
The Holter Museum of Art

2011-2014 Strategic Plan [for Public Comment]

Mission

The Holter Museum of Art fuels artistic creativity and imagination in Montana through exceptional contemporary art exhibitions, collections, and educational programming.

Strategic Planning Assumptions

Excellence in Programming

The Board and staff recognize that the Holter's exhibitions, educational programming, collections, and store are the vehicles by which the Holter fulfills its mission. Excellence in these core programmatic areas, therefore, is essential to the Holter's continued success and growth. During the 2011 strategic planning process, the Board and staff acknowledged the strength of all four programmatic areas, and made a strategic decision to focus the 2011-2014 strategic plan on two program areas: education and collections.

Monitoring

As part of the 2011 strategic planning process, the Board and staff approved a monitoring plan that clearly delineates how the Board will monitor progress made on the strategic plan.

Future Strategic Plan

The Holter Museum of Art is committed to ongoing strategic planning as an essential component for long-term stability and sustainability.

Strategic Priority I: Promote an understanding of contemporary art through diverse educational offerings

Qualitative goal 1: Enhance youth interaction and involvement with the Holter

Qualitative goal 2: Enhance adult interaction and involvement with the Holter

Qualitative goal 3: Ensure Cultural Crossroads sustainability in the long-term

Qualitative goal 4: Create internship program as part of educational mission

Strategic Priority II: Ensure financial stability

Qualitative goal 1: To ensure a sound operating budget that encompasses current operations and needed growth

Qualitative goal 2: Implement a cultivation and stewardship program

Qualitative goal 3: Implement long-term endowment campaign

Qualitative goal 4: Seek increased community buy-in

Strategic Priority III: Integrate technology for the improvement of operations and programming

Qualitative goal 1: Leverage technology to strengthen programmatic areas (education, exhibitions, collections, and store)

Qualitative goal 2: Modernize technology to strengthen administration, development and operations

Strategic Priority IV: Create a supportive environment for quality staff and effective operations

Qualitative goal 1: Attract and retain best talent for staff, Board, and volunteer positions

Qualitative goal 2: Review and update the Holter's policies and procedures

Qualitative goal 3: Ensure staff and Board members and their capacities align with the strategic plan

Qualitative goal 4: Attract, retain, manage, and recognize volunteers to maximize their engagement to achieve organizational goals

Strategic Priority V: Create an acquisitions and management plan that aligns with the Holter's mission

Qualitative goal 1: Define a collections identity that aligns with the Holter's mission

Qualitative goal 2: Ensure collection is well-maintained and well-conserved

Qualitative goal 3: Ensure collection is well-stored and organized