

### Session 1-ART

#### Goal 1. Become a nationally recognized regional museum specializing in American art pottery.

##### Desired Outcomes

- ◆ The ZMA's permanent collection, and in particular its art pottery collection is its greatest asset and the foundation for all the ZMA does.
- ◆ Donors, prospective donors, lenders, and the community at large have a high degree of confidence in the ZMA's ability to acquire, exhibit, care for, research, and house gifts.
- ◆ The ZMA is a preferred destination to loan, donate, view, experience, and learn about art pottery.
- ◆ Dynamic and rotating art pottery exhibitions generate increased onsite and online attendance.
- ◆ New or newly redesigned art pottery exhibition space(s) are fit for purpose.

##### Objectives

1. Acquire (through donation or purchase) outstanding Zanesville and Ohio art pottery.
2. Display the art pottery collection in engaging, informative, and interactive spaces.
3. Create an art pottery archive accessible to the public, researchers, and collectors.

#### Goal 2. Strengthen collection policies and procedures.

##### Desired Outcomes

- ◆ The ZMA prioritizes the care of the permanent collection and loans; works of art are thoroughly researched, well-documented, digitized, and available to the public in a timely manner.
- ◆ Specialized staff trained in best practices oversee collection management.
- ◆ Acquisitions are guided by an Collection Plan.
- ◆ Collection records are organized, accessible, and useful to staff, docents, and guests.

##### Objectives

1. Draft a Collection Plan.
2. Invest in well-qualified staff.
3. Complete collections procedures.

#### Goal 3: Generate increased awareness of the art pottery collection.

##### Desired Outcomes

- ◆ The community has a deeper understanding of and has meaningful connections with its art pottery heritage.
- ◆ The ZMA is a trusted source of information on art pottery, and this information is widely accessible to all.

##### Objectives

1. Generate and promote print and online research advancing the appreciation of art pottery.
2. Develop a promotion strategy for art pottery in a Marketing and Communications Plan.

### Session 2-AUDIENCE

**Goal 1. Offer an inclusive experience for people of all ages where they can develop a deeper appreciation of the role that art plays in their lives.**

#### Desired Outcomes

- ◆ Guests feel welcome, included, and at ease at the ZMA, understanding expectations.
- ◆ A guest-forward philosophy guides all the museum does.
- ◆ The community values the ZMA. No longer a “hidden gem,” attendance has increased.
- ◆ Guest experience data informs improved amenities and services. The entire visitor experience, from webpage to wayfinding, is clear, informative, consistent, and well designed.

#### Objectives

1. Evaluate and enhance the guest experience, identifying opportunities for deeper engagement, play, and learning.
2. Remove real and perceived barriers to participation at the museum. Conduct a comprehensive brand audit, assessing, understanding, and addressing perceptions, attitudes, and barriers to participation among current and potential audiences.

**Goal 2. Make art come to life for museum guests through interactive and fun experiences.**

#### Desired Outcomes

- ◆ Guests view the ZMA as a hip, casual, playful, lively, and interactive environment.
- ◆ Exhibitions and programs offer guests unique, relatable, and informal learning experiences onsite or online.
- ◆ Guests make meaningful connections with objects, one another, and this region’s collective past.
- ◆ Plan for the ZMA’s 100-year anniversary with community events, exhibitions, and celebrations.

#### Objectives

1. Investigate and utilize engagement strategies that activate the collection and temporary exhibitions.
2. Develop an Interpretive Plan (how to tell the story of the ZMA’s collection).
3. Develop relevant and dynamic exhibitions and programs that appeal to the next generation.

**Goal 3. Cultivate new and broaden existing audiences.**

#### Desired Outcomes

- ◆ The number of new and returning guests increases.
- ◆ New audiences are identified and served.
- ◆ Outreach initiatives and partnerships with local, regional, and national organizations enhance visitation.

#### Objectives

1. Develop a Marketing Communications Plan connecting guests and institutional partners with a vibrant museum, its exhibitions, and programs.
2. Partner with other organizations, artists, educators, and community leaders who share in the mission of growing and enhancing the region.

### Session 3-PLACE

**Goal 1. Serve as a community gathering place for the region, offering educational and artistic opportunities that bring together people from all walks of life.**

#### Desired Outcomes

- ◆ The ZMA has determined its future location.
- ◆ Guests view the museum as a desirable destination with attractive amenities fit for purpose. (Library, archives, café, store, meeting rooms, green space, children’s “museum,” public/local gallery space).
- ◆ The ZMA is open when guests want to attend. (The ZMA offers extended public hours that provide options for busy working families.)
- ◆ The ZMA’s facility is viewed as a public space and strengthens community connections.

#### Objectives

1. Investigate and determine the most advantageous location for the ZMA.
2. Create a destination for guests and the community that fosters interaction and inspires memorable experiences.

**Goal 2. Seek accreditation from the American Alliance of Museums (AAM).**

#### Desired Outcomes

- ◆ The ZMA is an accredited museum, allowing the organization to secure better loans, negotiate lower insurance rates, secure traveling exhibitions, secure professional museum staff, and attract donors.

#### Objectives

1. Ratify the “Core Documents”: Mission Statement; Institutional Code of Ethics; Strategic Institutional Plan; Disaster Preparedness/Emergency Response Plan; Interpretive Plan; and Collections Management Policy.
2. Achieve accreditation from the AAM.

### Session 4-RESOURCES

#### **Goal 1. Strengthen the ZMA's financial position to support the museum's strategic plan and goals.**

##### **Desired Outcomes**

- ◆ The ZMA's revenue adequately supports budgeted growth and general operating requirements.
- ◆ The ZMA invests in development initiatives and staff.
- ◆ Cultivation activities and events are exciting, and lively.
- ◆ A clearly defined "brand promise" articulates the ZMA's vision and values, generating key messaging and a communications strategy.

##### **Objectives**

1. Increase the ZMA's organizational capacity to raise funds.
2. Define the museum's "brand promise," articulating the ZMA's vision and values and generating key messaging and a communications strategies.
3. Fundraise.
4. Diversify revenue streams.
  - a. Host an annual fundraiser (Fireball)

#### **Goal 2. Ensure the museum's long-term financial success.**

##### **Desired Outcomes**

- ◆ A Board engaged in a culture of philanthropy.
- ◆ An endowment that supports museum growth initiatives.
- ◆ Donor and stakeholder cultivation and stewardship that builds, strengthens, and prioritizes connections.

##### **Objectives**

1. Enhance community and stakeholder investment in the museum creating a cultural of philanthropy.