FULLER CRAFT MUSEUM: STRATEGIC PLAN

2017 - 2022

Fuller Craft Museum’s Strategic Plan structures the museum as a platform to launch the initiatives that will challenge perceptions of craft and build appreciation of the natural world. It serves as a touchstone by which the museum expands its influence and prepares the organization for a strong and stable future. It is intended to be used often, viewed as a fluid document, and reviewed annually by the Board of Trustees to facilitate the full meaning of our Mission to all.

Our plan focuses on sustaining our economic, human, physical and environmental resources, essential for the museum’s ongoing evolution. Through community engagement we redefine our original mission and offer inclusive, diverse and accessible opportunities to collaborate and learn. We elevate the Museum’s profile by creating an identity that cultivates discovery, connection and ownership. By encouraging innovation and exploration, we deepen the understanding of craft and shape the trajectory of the field through exhibitions and collection initiatives.

Our Strategic Plan professes our beliefs with transparency and integrity. We hold true to the ideals of wonder, connection and innovation and the values of excellence and inclusivity. This is our vision, the vision of our board and staff, and the call to answer the needs of our constituents. We are grateful for the work and ideas of board, staff, community leaders, members, museum educators and friends who worked to create a plan to lead Fuller Craft into the future. We submit our mission, vision, values, goals and strategies to “inspire, stimulate and enrich an ever expanding community”.
MISSION

Fuller Craft Museum offers expansive opportunities to discover the world of contemporary craft. By exploring the leading edge of craft through exhibitions, collections, education, and public programs, we challenge perceptions and build appreciation of the material world. Our purpose is to inspire, stimulate, and enrich an ever expanding community.
VISION

Fuller Craft Museum aspires to be the nexus of contemporary craft. Embodied by creative aesthetic, concept expression, and cultural meaning, we will serve as a public resource to chronicle, interpret, and present craft in its many forms. We will support, redefine, and influence the field through exploration, education, and thought leadership. Our goal is to expand awareness, insight, and accessibility for our growing audiences.
VALUES that guide our actions

**Integrity.**
We commit to fulfilling the Museum’s mission with the highest level of ethics, transparency, and responsibility.

**Innovation.**
We promote investigation and development of new ideas and better solutions through creative practice.

**Inclusivity.**
We create an accessible environment that nurtures individual potential and welcomes diverse communities.

**Excellence.**
We deliver superior experiences through the dedication and creativity of every team member.

**Collaboration.**
We believe in the importance of forming and sustaining cooperative relationships that incorporate and respect other viewpoints and diverse perspectives.

**Connection.**
We link communities by providing meaningful experiences with the many forms of craft.

**Wonder.**
We believe in curiosity, exploration, and discovery.
ADVANCE the field

Shape the trajectory of contemporary craft through collections and exhibitions initiatives that challenge current perceptions and deepen understanding of the field. Through scholarship and maker development, we encourage innovation, sharing of ideas, and exploration.

Initiatives

◊ Broaden public access to the permanent collection through the creation of a digital archive, available through virtual and on-site experiences. Make collection objects accessible to scholars, craft students, and other cultural institutions for exhibition loan or on-site research.

◊ Build collection through an emphasis on quality, collecting responsibly with targeted acquisitions. Attract regional experts to shape the permanent collection through service on the Collections Committee.

◊ Challenge established notions of making and provide a wider interpretive lens through rigorous intellectual content, while honoring the history, skills, and tradition upon which modern making is built. Develop thematic exhibitions that provide new optics with which to interpret our collection in the context of contemporary craft.

◊ Catalyze dialogue and change through exhibitions by addressing ongoing social issues that impact our local, regional, and global communities.

◊ Form partnerships with educated and connected craft professionals, makers, and higher learning institutions, sharing new perspectives on the many facets of contemporary craft. Ensure focused yet wide-reaching roster of presentations while imparting gravitas.

◊ Raise Museum’s professional profile by producing high quality publications which contribute to current developments in the field. Offer meaningful representation at industry conferences and events.

◊ Promote the career development of makers through exhibition opportunities, collection purchases, and guest curator roles. Offer artist-in-residence opportunities as a means to elevate current practices, explore different techniques, develop skills, and compose new bodies of work.
EXPAND our audience

Increase audiences and elevate Museum profile through an institutional identity that engenders a culture of discovery, connection, and ownership.

Initiatives

◊ Develop comprehensive, tactical marketing plan that incorporates audience-focused research and is integrated into the planning of museum activities.

◊ Through expanded and strategic cultivation and stewardship strategies, engage current and new audiences and encourage deeper and long-lasting connections to the Museum. Establish strategic ambassador groups to engage new demographics, i.e. young professionals.

◊ Foster a robust and appealing roster of public programs to attract audiences, foster a broader understanding of craft, and engender a sense of community.

◊ Travel select museum exhibitions to other institutions, bringing museum programming and objects to nationwide audiences, and strengthening peer relationships.

◊ Establish partnerships with other cultural and academic institutions, service agencies, industry associations, and artist groups to broaden our reach, opportunities, and exposure.
ENGAGE the community

Invite communities to participate in and experience craft in a diverse, inclusive environment. Consider the concerns of our community, and deepen ties with local and regional partners to provide greater access as a cultural and educational resource.

Initiatives

◊ Form strategic partnerships with city government to effectively respond to the current and future needs of local populations. With these partnerships, deepen our presence through community focused initiatives that broaden public access and foster youth development. Realign ourselves as a community member through a downtown presence with a maker space and free admission to Brockton residents.

◊ Develop high-quality educational programs at the Museum to foster new skills, knowledge, and transformation through hands-on craft activity. Through access to objects and displays, provide relevant, personal experiences. Invite relevant universities and art schools to play a role in furthering our mission.

◊ Respond to changing landscape of local and global communities through audience-focused initiatives that consider the concerns, challenges, and backgrounds of all community members. Manage the permanent collection and exhibitions to provide relevant, personal experiences through access to objects, and museum displays.
SUSTAIN our resources

Create a financial infrastructure that will meet the present needs of Fuller Craft Museum while securing the economic, human, physical, and environmental resources essential for its ongoing evolution.

Initiatives

◊ Execute institutional vision through the creation of a comprehensive business plan, emphasizing a balanced and long-range budget with focused priorities.

◊ Deepen philanthropic support through strategic development efforts that fully recognize a broad-channel approach; implement new strategies to encourage major giving, planned giving, increased membership, and the building of a strong financial core, assuring the future of Fuller Craft Museum.

◊ Attract and retain talented staff by cultivating a rewarding and dynamic employment environment that places us competitively in the museum field. Develop and maintain healthy Board cultivation and an effective governance body that sets the institutional tone and direction.

◊ Actively manage the permanent collection as a valuable resource for future generations, through proper collections care and storage and conscientious collections activity.

◊ Create an inviting, safe, and accessible space by preserving and enhancing the Museum’s physical campus. Develop a long-range capital improvements strategy to address on-going and future needs that incorporate ADA requirements. Adopt green energy best practices.

◊ Provide visitor experiences that reinforce return visitation including support media and interactive communication to continue the Fuller Craft Museum “experience.”