Making Our Museum Work

2014–2019 Strategic Plan Summary

What is our work?

On a basic level, the Art Museum’s job is to collect important works of art, keep them safe, and use them for the enjoyment and education of everyone in our community. We are the community’s art collection. But that is just the beginning. What if the Art Museum could do more? What if the Art Museum could find ways to make our community even better? What if it was a partner in economic development, had a role in educating our children, and encouraging greater civic engagement? What if the Art Museum was a point of community pride and connected people across our City, State, and Region? What if the Art Museum worked to transform individuals and our community through art?

In 2011, the Springfield Art Museum adopted a far-reaching vision statement to answer these questions. To see this vision fulfilled, the board, staff, stakeholders, and community wrote and adopted a strategic plan detailing the work of the Museum for the next five years. The board and staff of the Museum continues to ask: How can the Springfield Art Museum better serve our community?

Reaching In, Reaching Out, Reaching Up.

1 In order to fulfill our vision of what the Museum can become, we must first REACH IN and address internal issues that may stand in the way of our success. We have to build a strong board and staff, improve our building and grounds, and seek out the funding and other support that will help us get the job done. We will not be a strong partner if we are not a strong organization.

2 Once we have built the capacity to be an effective partner, we must REACH OUT to the community we serve. We must develop mutually beneficial relationships that help us serve our community better. We believe that together we can become stronger and by finding common ground and responsibly sharing resources, we can achieve more.

3 By becoming a strong and reliable partner, the Museum can REACH UP and fulfill its vision as a collaborator and catalyst for the transformation of individuals and the community through art. With the right partners working together, we can achieve anything.

Our Mission

The Springfield Art Museum is dedicated to enhancing the education and documenting the diverse cultural heritage of the people of southwest Missouri, through the collection, preservation and exhibition of art objects.

Our Vision

The Springfield Art Museum recognizes the past and embraces the future as a collaborator and catalyst for the transformation of individuals and the community through art. The Art Museum is a vital partner in the economic development of the city and values collaboration. The Museum will actively cultivate the use of its facilities both interior and exterior as a cultural resource for its citizens through the continued expansion of its permanent collection, creative development and expansion of exhibitions and providing educational outreach to the citizens of Southwest Missouri.

Our Values

Excellence

Accessibility

Relevance

Collaboration

Accountability

Responsiveness

Growth
Chapter 1: Visibility & External Relations

Adopt a Marketing Plan for the Museum
This will include the development of a new brand identity for the Museum. The most pressing need identified by all of the focus groups during the development of our Strategic Plan was our lack of identity and visibility.

Improve the Way We Collect Information
We need to know our audience to serve our audience. We also need good information so that we can effectively tell our story. Gathering information about who we serve will be key to our success in other areas.

Develop New Programs and Partnerships
These programs and partnerships will help expand tourism, the number of demographics we serve, and our geographic influence. To be successful, we must reach out beyond our walls including leading in public art.

Chapter 2: Collections Management

Adopt a Collections Management Policy
This policy will clearly articulate how we care for our art and the steps necessary for a work of art to be added or removed from our collection. This document will ensure proper oversight.

Inventory and Catalogue Our Art
We will complete a full inventory of the collection to determine what artworks we own. The core of the collection will be catalogued with full records. We will make these works accessible online.

Chapter 3: Building & Grounds

Complete a Master Plan for the Museum
Completing a Master Plan for the building and grounds will help unify the Museum experience inside and out. The Master Plan will also be invaluable in financial planning. It will enable us to prioritize building projects.

Engage the Grounds as Part of the Experience
We are lucky to have 4.5 acres of grounds with an amphitheater. Not only can we host performances in the amphitheater, but the grounds can be used for outdoor sculpture and other projects that engage the community.
Chapter 4: Audience Experience

Improve customer service and hospitality
If our visitors do not feel welcome in the Museum, they will never be comfortable enough to enjoy the art. We must make a continual commitment to providing our community with a welcoming place through our actions as well as the built environment.

