

MISSION

- **Being What You Are Now**
 - Articulating and understanding your museum's history, purpose, potentials and intended beneficiaries
 - Allocating resources to accomplish the mission
 - Advocating strongly for it

VISION

- **Becoming What You Desire**
 - Aspiring to a different, stronger, more effective state of being
 - Focusing actions and means to achieve those ends in service to the mission

GOVERNANCE

- **Acting Responsibly**
 - Complying with governing documents and all applicable laws
 - Being active stewards of money, collections, facilities and relationships
 - Hiring and supporting the executive
 - Providing clear policies for management to follow
 - Expecting accountability and transparency
- **Planning For The Future**
 - Listening to stakeholders
 - Evaluating accomplishments versus goals
 - Engaging in Master Planning, Strategic Planning, Implementation Planning and Succession Planning as appropriate
 - Updating plans regularly to keep them vital
- **Improving The Organization**
 - Maintaining open and honest communications
 - Conducting periodic self-evaluation
 - Learning new ideas and developing new skills
 - Encouraging broad participation by community members