

Strategic Plan & Brand Strategy

Mission/Purpose: the art of understanding

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

Vision: the preeminent public university art museum

To become 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.

Offer: look close, think far

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.

Values

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 with listen, reflect, and adapt

Priorities

1. EXPAND AND ENHANCE OUR IMPACT ON LIVES
 - a. Become a destination for local, national, and global audiences
 - i. Make changes to accommodate comfortable visits
 - ii. Create tailored programming for groups
 - iii. Seek more diverse audiences and volunteers
 - iv. Expand programs for K-12 and community groups
 - v. Expand public events
 - vi. Expand non-profit events
 - vii. Create national and global partnerships
 - b. Increase visibility
 - i. Increase marketing efforts with help of an increased budget
 - ii. New website
 - iii. New social media offerings/promotions
 - iv. Use technology to enhance interactions with art
 - v. Heighten understanding of the role of Academic Programs
 - vi. Promote the Store
 - c. Cultivate a reputation as thought leaders
 - i. Publish scholarly work more frequently

- ii. Become thought leaders by playing a role in social consciousness of the community
 - iii. Maximize National Advisory Board (NAB) and Local Advisory Group (LAB) to increase diversity in our thought process
 - iv. Maximize Academic Advisory Board (AAC) to increase diversity in our thought process

- 2. CREATE A BUILDING WORTHY OF OUR ART AND MISSION, FIRST NOW AND THEN LONG-TERM
 - a. Create spaces that will enhance experiences in the current building
 - i. Reimagine galleries: close looking, educational considerations, and places to rest and linger
 - ii. Improve event spaces: food and drink, needs of caterers, and safety of nearby artwork
 - iii. Program spaces: technology needs and audience capacity needs
 - iv. Design staff spaces: office, collaboration, and relaxation
 - v. Design Store and lobby spaces
 - b. Design state-of-the-art spaces for future building
 - i. Formulate and lead task force to assess needs for the building
 - ii. Consider physical requirements, climate control, conservation areas, security, open storage, etc.
 - iii. Plan future growth: technology and new programming
 - c. Create a building that is an architectural destination in and of itself
 - i. Collaborate with the Master Planning Process and Art Department
 - ii. Hire a notable architect through RFP process
 - iii. Create an interim and transition plan

- 3. SECURE NEEDED ART AND RESOURCES TO ACHIEVE OUR VISION
 - a. Make more great art available
 - i. Expand and refine the permanent collection, including enhanced stewardship
 - ii. Grow traveling exhibition program
 - iii. Design new ways to get art onto campus and into community
 - b. Assure necessary intellectual, professional, and volunteer resources
 - i. Identify staff expansion priorities
 - ii. Endow key positions
 - iii. Focus on staff retention and development
 - c. Pursue sustainable strategies for additional resources
 - i. Review all activities and assess whether they should be continued based on their specific purpose and goals
 - ii. Align the Ackland with UNC's Campaign for Carolina
 - iii. Solicit corporate sponsorships
 - iv. Improve Annual Fund results significantly
 - v. Increase revenue generating events

- vi. Collaborate with UNC departments to attract shared funding
- vii. Apply for grants
- viii. Launch and track strategic initiatives

Metrics

1. Number of attendees
2. Quality of experience
3. Dollars raised
4. Diversity