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.