

# Boise Art Museum

## Strategic Plan Summary

**FY 2018-2023**  
(May 1, 2017 – April 30, 2023)

## BOISE ART MUSEUM STRATEGIC PLAN SUMMARY

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### *Introduction*

This revised plan is the result of the combined efforts of the Board of Trustees and the museum staff to reevaluate the current state, needs, and long-range objectives of BAM and devise an actionable plan for meeting those objectives. The plan builds upon the past strategic planning exercises that engaged board, staff, and community. The updated plan provides direction for the next of five years: FY 2018-2023. This plan should be considered a dynamic document, to be revised periodically as conditions warrant, while keeping the overall strategic objectives in mind. More detailed implementation plans for specific areas of focus may be developed to guide the work of the board and staff.

### **Mission, Vision, and Values**

To place BAM's strategic objectives in context, it was important to reaffirm our mission and vision statements. In 2010, as the first step in the revision of the strategic plan, we were assisted in this effort by a professional facilitator, who guided us to language that was more timely, meaningful and memorable, while not changing the intent of our original mission and vision statements. A community advisory committee was convened to assist in the final stages of this process. In 2016, minor revisions were made to the sentence structure of the statements without altering the meaning or intent.

*The mission of the Boise Art Museum is to create visual arts experiences that engage people and inspire learning through exceptional exhibitions, collections, and educational opportunities.*

*To be a vital partner in the educational, creative, and cultural life of our communities as an innovative leader in local, regional, and national visual arts.*

In 2016, we also agreed upon and added a belief statement as follows.

*We believe:*

- *in the value of the visual arts as integral to a holistic education;*
- *art connects to every subject, discipline, and stage of life;*
- *in the importance of direct engagement with viewing and making original works of art to better understand the role of the artist and the creative process;*
- *in the power of visual arts to transform the lives of individuals and the community;*
- *the visual arts can build tolerance, compassion, and understanding among people and a strong, diverse community;*

- *art is an essential component of human existence and a form of communication to which everyone should have access;*
- *visual arts can bring people together for a respectful dialogue about topics and issues of importance in our lives;*
- *visual arts must be valued, preserved, shared, and experienced to ensure their continual existence for future generations; and*
- *the world is better with visual arts.*

While the mission, vision, and beliefs are the drivers for Museum decisions and actions, values define its essence – what we stand for, how we conduct our business, and how we interact with our employees, patrons, and guests. Our core values have been more closely defined as:

1. **Community**. The Museum is dedicated to a community-centered approach in fulfilling its public service and mission as well as for the vibrancy and well-being of the entire community. Experiencing original works of art is essential to understanding our past, present and future. Programs are accessible and relevant, promote active participation in the visual arts, and encourage connections and lifelong relationships between the Museum and the communities we serve. We are committed to being a vital partner in the educational, creative, and cultural life of our communities and an innovative leader in local, regional, and national visual arts.
2. **Diversity**. We respect the dynamic and diverse nature of the communities we serve and strive for accessibility, inclusiveness, and equity in every activity, believing that diverse perspectives broaden and enrich us all.
3. **Innovation**. Artistic risk-taking and originality are highly prized. We bring innovative visual art and art experiences to our community and present them in stimulating ways. The highest standards of excellence inform all we do.
4. **Visual Arts Advocacy**. We actively encourage the creation of visual art and the people who create it, both those who have received recognition and those who are relatively unknown. We provide leadership in our local, regional and national arts and cultural communities. We believe visual art must be valued, shared and experienced to ensure its continual existence.
5. **Integrity**. Ethical conduct and professionalism is at the core of all Museum activities, helping to ensure our long-term viability as well as responsible stewardship of the public trust.

# Boise Art Museum– Strategic Plan (FY18 – FY23)

## Vision

To be a vital partner in the educational, creative, and cultural life of our communities as an innovative leader in local, regional, and national visual arts.

## Mission

To create visual arts experiences that engage people and inspire learning through exceptional exhibitions, collections, and educational opportunities.

## Boise Art Museum

Boise Art Museum (BAM) is the heart of the visual arts community.

Boise Art Museum is an 85+-year-old sustainable and dynamic cultural anchor that provides value through our singular niche as the only nationally accredited collecting art museum in Idaho and within a 300-mile radius. We are committed to being a vital partner in the educational and cultural life of the community and a preeminent institution locally, regionally and nationally in leading innovation and excellence in the visual arts. Our culture is built on integrity and respect for diversity, artistic risk-taking, and innovation, and celebrates the visual arts. We believe visual art changes lives and provides a safe avenue for discussing ideas and issues we deal with as humans.

## Strategic Areas of Focus – Impact Statements

Exhibitions, Collections, Education	Fund Development	Relationships	Personnel	Board Governance	Facility
<p><b>Focus on the Core Mission</b></p> <p><i>The community is engaged in the discovery and enjoyment of the visual arts through the Museum’s high-quality exhibitions, collections, and educational experiences.</i></p>	<p><b>Create a Fund Development Culture</b></p> <p><i>The Museum has a solid foundation for sustainability through comprehensive and pervasive fund development strategies.</i></p>	<p><b>Generate Participation</b></p> <p><i>The Museum encourages strengthened and deepened relationships with the Museum and the core mission.</i></p>	<p><b>Invest in Human Resources</b></p> <p><i>The Museum sustains a talented, professional team through staff pay, benefits, and professional development philosophy that attracts and retains valued employees.</i></p>	<p><b>Foster High Level Board Leadership</b></p> <p><i>The Board is engaged and effective in organizational leadership aligned with non-profit art museum best practices in governance, policy making, and fundraising.</i></p>	<p><b>Align Facility with Core Mission</b></p> <p><i>The facility reflects, physically supports, and visibly demonstrates the Museum’s commitment to its mission, vision, and core values in the visual arts, i.e. preservation, protection, exhibition, and education.</i></p>