

## 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