

IMA STRATEGIC PLAN

2019 - 2023



On July 8, 2019 the IMA board developed the 2020-23 Strategic Plan under the facilitation of Rick Brimeyer.

This plan informs our ongoing work and considerable attention was, and will continue to be, devoted to defining outcomes, metrics, costs, and responsibilities of the board and staff. We encourage you as an IMA member to join us in our work as we support and advocate for museums throughout the state.

MISSION & VISION

MISSION

We work with Iowa museums to:

- Build organizational capacity.
- Heighten awareness of the field.
- Foster community.

VISION

Iowa's museums are essential to their communities.

STRATEGIC GOALS

The Strategic Plan is centered on four goals:

INCREASE ACCESSIBILITY

We will embrace technology and increase accessibility to professional development opportunities and resources.

EXPAND PARTNERSHIPS

We will promote collaboration in the field by identifying and building mutually beneficial partnerships.

DEVELOP FUNDING STREAMS

We will help our members expand and diversify funding streams from sources such as tax levies through workshops, mentoring, and online tool kits.

ENSURE THE IMA'S SUSTAINABILITY

We will review our membership structure and develop funding partners to increase our revenue and staff resources in order to provide greater support to our professional network.