

# ZANESVILLE MUSEUM of ART

## Zanesville Museum of Art Mission Statement

The Zanesville Museum of Art ignites human imagination and understanding through the visual arts utilizing our permanent collection, facilities, exhibitions, and public programs to enhance the cultural life of the community and preserve its heritage.

### What is a Mission Statement...

A written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements:

1. Serve as filters to separate what is important from what is not
2. Clearly state which markets will be served and how
3. Communicate a sense of intended direction to the entire organization

### Examples from other art museums...

#### Columbus Museum of Art

Columbus Museum of Art's mission is to create great experiences with great art for everyone. Whether we are presenting an exhibition, designing an art-making activity, or giving visitors directions, we are guided by a vision to connect people and art. CMA nurtures that connection and removes barriers between our community and our collection.

#### Walters Art Museum

The Walters Art Museum brings art and people together for enjoyment, discovery, and learning.

#### Toledo Museum of Art

Through our collection and programs, we strive to integrate art into the lives of people.

#### The MET

The Metropolitan Museum of Art collects, studies, conserves, and presents significant works of art across all times and cultures in order to connect people to creativity, knowledge, and ideas.

#### National Gallery

The mission of the National Gallery of Art is to serve the United States of America in a national role by preserving, collecting, exhibiting, and fostering the understanding of works of art at the highest possible museum and scholarly standards.

#### McNAY

The McNay Art Museum engages a diverse community in the discovery and enjoyment of the visual arts.

#### MOCA Cleveland

MOCA is Cleveland's premiere forum for interpreting culture through contemporary visual art.

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Art Institute of Chicago

The Art Institute of Chicago collects, preserves, and interprets works of art of the highest quality, representing the world's diverse artistic traditions, for the inspiration and education of the public and in accordance with our profession's highest ethical standards and practices.

## Zanesville Museum of Art Vision Statement

A community enriched by art

### What is a Vision Statement...

A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work. A mission is different from a vision in that the former is the cause and the latter is the effect; a mission is something to be accomplished whereas a vision is something to be pursued for that accomplishment.

### Examples from other organizations...

Oxfam

A just world without poverty

Feeding America

A hunger-free America

Human Rights Campaign

Equality for everyone

National Multiple Sclerosis Society

A World Free of MS

Alzheimer's Association

Our vision is a world without Alzheimer's

Habitat for Humanity

A world where everyone has a decent place to live