILLAGE

Fulfill our commitment to the community through exemplary compliance



ENGAGEMENT

Achieve “Community Hub” status with the Public through thought leadership and innovative programming