

NEW STRATEGIC PRIORITIES

PURPOSE

Champion the value of museums to communities and stakeholders

Champion museum values

Advance high standards of museum practice

EMPOWERMENT

Ensure access to professional resources

Facilitate collaborative connections

LEADERSHIP

Promote museum profession

Facilitate access to professional development opportunities at all stages

Advance succession management practices for museum boards, staff, and volunteers

ENGAGEMENT

Enhance museums understanding of civic and social challenges

Model behaviours contributing to public benefit and increased social impact

SUSTAINABILITY

Ensure access to professional resources

Facilitate and promote sustainable operations and practices

Assess impacts of funding constraints