

Be curious. | GRAND
RAPIDS
PUBLIC
MUSEUM

2023 Strategic Plan





FINANCIAL SUSTAINABILITY

Ensure long-term viability of the institution through all lines of business and operations.



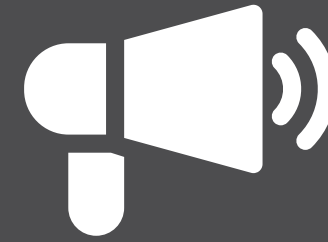
COMMUNITY ENGAGEMENT

Collaborate with community partners through innovative practices in Universal Design, programming, and engagement to offer an enhanced public experience.



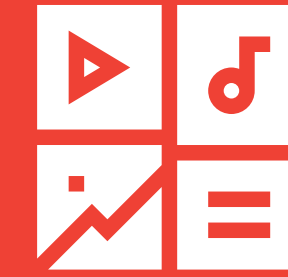
KNOWLEDGE FOR ALL

Create lifelong learners through engaging and immersive exhibits, events, and educational programming.



STAKEHOLDER ADVOCACY

Inspire Museum stakeholders and donors to shift from passive ambassadors to passionate advocates of our mission.



DIGITAL LITERACY

Leverage unique museum assets and platforms to create digitally literate audiences and next generation content creators.



COLLECTIONS STEWARDSHIP

Preserve and make widely accessible the public collections in our care through culturally appropriate practices.



ORGANIZATIONAL EXCELLENCE

Maintain our status as an industry leader through intentional organizational alignment, policies, and procedures with a focus on improvement.