

MWM Goals for 2018-2019

1. Continue to evolve and expand the support base for MWM, via membership, specific Advisor roles, community partnerships, and business sponsorships.
2. Continue to deepen relationships between MWM and PSU clusters, providing co-curating opportunities for faculty and student engagement in exhibit design and presentations
3. Develop multiple levels and strategies to engage all MWM members and interested groups in long term MWM exhibit/event/engagement planning.
	1. Create and implement visitor and event surveys
	2. Present multiple community events with input element
	3. Create and present a community forum event
4. Partner with on and off campus groups/initiatives for targeted events and activities, plans include
	1. Mary Earick for state wide educators’ professional development work
	2. Patty Biederman and Summer Women’s Summit- July Walkabout Wednesday collaboration, and a gathering at MWM as part of the August Summit experience
	3. August Alumni event
	4. Potential special Admissions event?
5. Develop the MWM budget to increase staff positions’ hours. Evaluate staff responsibilities, Graduate positions, student work load, and create long term staffing plan.
6. Research and plan for funding and design of the “Phase 2” expansion of the Museum, exploring major granting and sponsorship opportunities.
7. Evaluate and fine tune the MWM/Silver/Lamson exhibit schedule to make it more feasible, with more time for exhibit transitions.

**ADVISORY COUNCIL GOALS & WORK FOR 2018-2019**

* **GOAL 1: Advisors help us dream about the future of MWM**
	+ Imagine and share your thoughts for a larger physical space and what that could mean for the experience of the MWM. This work will become the foundation for a capital campaign targeting 2021.
	+ Help envision the steps to evolve MWM into THE center for art and White Mountain culture for the community and the region. This work will be combined with MWM staff and PSU Marketing development work, with action steps for 2018 and 2019.
	+ Help map out the next steps in establishing MWM as an essential center of activity for PSU. This work will inform 2018-2019 plans to position MWM as essential to all PSU clusters.
* **GOAL 2: Advisors contribute expertise, knowledge, and experience, AND help recruit like-minded people to support MWM**
	+ Broaden the financial support base via membership, exhibit sponsorship, building expansion project donation
	+ Broaden the knowledge base for input from people with different areas of interest: historical art, contemporary art, hospitality, outdoor education, history of the region, recreation
	+ Help us include people as resources/representatives from all geographic areas in NH and New England
* **GOAL 3: Advisors help map out and match the multiple ways for these like-minded people to engage in MWM’s future**
	+ Attend events, bring a friend
	+ Present/host a membership and friends raising event
	+ Volunteer at events and help to develop a volunteer program
	+ Contribute ideas for future exhibitions and support project development through time, knowledge, and financial donation
	+ Contribute campus and/or community educational programming ideas and support
	+ Be an ambassador, identifying and deepening connections and relationships with individual/organizational partners
	+ Contribute ideas for PSU Alumni connections, events, projects
	+ Contribute financial support at any level