

## GOAL IV – Build Exciting Exhibits and Educational Programs

### OBJECTIVE 1: Develop an interpretative master plan

TIMELINE	STRATEGIES
	<ul style="list-style-type: none"> <li>Develop a mission-based educational philosophy (one that explores the sciences, art, Native American cultures and history of the Colorado Plateau) that enhances interactive experiences with real objects and accommodates diverse audiences. <b>Assigned: Education Team and MNA Director</b> <b>Est. Cost:</b></li> </ul>
Ongoing	STEP 1: Research educational philosophies from other institutions and leaders in museum education.
DONE	STEP 2: Hold education retreat to discuss the key components of an educational philosophy, reviewing what was learned through research, what has been successfully applied and evaluated, and discussing how MNA can evolve as a dynamic educational institution.
In Progress	STEP 3: Compile ideas from retreat and disseminate to education team for prioritization and discussion. Work as a team to draft an educational philosophy.
	STEP 4: Present draft philosophy to Director for approval.
	<ul style="list-style-type: none"> <li>Develop mission-based content plan that highlights MNA research and collections and incorporates current understandings of science and art in an engaging way. <b>Assigned: MNA Director, Education Team, and advisory committee</b> <b>Est. Cost:</b></li> </ul>
	STEP 1: Form an advisory committee consisting of Colorado Plateau scientists, art educators, tribal representatives, MNA staff and community members.
	STEP 2: Develop at draft of MNA’s educational content plan.
	STEP 3: Submit draft Director for approval.
	<ul style="list-style-type: none"> <li>Develop plan for reinstallment of mission-based, engaging, relevant, and meaningful permanent exhibits that are based upon MNA’s educational philosophy and content plan. <b>Assigned: Public Programs Committee*, the advisory committee addressed above, contracted exhibit consulting firm.</b> <b>Est. Cost:</b></li> </ul>
Pending Funding	STEP 1: Establish permanent exhibits committee.
February 2007	STEP 2: Hire an exhibits manager and contract exhibit consulting firm.
	STEP 3: Conduct systematic gallery evaluations to determine the content and collections to be presented in each permanent gallery (archaeology, ethnology, and geology).
	STEP 4: Complete audience outreach initiatives and surveys to learn about audience(s), what they want to learn, and what kinds of exhibits do they want to experience.
	STEP 5: Develop exhibits that will: highlight MNA’s collections; the diversity of the Colorado Plateau; incorporate appropriate use of technology; and excite and engage visitors of all ages and of diverse backgrounds.
	STEP 6: Develop a prioritized and systematic schedule for designing, funding, and installing new permanent exhibitions.
	STEP 7: Based upon priority and secured funding, begin deconstruction and installation of new exhibitions, one gallery at a time.
	<ul style="list-style-type: none"> <li>Develop a 5-year schedule for mission-based intermediate, short-term, temporary (topical) exhibits. <b>Assigned: Public Programs Committee</b> <b>Est. Cost:</b></li> </ul>
DONE	STEP 1: Develop a exhibit cycle (4-5 months, 6-9 months, 1-2 years) for each changing gallery (Lockett, Babbiit Special Exhibits, Chase Gallery, Auditorium). Exhibitions will present a consistent balance of mission-based themes (art, science, biology/ecology, Native American culture).
Ongoing	STEP 2: Develop exhibits that are: exciting and engaging for visitors of all ages; explore appropriate uses of technology; highlight institutional research initiatives and collections; and present relevant, meaningful, current and at times, controversial ideas (i.e. evolution).

In Process (5/30/06)	STEP 3: Establish policy for the internal development, outside solicitation, review and acceptance of mission-based exhibits proposals (proposals include: project prospectus, curator biography, budgets, potential funding sources, and preliminary design and object list). Explore opportunities for creating and receiving traveling exhibits.
In Process	STEP 4: Complete long-term exhibition projects such as the Hopi Iconography Project (see attached <i>Supplement: Goal IV, Objective 1</i> ).
	STEP 5: Identify and secure funding for exhibitions.
	STEP 6: Present exhibit proposals to Director for approval.
	STEP 7: Produce exhibit and associated public programs.
	<ul style="list-style-type: none"> <li>Continue existing public programs (Ventures, Discovery, Custom Tours, Heritage Program, Docent/Volunteer Programs, and teacher trainings/lectures/workshops offered in conjunction with exhibitions); and, develop new programs that reflect educational philosophy and institutional priorities.</li> </ul> <p><b>Assigned: Education Team and MNA Director</b> <b>Est. Cost:</b></p>
Ongoing	STEP 1: Continue internal and external evaluation of current public programs.
	STEP 2: Develop public programs that meet community needs and integrate exhibitions, research, collections, and other institutional initiatives.
	STEP 3: Continue to develop collaborative endeavors with community organizations, tribal entities, and others to present cross cultural perspectives and themes.
	STEP 4: Develop program proposals that are mission-based and fiscally responsible.
	STEP 5: Develop public program proposals and present to director for approval.
	STEP 6: Implement and evaluate public programs.

