DIRECTOR’S MESSAGE

For eighty-five years, Joslyn Art Museum has served as a cornerstone of the arts in Omaha, dedicated to creative expression, learning and discovery. Embedded within the fabric of Nebraska, Joslyn’s collections span millenia and comprise some of the region’s most significant and diverse cultural resources.

Following is Joslyn’s current Strategic Plan; our next steps as an institution serving its community. More importantly, it illuminates our commitment to decision-making with a mind to the needs of future generations. This document details interdisciplinary, goal-oriented action steps reflecting four priorities:

• Commit to Art
• Engage the Community at Large
• Increase Relevance & Reach
• Build Capacity & Enhance Growth

As we put this plan into motion, we find ourselves at an exciting point in our history. In June 2016, the Museum executed a letter of intent documenting an intended gift of fifty works from the nationally-renowned Phillip G. Schrager Collection of Contemporary Art in Omaha. These fifty works represent the single most important gift of art to Joslyn Art Museum since its founding days. As Museum leadership assesses the full impact of this transformational gift upon the Museum and the community, the attached plan will evolve as the needs and possibilities of the gift unfold.

I wish to express my gratitude to our dedicated Board of Governors and to the Museum’s talented staff for its unwavering commitment to the strategic planning process. We look forward to sharing the journey with you.

Jack Becker, Ph.D.
Executive Director & CEO

EXECUTIVE SUMMARY

Mission Statement
Joslyn Art Museum collects, preserves and interprets the visual arts of the highest quality, fostering appreciation and enjoyment of art for the benefit of a diverse audience.

Vision Statement
To be cherished and respected as a premier art museum.
STRATEGIC ACTION PLAN 2016 – 2019

Strategic Priority: COMMIT TO ART
As steward of many of Nebraska’s most significant cultural resources, Joslyn Art Museum brings people together with the visual arts and explores connections between art and the human spirit. Committed to the value of creative expression and the potential for original works of art to provide transformative experiences, the Museum will continue enhancing and promoting its collection for the community.

Strategic Priority: ENGAGE THE COMMUNITY AT LARGE
Joslyn Art Museum has a long tradition of educational programming and community outreach. The Museum will strengthen this role within the Omaha metro area and the state of Nebraska while deepening its connections to audiences.

Strategic Priority: INCREASE RELEVANCE & REACH
For nearly a century, Joslyn Art Museum has served the community while asserting a national profile through its collections, publications and programming. Joslyn will strive to provide meaningful and welcoming visitor experiences in an increasingly digital age while leveraging opportunities to expand the Museum’s reputation beyond Omaha.

Strategic Priority: BUILD CAPACITY & ENHANCE GROWTH
Embedded in the fabric of Omaha, Joslyn Art Museum has a strong history of community support and leadership. The Museum will evolve and change to meet the future demands of the region and will improve its financial stability for long-term sustainability.
Strategic Priority

COMMIT TO ART  As steward of many of Nebraska’s most significant cultural resources, Joslyn Art Museum brings people together with the visual arts and explores connections between art and the human spirit. Committed to the value of creative expression and the potential for original works of art to provide transformative experiences, the Museum will continue enhancing and promoting its collection for the community.

AUGMENT the permanent collection through acquisition, gift and purchase to strengthen and promote core collections.

ACQUIRE major works that broaden the presence of underrepresented voices in our permanent collection galleries.

FOSTER a greater awareness of the importance of collecting for the Museum and within the broader community.

PRESENT exhibitions and publications of national and international significance while expanding the curatorial and scholarly reputation of the Museum.

EMBRACE innovation and experimentation through a greater commitment to contemporary art and engagement with living artists.

DEVELOP and implement conservation plans reflecting the Museum’s role as steward of Nebraska’s most comprehensive art collection.

PRESERVE and maintain the historic buildings that are at the core of Joslyn’s collection and identity.
ENGAGE THE COMMUNITY AT LARGE  Joslyn Art Museum has a long tradition of educational programming and community outreach. The Museum will strengthen this role within the Omaha metro area and the state of Nebraska while deepening its connections to audiences.

UTILIZE free general admission as a platform for enhanced messaging pertaining to access, inclusivity and a welcoming environment.

SUSTAIN existing programs while piloting and evaluating new experiences that inspire youth and families, teens and adults to engage with Joslyn in meaningful ways.

INCREASE access to the arts and improve quality of life by identifying and actively engaging underserved audiences through community outreach.

BROADEN the impact of Joslyn’s resources through partnerships with educational, social, cultural and civic organizations.

BE THE premier center, physically and virtually, for PK-16 arts education in the state.
INCREASE RELEVANCE & REACH For nearly a century, Joslyn Art Museum has served the community while asserting a national profile through its collections, publications and programming. Joslyn will strive to provide meaningful and welcoming visitor experiences in an increasingly digital age while leveraging opportunities to expand the Museum’s reputation beyond Omaha.

OFFER all visitors opportunities to connect with the arts through potentially transformative experiences.

DEVELOP an ongoing effort to better understand current visitors, potential audiences and demographic changes impacting the region.

IMPLEMENT branding strategies so that Joslyn is seen as a welcoming place for the entire region and a point of community pride.

COMMIT to the use of new technologies to strengthen audience experience and knowledge within and outside the Museum.

PROMOTE the importance of the Museum’s collections and scholarly reputation beyond Omaha through research, publications, digital platforms and through collaborations with other institutions.
BUILD CAPACITY & ENHANCE GROWTH

Embedded in the fabric of Omaha, Joslyn Art Museum has a strong history of community support and leadership. The Museum will evolve and change to meet the future demands of the region and will improve its financial stability for long-term sustainability.

EXECUTE board governance according to the highest and most professional standards.

EMBRACE transparency and the highest ethical and professional standards for art museums.

DEVELOP a comprehensive digital strategy that will determine the pathway for the Museum’s use of technology in all aspects of its mission.

PROVIDE a supportive environment for staff to achieve success and grow professionally.

BUILD long-term stability through annual funding strategies.

ENHANCE fundraising initiatives to significantly grow endowment for operations and acquisitions to better perform against our peers and for long-term sustainability.