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