



MUSEUM OF THE SHENANDOAH VALLEY

## **Museum of the Shenandoah Valley Strategic Plan 2015–2020**

### **MISSION STATEMENT**

The Museum of the Shenandoah Valley is dedicated to preserving and enriching the cultural life and heritage of the Valley.

### **VISION**

The Museum of the Shenandoah Valley (MSV) seeks to expand its reputation as a regionally and nationally known museum complex that tells the story of the art, history, culture and heritage—past and present—of the great valley for which it is named. We are committed to collaborating and partnering with local, regional, and national institutions for research, exhibitions, and educational programs of the highest quality. In the next five years, the MSV will build on the strong foundation established by its founders and its dedicated board, staff and volunteers.

### **STRATEGIC PLAN OBJECTIVES**

**Objective 1:** Develop and adopt a Master Plan

**Objective 2:** Build our reputation as a center for scholarship and educational programming about the Valley’s rich heritage and material culture

**Objective 3:** Increase collections, broaden access, and serve as good stewards for our objects, buildings, and landscapes

**Objective 4:** Build the MSV “family” by expanding membership, attracting new audiences on-site and on-line, and recruiting a diversified board, staff, and volunteers

**Objective 5:** Serve as the cultural center of the region, a “must-see” attraction

**Objective 6:** Diversify the sources of revenue and ensure a sustainable financial environment

### **VALUES**

**Education:** The MSV places education and scholarship about the art, history and the material culture of the Shenandoah Valley at the forefront of its activities, providing visitors with engaging and enriching experiences. ►



**Preservation:** The MSV is dedicated to caring for and preserving our Collections, historic properties and surrounding landscapes, while serving as a resource for our community as stewards of the material culture of the Valley

**Community:** The MSV contributes to the regional community by being accessible to all and employing material culture, past and present, to explore and celebrate the cultural diversity of our region.

**Fun:** The MSV is dedicated to providing an enjoyable experience for all. **Accessibility:** The MSV provides a welcoming and accessible environment that encourages engaging and meaningful visitor experiences.

**Innovation:** The MSV exemplifies innovative leadership, pursuing original research to develop collections, engaging exhibitions, creative publications and unique programs.

**Excellence:** The MSV achieves excellence through stewardship of resources and collections, maintaining integrity and accountability in all areas of its operations.

