

Association of Indiana Museums 2022-2026 Strategic Plan

Mission:

The Association of Indiana Museums (AIM) connects individuals who work in and with museums to resources and training to better serve their organizations.

Vision:

AIM will cultivate a community of museum people at all levels that can champion best practices and standards and increase their capacity to serve by:

- Encouraging innovation.
- Connecting museum individuals across Indiana.
- Coordinating relevant professional education.
- Providing a central access point for resources.
- Empowering individuals to advocate for themselves, their organizations, and the museum field.

Values:

AIM believes that all people in the museum community should have access to trusted resources for innovative practices from diverse perspectives and backgrounds.

- Integrity – AIM commits to working towards serving the museum community with the highest standards while being transparent in all its actions.
- Innovation – AIM encourages innovative thinking and champions individual capabilities to explore and inspire new ways of doing and working within and beyond their organization's capacity.
- Diversity – AIM strives to bring together perspectives of people from all disciplines and individual experiences to provide a wide range of museum resources

Goal One - Governance

1. Evaluate and revise current Bylaws
 - a. Create ad hoc committee for this process
 - i. Deadline to bring draft to board for voting and approval
2. Evaluate current committees
 - a. Evaluate current Executive Committee structure
 - i. Consider bylaws and ensure our executive committee structure aligns with requirements
 - ii. Create placement for past president within AIM board structure
 - b. Create a list of current committees and their duties
 - c. See if bylaws define standing vs ad-hoc committees, determine what committees should be what if they are not defined
 - d. Examine what duties are currently not covered under roles and committee structure
 - e. Create new committees in line with the bylaws to take on those duties or assign those duties out to current committees
 - f. Determine how those committees are filled (board and non-board members)
3. Ensure continuity and consistency of board turn over by having a better plan for nomination, board classes, and board terms

- a. Create a list of current and past board members and their term, class, etc.
- b. Develop better board expectations in regards to terms and involvement
- c. Make sure terms are staggered as far as committee chairs, executive committee, etc.
- d. Look at how executive committee terms coincide with board terms (might be in bylaws might need to be figured out)
- e. Create recruitment plan that allows the organization to seek potential board members that fit the current needs while taking into account the desire for DEAI
4. Create board and committee job descriptions that are very clear and outline expectations
 - a. Outline expectations of how often committees should meet (once a quarter, twice a year, etc.)
5. Examine procedure and process documents of the board and committees, create and update as needed
 - a. Assemble all current process and procedure documents
 - b. Create process for committee reporting to board and board reporting to membership
 - c. Implement a review schedule based on need
6. Develop strategy for ongoing training and support
 - a. Create onboarding and orientation process and documents
7. Evaluate and increase the DEAI presence on the board, to reflect the individuals who we serve. Increase the accessibility of AIM and the board to anyone interested in joining –
 - a. Determine board evaluation process – both as an entity and on an individual basis
 - b. Evaluate current board and identify how to make shifts as necessary (in how we recruit, etc.)
8. Reevaluate the governance structure after above goals are completed and create new strategies as necessary

Goal Two – Financial Stability

1. Establish a Finance Committee to provide financial oversight of AIM's operations.
 - a. Establish a committee responsible for reviewing all financial statements and ensuring proper implementation of governance policies.
 - i. Committee will be made up of an uneven number of members and of at least three members, including the board treasurer.
 - ii. Members should include individuals from the museum and nonprofit finance fields and be of good judgment and have a commitment to accountability and the long-term financial stability of AIM.
 - b. Committee will establish and implement proper, efficient, and effective financial policies and procedures, including but not limited to budgeting and planning, cash management, gift acceptance, spending, conflict of interest, document retention, whistleblower protection, and detailing prohibited financial practices.
 - c. Committee will create and implement internal controls to ensure AIM's assets are protected.
 - d. Committee will be responsible for assigning authority for financial actions and decisions.
 - e. Committee will present procedures and policies to the entire board for approval.
 - f. Committee will provide initial and ongoing training to all board members and committee chairs on procedures.

2. Identify and implement Customer Relationship Management System (CRM), accounting software, and establish operational processes around data entry, donor acknowledgement, and reconciliation.
 - a. Identify and implement CRM and accounting software and establish operational processes to include data entry, donor acknowledgement, and reconciliation.
 - i. Meet with CRM software representatives to determine implementation and costs.
 - b. Finance and development strategy committee researches and identifies accounting software options to present to the board for approval.
 - c. Define and assign roles within the committee regarding new software systems, including data and gift entry as well as reconciliation with accounting.
3. Develop and implement an annual budget.
4. Create a multi-year revenue generating plan with short and long-term strategies.
 - a. Develop a fundraising plan
 - i. Establish a board giving campaign with a goal of 100% giving.
 - ii. Create an online giving campaign strategy
 1. Rollout campaign in newsletters to raise funds for AIM around restructure and new strategic plan.
 2. Develop annual donor campaigns
 - iii. Establish donation options on website, Facebook, LinkedIn pages.
 - iv. Develop a sponsorship strategy
 - v. Develop a grants strategy
 - b. Create a fee-based structure for programs
 - i. Provide donation option after free programs
 - c. Review and analyze results annually and adjust as needed
 - d. Evaluate donor and community buy-in to adjust as needed

Goal Three - Engagement

- In conjunction with communications, develop a social media strategy and team for greater engagement with our constituency
 - Evaluate current social media engagement and establish best practices and procedures
- Create a strategy for virtual and in person programming that aligns with current needs and capabilities
 - Review current offerings and consider other programs that meet our current capacity
 - Includes workshops, regional meetings, online forum, Advocacy Day, etc.
 - Paid vs. free programming
 - Develop budget for sustainability and continuing growth
- Explore and research other opportunities for future engagement growth
 - Membership
 - Conference
 - Create Conference Committee to look at feasibility
 - Regional Representation

Goal Four - Communications

1. Create robust Communications Committee that serves to inform and amplify AIM and its members
 - a. Develop job descriptions with set requirements and responsibilities

