



Strategic Plan Summary 7/1/19 to 6/30/22



*"If you don't know history, then
you don't know anything.
You are a leaf that doesn't know it
is part of a tree."*

Michael Crichton - American author and film producer

Creating Community Context

Context matters. Presenting context and contents is key to successful and clear communication.

The Holland Museum provides context for residents and visitors to the region. For those who have grown up here, it anchors them solidly to a beloved past. For those who are new to the area or simply visiting, the Museum helps build a shared understanding of the past and a strong foundation for the future.

Our Museum is on the cusp of an exciting next chapter. We have recently completed a strategic planning process that builds upon several noteworthy accomplishments:

- Expanding and diversifying our revenue base, which supports programs, exhibitions and outreach.
- Increasing our presence, offering greater accessibility to engage with our diverse community.
- Adding Spark!Lab in August 2018, a hands-on innovation workspace licensed from the Smithsonian Institute.

We invite you to join us as we inspire the next generation of leaders, thinkers and innovators to shape the future.

Ricki L. Levine
Executive Director

Chanda Miller
Board Chair

Mission

OUR PURPOSE

Preserving our past, imagining our future.

Vision

HOW WE SEE THE FUTURE

To be a cultural leader and community collaborator inspiring the next generation of leaders, thinkers, and innovators.

Values

WHAT'S IMPORTANT

COMMUNITY: We strive for interactive relationships with everyone.

CURIOSITY: We encourage exploration and discovery.

EDUCATION: We value life-long learning opportunities.

INCLUSION: We welcome everyone and their stories.

STEWARDSHIP: We uphold the highest standards in maximizing and preserving the resources we are given.

IMPACT: We inspire community change and innovation through reflection upon the past and collaboration for the future.



Strategic Priorities

Creating Sustainability

CURRENT REALITY The Museum historically received the majority of its funding from local government. In 2017, we started diversifying our revenue sources.

STRATEGIC VISION We will continue to strengthen our donor base and grow total revenue. Our goal is to receive the majority of our funding from philanthropy, with continued support from local municipalities.

Being Visible in the Community

CURRENT REALITY We have increased patron participation by 1,200 percent since our 2012/2013 fiscal year. However, many of the participants do not recognize the Museum's role in the programs they attend, especially when we collaborate with other organizations to present joint programming.

STRATEGIC VISION We will ensure that the Museum has a visible and recognizable role as we invest in education programs and outreach that advance our mission.

Sharing Our Collection

CURRENT REALITY Our collection is vast, but our exhibits have tended to be long-term or permanent. This means that most of the collection is stored rather than shared.

STRATEGIC VISION We will make progress towards sharing as much of our 90,000-piece collection each year as possible, through rotating exhibits, research support and digitization (on-line access).

Celebrating our Diversity

CURRENT REALITY Our Museum begins recounting the history of Holland when the Dutch settled here. Although we tell that portion of the cultural story well, we do not share the Native American story as well as we should. In addition, our community has diversified greatly in the last 30 years, but the Museum has not kept up with that change.

STRATEGIC VISION We will represent and honor the cultural diversity of Holland through our board, staff and exhibits. People of all backgrounds will feel comfortable and welcome when they come into the Museum.



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EXECUTIVE DIRECTOR

Ricki L. Levine



Engaging. Inspiring. Creating. Transforming.



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