

2022–2026 Strategic Plan

January 1, 2022 to December 31, 2026

Mission

Connecting people through art, creativity, and design.

Strategic Priorities and Objectives

1) Strengthen GRAM’s Community Focus by Integrating and Prioritizing Diversity, Equity, Accessibility, and Inclusion (DEAI) into the Core Practices of the Museum

The Museum will commit to DEAI as a lens through which we approach all that we do. In accordance with this approach, DEAI is holistically integrated throughout this strategic plan; the objectives below are just some of the many objectives throughout the plan that advance DEAI.

- a) Acknowledge, educate, and engage the community about past and present inequities within GRAM, museum practices, and the arts sector.**
- b) Replace inequitable institutional policies and practices with those that advance equity and inclusion.**
- c) Develop communications, marketing strategies, and materials that are accessible and inclusive.**
- d) Reduce financial and structural barriers to visiting the Museum.**
- e) Invest in training and development for staff and volunteers that advance diversity, equity, inclusion, and accessibility.**

2) Cultivate an Organizational Culture that Engages and Empowers Board, Staff, and Volunteers

The Museum will promote an organizational culture that embodies equity, creativity, inclusion, and collaboration. This organizational culture will help attract, retain, and empower board, staff, and volunteers to effectively carry out the Museum’s mission.

- a) Become a workplace of choice for a diverse community of engaged individuals.**
- b) Develop governance plan that establishes a board of trustees with diverse backgrounds and skill sets and prepares them to fulfill the strategic plan.**
- c) Expand staff roles in shaping institutional priorities and evaluation.**
- d) Continue to strengthen, develop, and diversify GRAM’s volunteer opportunities to attract and retain strong participants.**

3) Create Exceptional Art and Learning Experiences

GRAM will leverage its collection and exhibitions, staff, and community partners to create innovative, relevant art and learning experiences that reflect the interests of our whole community.

- a) Harness the unique opportunities offered by the Creative Learning Center and Discovery Gallery for expanding the scope of art and learning experiences.**
- b) Launch a permanent, prominently placed Community Gallery.**
- c) Elevate community voices and co-develop new programming with local artists and partners.**
- d) Prioritize culturally and artistically diverse exhibitions.**
- e) Diversify and refine the permanent collection to increase representation by historically ignored artists.**
- f) Improve the visibility and visitor experience of the permanent collection.**

4) Expand Access to the Arts through Community Outreach

The Museum will deepen its impact and community engagement through focused outreach strategies.

- a) Understand the values and desires of local communities to build trust and relationships.**
- b) Build and cultivate community partnerships to reach new and expanded audiences beyond the Museum's walls.**
- c) Create temporary collaborative art projects within greater Grand Rapids.**

5) Strengthen Financial and Operational Sustainability

GRAM will fortify its financial health by continuing to expand, diversify, and sustain philanthropic, earned income, and endowment revenue. GRAM will strengthen and enhance its infrastructure and LEED Gold certified facility.

- a) Complete the Imagine More Campaign.**
- b) Invest in and enhance GRAM's LEED Gold certified building and infrastructure.**
- c) Advance sustainable philanthropic growth by broadening donor support.**
- d) Advance endowment growth by broadening planned giving program.**
- e) Grow, expand access, and diversify the membership program.**
- f) Maximize the financial and community impact of facility rentals.**
- g) Refine the retail strategy for the Museum.**
- h) Create dashboard to monitor strategic plan progress.**