

Grand Rapids Art Museum Vision 2021 Strategic Plan January 2017 - December 2021

Mission:

Connecting people through art, creativity, and design.

Vision:

Leading and inspiring West Michigan to be the most creative and imaginative community in the world.

Strategic Priorities:

Develop diverse audiences.

- 1.1. Increase diversity by building and cultivating relationships with identified target audiences.
- 1.2. Increase membership to 5,000 households by 2021.
- 1.3. Conduct audience research and use feedback to improve the museum experience.
- 1.4. Understand and minimize barriers to visiting the museum.
- 1.5. Leverage community relationships and downtown location to build audience.
- 1.6. Use ArtPrize as an opportunity to grow audience year-round.

Create exceptional art and learning experiences.

- 2.1. Support and enhance visitor experience and lifelong learning through facility improvements.
- 2.2. Plan culturally and artistically diverse exhibitions that attract a broad range of visitors.
- 2.3. Plan culturally and artistically diverse support programming that appeals to targeted audiences.
- 2.4. Refine, scale, and expand the reach of current learning programs based on community needs.
- 2.5. Increase impact of permanent collection.
- 2.6. Create a visitor services program that provides guests a positive experience in all aspects of their visit.

Build institutional strength.

- 3.1. Execute comprehensive campaign.
- 3.2. Build and enhance philanthropic growth.
- 3.3. Expand earned revenue.
- 3.4. Implement strategic processes and procedures.
- 3.5. Increase diversity and inclusion among board and staff.
- 3.6. Attract, train, and retain an engaged a mission-focused staff.
- 3.7. Upgrade and maintain technology infrastructure.
- 3.8. Strengthen Greener GRAM program.