Expand opportunities for education
Education is core to the Museum’s mission. We have an opportunity to impact our community in a significant way by working to ensure life-long learning opportunities for all. We continue to develop community partnerships that deliver on this promise.

Chapter 5: Financial Growth

Adopt a Business/Development Plan
We have an incredible opportunity but also a need for financial growth. This plan will help us develop diverse funding sources, build resources, form partnerships, and define the roles of all involved in the Museum’s financial future.

Achieve accreditation with the AAM
The American Alliance of Museums determines national standards and best practices for the field. Accreditation is like the “Good Housekeeping Seal of Approval” for museums nationwide. Accreditation is a commitment to excellence.

The Spirit of our Plan

It is implied and understood that all of our goals for each chapter will be:

1. **Audience-centric**, meaning that we will put the needs of our visitors and community first while working toward our goals,

2. **Technology driven**, meaning that we will embrace technological change and use it to our advantage as we work toward our goals, and

3. **Based in proactive management principles** such as risk management. This means that we will not only pursue our goals but seek out the best ways to do so. We will not only carefully consider what we do but also how we do it and how this will lead to further success.
Springfield Art Museum Board & Staff

Sally Scheid (Chair)
Tim Rosenbury (Vice Chair)
Judith Fowler (Secretary)
Don Cooley
Nancy Daily
Kirk Elmquist
Ron Hawley
Jennifer Kennally
Chris Weiss

Nick Nelson, Director
Tyra Knox, Executive Secretary
Merritt Giles, Assistant Director
Sarah Buhr, Curator of Art
Kate Baird, Museum Educator
Greta Russell, Registrar
Cindy Quayle, Exhibitions Manager
Rachel Johnson, Museum Assistant
Brian Fickett, Museum Assistant
Michele Huntley, Custodian
Dave Conley, Custodian
Luz Melendez, Visitor Services
Debbie Karnes, Visitor Services
Anita Wood, Visitor Services
Olivia Marksberry, Visitor Services
Roger Hall, Security
Joe Medina, Security
Lexi Mason, Security
Don George, Security

Who Are We?

Community Leaders
The Museum operates under the authority of a 9 member board appointed by the Springfield City Manager. These special volunteers serve up to two consecutive 3-year terms, providing oversight of this precious community resource. For information about board service, please contact the Springfield Art Museum or the City of Springfield. Board members must reside within Springfield city limits.

Dedicated Professionals
The Springfield Art Museum has over twenty employees comprising over a century of combined experience in the museum field. Staff includes custodians, security guards, guest services, a Museum Educator, teaching artists, administrators, and a curatorial team consisting of a Curator of Art, Registrar, Exhibitions Manager, and Museum Assistants. This team carries out the mission of the Museum every day.

Caring Donors
The Museum is fortunate to have two support groups, Southwest Missouri Museum Associates (SMMA) and Friends of the Springfield Art Museum (FOSAM.) Both groups are separate 501c3 nonprofit organizations that help raise money for the Museum and support its programs. Both groups sponsor tours, classes, purchase artwork, and assist with building needs. These groups host receptions and social events for their members. Membership information can be found at www.sgfmuseum.org.

Passionate Volunteers
The Museum Docents are special volunteers who lead group tours of the Museum for adults and children. Docents volunteer on a weekly basis, or as the schedule dictates, and participate in monthly docent meetings. Applicants receive one year of training and apprenticeship. Docents attend the National Docent Symposium on a rotating basis. Volunteers are the soul of the Springfield Art Museum, providing expertise and sharing their knowledge in a variety of areas. For more information contact the Museum.

The Springfield Art Museum is free of charge and the Museum is accessible to all visitors.

For more information about the Museum, please contact:

Springfield Art Museum
1111 East Brookside Drive
Springfield, MO 65807

Phone: 417-837-5700
Fax: 417-837-5704
E-mail: artmuseum@springfieldmo.gov
Website: www.sgfmuseum.org