



**MUSEUM OF ART**

**STRATEGIC PLAN  
2025 - 2028**

# Content

1. Overview

---

2. Mission

---

3. Vision

---

4. Values

---

5. SWOT Analysis

6. Key Findings

---

7. The 6 Pillars

---

8. Goals

---

9. Planning Process

# Overview

The Oklahoma State University Museum of Art is a university-affiliated museum in Stillwater, Oklahoma, dedicated to fostering understanding and appreciation of exceptional works of art.

Housed in a beautifully repurposed historic post office, the museum serves as a vital cultural and educational resource for the campus and the community.







# Mission

Foster understanding of exceptional works of art – historic and contemporary – through exhibitions, collections and programming to serve OSU, Stillwater and beyond.



# Vision

For all to discover  
a relevance and  
passion for the arts.







Professional  
Excellence



Inclusive  
Access



Lifelong  
Learning



Joyful  
Engagement





Community  
Connection



Collaborative  
Partnership



Curious  
Innovation



Responsible  
Stewardship

Values



# Analysis

S

## STRENGTHS

- Stands out as the region's only dedicated art museum.
- Cultural hub that offers free high-quality programming.
- Creates meaningful engagement across the community.
- Has a robust collection, the AAM accreditation and a strong team.

W

## WEAKNESSES

- Space limitations.
- Underdeveloped engagement with university audiences.
- Constrained by resource gaps.
- Financially dependent on the university.

O

## OPPORTUNITIES

- Capitalize on Downtown Stillwater redevelopment.
- Leverage the collections in academic and community education.
- Strategic investments in academic integration, digital engagement and staff capacity.

T

## THREATS

- Facility and location limitations.
- Low visibility in the industry.
- Limited engagement from campus leadership.
- Public apathy toward the arts.





# Key findings

The strategic planning process revealed strong staff, valued programs and community support, especially for K-12 outreach.

**Key challenges** included a need for clearer strategic direction, expanded student engagement, and enhanced visibility through marketing and physical improvements.



- ➔ Need for a clear strategic plan that outlines priorities, goals and measurable outcomes over the next years.
- ➔ Refreshing the mission, vision and values to be more inspiring, visible and aligned with the future plans.
- ➔ Staff feel deeply connected to the museum's mission and recognize their impact.
- ➔ Work on a more cohesive social media strategy, stronger campus and community outreach and creative branding.
- ➔ Increase academic unit and student awareness, offer co-curricular programming and integrate the museum more fully into OSU student life and campus.



Key findings



- ➔ Increase attendance by expanding programming, extending hours, and enhancing the visitor experience.
- ➔ Educational and exhibition programming is effective, particularly among K-12 audiences.
- ➔ While some strong community relationships exist, there is a clear opportunity to expand partnerships.
- ➔ Internal communication among staff varies in effectiveness, and external marketing and outreach efforts need improvement.
- ➔ There are accessibility concerns due to the outdated building elements and the lack of flexible, multi-use spaces
- ➔ More purposeful involvement, clearer roles, and regular communication with the advisory board.



Key findings



# 6 Pillars

The museum developed a comprehensive **three-year plan** focusing on six key areas to improve.





1



Expand Awareness of the  
Museum

2



Deepen Campus  
Integration & Engagement

3



Enhance the Visitor  
Experience



4



## Extend Community Relationships

5



## Strengthen Collections & Exhibitions

6



## Increase Organizational Capacity



# Goals

**After 3 years, the museum expects the following outcomes:**

- ➔ Overall museum attendance has doubled.
- ➔ Increased local attendance by 15 - 20%.
- ➔ OSU-identified visitors comprise more than  $\frac{1}{3}$  of the overall attendance.
- ➔ 2-3 new community partnerships have been established.
- ➔ Raised funds support  $\frac{1}{2}$  of the museum's maintenance/operations budget.
- ➔ Developed a persuasive and exciting plan and narrative for building expansion.
- ➔ Data and evaluation processes drive decision-making.
- ➔ Clear, compelling reports and regular communications.
- ➔ The digital audience has increased by 25 - 30%.
- ➔ Increased membership in Art Advocates and annual giving by 20%.



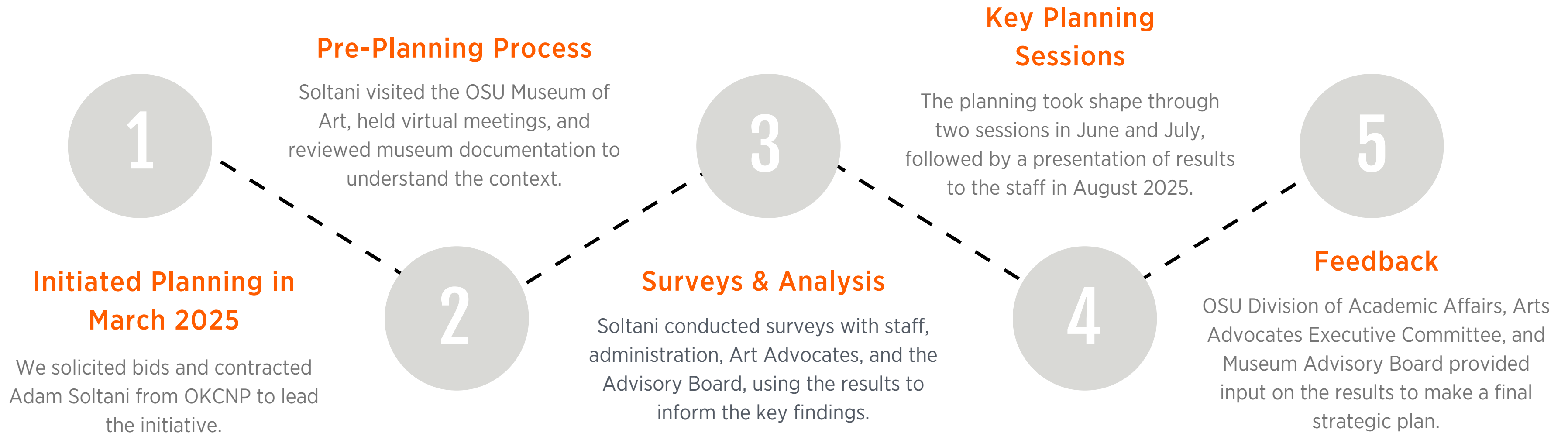


By fall 2028, the OSU Museum of Art will stand as a **vibrant hub for art and ideas** — drawing **increased attendance and engagement** from OSU, Stillwater and the greater region; **making data-driven decisions** that strengthen operations; **presenting cohesive, energizing exhibitions and programs** that celebrate both contemporary and historic art; and **elevating its visibility** through a stronger brand and digital presence.

The museum's **relevance** to both the university and the community will be unmistakable, and a compelling, **forward-looking plan** will guide its AAM accreditation renewal and future expansion.



# Planning process







MUSEUM OF ART