*\*The Public Programs Committee includes MNA Director, and staff from Education, Collections, Research, Exhibits, Technology, Marketing, and Facilities.*

**OBJECTIVE 2: Honor and attract diverse audiences to the museum**

TIMELINE	STRATEGIES
	<ul style="list-style-type: none"> <li>Enhance understanding of demographics and diversity of current and potential museum visitors</li> </ul> <p><b>Assigned: Marketing Manager, Membership Manager, Education Team</b> <b>Est. Cost:</b></p>
	STEP 1: Conduct literary research about museum audience demographics and outreach strategies.
	STEP 2: Assess demographic make-up of MNA visitors and identify and attract key population segments. Use sound audience analysis studies to assess interests, understanding and workability of exhibits and programs for MNA visitors.
	STEP 3: Develop a plan to attract new visitors and reengage previous visitors.
	STEP 4: Develop partnerships with community organizations that present cross-cultural perspectives and themes.
	STEP 5: Produce written and multimedia interpretative resources in multiple languages.

**OBJECTIVE 3: Develop Strategic Partnerships that forward educational goals.**

TIMELINE	STRATEGIES
	<ul style="list-style-type: none"> <li data-bbox="435 287 1502 346">MNA will seek mutually beneficial partnerships that enhance programming and mission related projects that benefit diverse audiences.</li> </ul> <p data-bbox="483 348 1328 380"><b>Assigned: MNA Education Team, MNA Director, MNA Board of Trustees</b></p> <p data-bbox="483 382 597 409"><b>Est. Cost:</b></p>
	STEP 1: Identify potential partners based upon compatibility with MNA educational mission, goals and initiatives.
	STEP 2: Conduct outreach. Identify and explore appropriate collaborations with local, regional, and national partners that address mutually beneficial needs, goals, and objectives. And, be open to partnership opportunities that are initiated by outside organizations, institutions and individuals.
	STEP 3: Seek approval of partnerships and collaborations from appropriate supervisor.
	STEP 4: Confirm terms of collaborations via contractual agreements.
	STEP 5: Conduct ongoing evaluation of all partnerships and collaborations. Revise terms of partnerships as needed so that partnership are relevant and address current priorities.

**STRATEGY**

- Develop a 5-year schedule for mission-based intermediate, short-term, temporary (topical) exhibits **Assigned: Public Programs Committee**

STEP 4: Complete long-term exhibition projects such as the Hopi Iconography Project.

**HOPi ICONOGRAPHY PROJECT**

<b>TIMELINE</b>	<b>SUB-STRATEGIES</b>
DONE	<ul style="list-style-type: none"> <li>• Approve MNA/Hopi Tribe MOU <b>Assigned: MNA Director, MNA Guest Curator, MNA Board of Trustees</b> <b>Est. Cost:</b></li> </ul>
DONE	<ul style="list-style-type: none"> <li>• Redefine project goals and deliverables <b>Assigned: MNA Director, MNA Trustee LJ Kuwanwisiwma, Guest Curator K. Hays-Gilpin</b></li> </ul>
	<ul style="list-style-type: none"> <li>• Conduct and complete field research <b>Assigned: MNA Guest Curators Hays-Gilpin and L. McChesney, Hopi Cultural Preservation Office Archivist S. Koyiyumptewa</b> <b>Est. Cost:</b></li> </ul>
	STEP 1: interviews with Hopi cultural specialists and artists, literature review, consult with scholars/authors
	STEP 2: transcribe and analyze interviews and other data and write exhibit prospectus
	<ul style="list-style-type: none"> <li>• Develop Hopi Iconography exhibit <b>Assigned: Curator G. Lomahaftewa, Guest Curators Hays-Gilpin and McChesney</b> <b>Est. Cost:</b></li> </ul>
	STEP 1: Secure funding for exhibit planning; submit grant proposal to NEH Exhibit Planning Grant Program; explore other funding sources
	STEP 2: Plan intermediate-term, or one-year, exhibit: design, budget, marketing (esp. publications)
	STEP 3: Submit exhibit proposal for review/approval by public program committee
	<ul style="list-style-type: none"> <li>• Develop associated public programs <b>Assigned: MNA Education Team, MNA Guest Curator, Hopi Cultural Preservation Office, Hopi Footprints Project</b> <b>Est. Cost:</b></li> </ul>
	STEP 1: Brainstorm program ideas with MNA Education
	<ul style="list-style-type: none"> <li>• Secure funding for Hopi Iconography exhibit production. NEH Exhibit Implementation Grant and matching funds from other sources including NEA <b>Assigned: MNA Development, MNA Director, MNA Guest Curators and project curators</b> <b>Est. Cost:</b></li> </ul>
	<ul style="list-style-type: none"> <li>• Produce and install exhibit (developed as a traveling exhibition) <b>Assigned: MNA Curators and Guest Curators, MNA Exhibit Department</b> <b>Est. Cost:</b></li> </ul>