



Ohio Museums Association Strategic Plan – 2011-2016

Mission Statement:

The Ohio Museums Association is the leading advocate for connecting and empowering Ohio museums and museum professionals.

Vision Statement:

The Ohio Museums Association will be the vital resource for strengthening Ohio museums.

History:

The Ohio Museums Association was founded in 1976 by members of Ohio's museum community. A not-for-profit 501(c)3 organization, OMA works with a variety of museums, museum professionals and providers of museum services to strengthen the state's museums, foster excellence in the field and support the museum community. Over its thirty-five year history OMA has played an active role in the development of policies and initiatives that strengthen the Ohio museum community including:

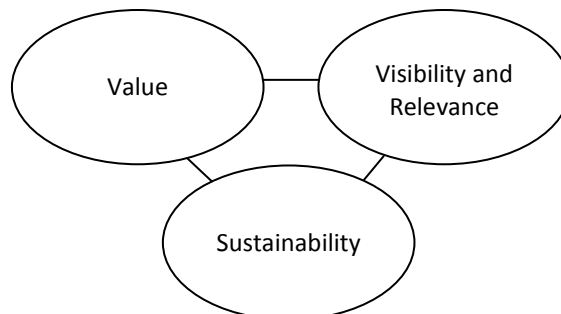
- The passage of the Ohio Abandoned Property law in 2002
- Organization and participation in advocacy projects such as sending a representative to speak in Washington D.C. on behalf of Ohio museums
- Participation in national efforts to get more government funding for museums, parks and zoos
- Marketing of museums for the 2003 Ohio Bicentennial
- Organization of countless conferences, workshops and networking events for museum staff
- Serving as a unified voice on important issues facing Ohio museums

Services:

The Ohio Museums Association offers its members the opportunity to participate in the state's largest network of museum professionals. OMA's primary communication tool is the e-newsletter *Ohio Museums Monthly*. The newsletter provides news affecting the state's museums, highlights professional development and networking opportunities, and lists current job openings. The OMA annual conference held each spring welcomes museum professionals from across the state for workshops and presentations on relevant industry topics. Through the OMA web-site, museum professionals and the general public can access a directory of OMA member museums and a growing set of news and information for museum professionals.

Statement of Focal Issues:

The OMA board of trustees and executive director identified the following broad issues to guide the organization for the next five years:





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Statement of Goals and Strategies:

The following goals and strategies are intended to guide the executive director and board of trustees in decision making in the next five years. It is recommended that the board and executive director determine on a yearly basis what the organization will pursue based upon these goals by assigning timeframes, accountability and appropriate resources.

Goal: Value

Offer increased value for our members and reach new audiences

Strategies:

- Be a unified voice and advocate
- Offer relevant professional development opportunities and resources for members, emerging professionals and museums
- Provide networking opportunities
- Strengthen connections among our members and the museum community

Goal: Visibility and Relevance

Maintain a strong visible and relevant presence with our members and the museum community.

Strategies:

- Be an advocate for Ohio museums statewide and the national level
- Provide quality outreach through conferences, workshops and programs
- Have a visible presence at other museum events (AAM, AMM, AASLH, etc.)
- Share the value of OMA at every opportunity

Goal: Sustainability

Build a financially stable and sustainable association in order to provide the best possible service and leadership to the Ohio museum community.

Strategies:

- Host successful conferences
- Increase membership of individuals and organizations
- Seek funding from private and public sources
- Manage OMA's resources, financial and otherwise, responsibly