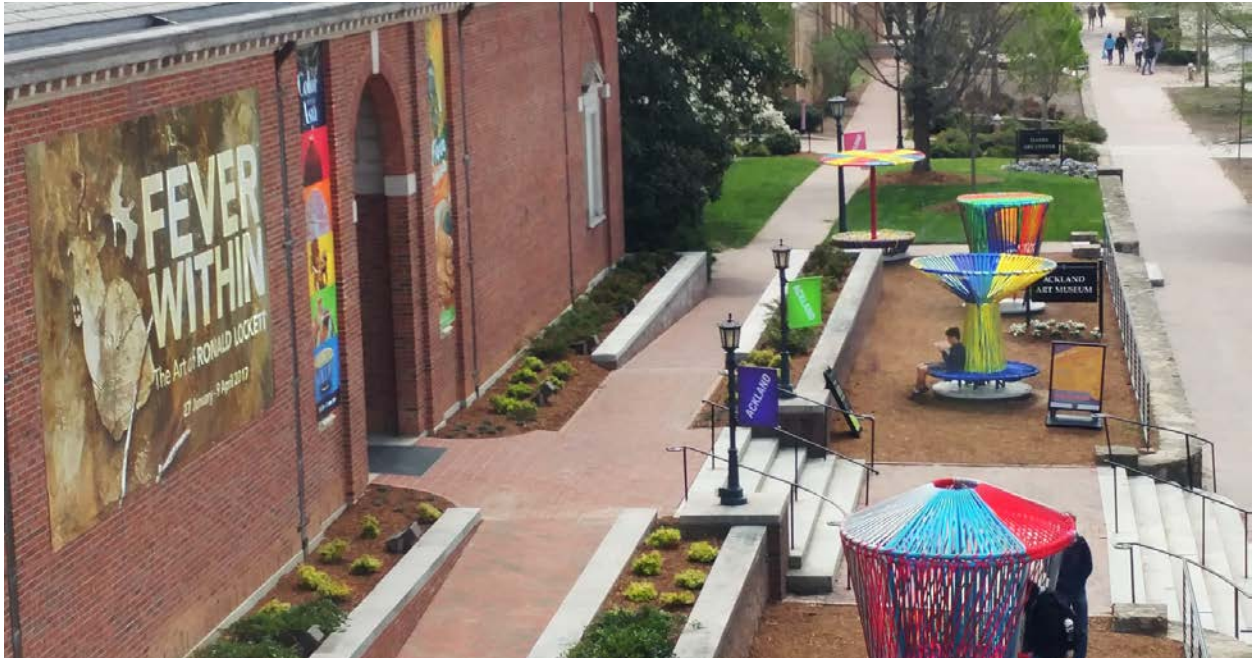


ACKLANDARTMUSEUM



Strategic Plan & Brand Strategy

What we do

By looking closely and carefully at the breadth of artistic creativity – the familiar, the unexpected, the challenging – we connect with the beauty and complexity of a big world. Look close, think far.

Why we do it

We provide experiences that spark insight into ourselves, each other, and the world. Our mission is the art of understanding.

How we do it

1. Playful: together we nurture curiosity, encourage creativity, and disrupt convention
2. Rigorous: together we advance the highest professional, scholarly, and ethical standards
3. Responsive: together we listen, reflect, and adapt

Where we're going

To become the preeminent – the most visited and highly regarded – public university art museum, engaging everyone in the community and beyond serving UNC students, staff, faculty, and alumni through teaching and research.

How we'll get there

We will expand and enhance our impact on lives, create a building worthy of our art and mission, and secure needed art and resources to achieve our vision.