



# TOWARDS 2025 :

## STRATEGIC PLAN 2016 - 2021

### MISSION, VISION AND GUIDING VALUES

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#### MISSION

The Ontario Museum Association strengthens capacity among institutions and individuals active in Ontario's museum sector, facilitates excellence and best practices, and improves the communication and collaboration of its membership. The Association advocates for the important role of Ontario's museums to society, working with all stakeholders, related sectors and industries, and other professional organizations.

#### VISION

The Ontario Museum Association is the leading professional organization advancing a strong, collaborative and inclusive museum sector that is vital to community life and the well-being of Ontarians.

#### VALUES

##### DIVERSITY, INCLUSIVITY & ACCESS

We believe the OMA and our members must engage with the diversity of people and groups represented in our communities, and facilitate access to all areas of museum work, including representation on our governing councils and among our staff.

##### ADAPTABILITY & EFFICIENCY

We value being timely and effective in all our work, and the ability to respond to new opportunities that will advance the interests of our membership and enhance the position of Ontario's museum sector.

##### INNOVATION & IMPROVEMENT

We embrace forward thinking, challenging assumptions and considering new approaches. As thought leaders, we seek to provide progressive and inspiring resources and services for the sector, resulting in museums that are recognized locally, nationally and internationally for their work.

##### COMMUNITY & COLLABORATION

We believe in a united museum sector, and in this work, value the participation and engagement of our members. Our work and the work of our members is improved by meaningful collaboration and partnerships. We also value the pursuit of new relationships and new models of collaboration within the museum sector, the culture sector and with other sectors, industries and businesses.

##### SERVICE EXCELLENCE

We seek to be supportive and responsive to our membership's needs through continuous investment and improvement in the services and resources provided. In our work we will be transparent and accountable.



## ADVOCATE

The OMA as champion, creating positive change for museums by proactively positioning and representing museums with stakeholders and funders.



## CONVENOR

The OMA as the nexus of a strong network, building a more collaborative, professional and connected sector, through effective communications, and the provision of valuable resources and services.

# OUR ROLES



## PROFESSIONAL BODY

The OMA as provider of professional development programs fostering continued professionalization of the field. The OMA also advances and provides support for museums in the achievement of internationally-recognized best practices.



## THOUGHT LEADER

The OMA as a credible leader that advances the museum sector through research, and the promotion of internationally-recognized best practices and new innovative models of excellence.

# OUR GOALS

### 1. Recommend and develop, in collaboration with members and funders, new museum funding models that are relevant, adequate, equitable, and accountable.

- Review current museum funding models
- Advocate for increased capital and operating support from all levels of the government
- Promote opportunities for private sector investment by corporations and businesses, and for philanthropic support

### 2. Strengthen skills, knowledge, innovation and excellence in museum work.

- Continue to provide annual conference and professional development opportunities
- Develop tools, strategies and best practices for museums to facilitate community participation in museum planning and work, and increase capacity and effectiveness in addressing accessibility, diversity, and inclusion
- Identify and promote tools, strategies and best practices for museums on using digital technology and social media to create connected networks and to enable public access to collections, to programs and resources, and to staff
- Explore and facilitate a province-wide coordinated approach to collection and ensure collections represent the diversity of Ontario
- Create skill acquisition opportunities and advocate for meaningful employment that address the knowledge transfer needed for effective succession planning
- Explore and promote models for shared resources, shared spaces, and shared service delivery, identifying potential partners to better optimize the use of resources
- Develop a culture of performance measurement and benchmarking which considers impact and value, to advance museum practice in Ontario

### 3. Advance sector position through advocacy, research and stakeholder relations.

- Work with members and local governments and municipal cultural leaders to strengthen awareness of shared values and municipal support for museums
- Develop research capacity and implement an ongoing research framework to facilitate museum work
- Provide leadership on key and developing areas of importance to museums

### 4. Ensure the vitality and relevance of the OMA.

- Strengthen governance and operations to support the strategic vision and its implementation
- Review membership categories and benefits to enhance the value of membership
- Develop and diversify revenues