

Strategic Plan

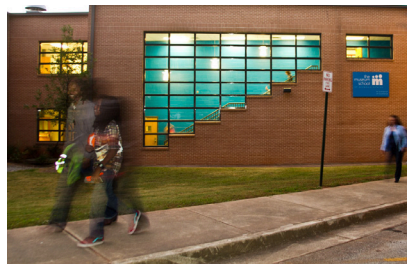


MISSION

To exhibit, enhance, and expand the successful museum school model by uniting and developing educators, museums, and community partners.

VISION

To elevate PK-12 education by advancing current museum schools, accelerating museum programming, and advocating for additional museum schools, leading to increased student growth and engagement.



Focus Areas

1. Engaged Network

The National Association of Museum Schools will build a diverse, active network of member schools, museums and partners.

- Develop and deploy marketing strategies and materials to reach schools, museums and partners. Recruit active members to include:
 - > Schools > Educators > Museums > Partners > Supporters
- Empower member growth and engagement over time
- Deploy communication tools (newsletters, emails, social media) to share information and collect feedback

2. Relevant Research

The National Association of Museum Schools will produce, collect and disseminate meaningful research to schools and museums in support of museum model expansion.

- Identify the core elements of the museum model
- Provide relevant and useful research-based materials for application and improved practice
- Solicit and respond to research questions from our members
- Collaborate with research partners to drive ongoing museum learning research

3. Purposeful Programming

The National Association of Museum Schools will engage museums and schools in rich, relevant professional learning opportunities.

- Assess the needs of museums and schools regularly to determine professional learning needs
- Offer a calendar of high-quality professional learning options to meet the needs of members
- Connect the community with the museum model to strengthen and encourage expansion of museum schools
- Convene members annually to share, support and challenge each other

4. Operational Sustainability

The National Association of Museum Schools will increase funding and establish organizational structures and policies to ensure long-term success.

- Ensure strong and effective organizational leadership and financial governance
- Demonstrate accountability through monthly board meetings and reports
- Achieve active membership of museum schools, educators, museums and partners
- Seek renewable investments and support from foundations, grant-makers and sponsors
- Create meaningful and diverse revenue opportunities to achieve the association's goals