

GOAL VIII – Build on MNA’s Good Name and Increase Attendance

OBJECTIVE 1: Develop re-branding strategies and a comprehensive MNA marketing plan to be launched with the opening of the Collections Center.

TIMELINE	STRATEGIES
	<ul style="list-style-type: none"> Complete an institutional-wide branding initiative to address MNA’s identity and how MNA’s total experience affects its image. Assigned: MNA Director, Marketing Manager, MNA Board of Trustees, staff and volunteers, MNA members and non-members in community Est. Cost:
Begin February 2007	STEP 1: Form a Re-branding Committee of two MNA Board members, three staff, two docents, two members, and two interested community members who are not members, aiming for an eleven-member, odd numbered committee.
	STEP 2: Gather research from MNA, NAU/CVB, AOT, and Arizona Humanities Council surveys and apply findings to re-branding committee process.
	STEP 3: Understand current Museum and current brand image.
	STEP 4: Determine if repositioning is necessary and if so, continue with STEP 5
	STEP 5: Develop Re-branding Strategy.
Complete by February 2008*	<ul style="list-style-type: none"> Develop a comprehensive Marketing Plan to implement Re-branding Strategy and bring the MNA brand to life. Assigned: Marketing Manager, Membership Manager, Education staff responsible for tours, MNA Director Est. Cost:
	STEP 1: With Re-branding Strategy as framework, write Marketing Plan that builds on MNA’s good name, builds awareness of MNA, increases attendance, and increases membership. Marketing Plan will identify target diverse audiences missing from MNA’s visitation, develop tourism strategies, and develop outreach efforts to governmental representatives.
	STEP 2: Present draft Marketing Plan to Director for consideration.
	STEP 3: Include changes to Marketing Plan from Director and Board of Trustees.
	STEP 4: Present final Marketing Plan to Director for approval.
	STEP 5: Implement Marketing Plan immediately upon approval.
	STEP 6: Launch Collections Center by applying new Marketing Plan concepts.

**Implementation based on Collections Center timeline:
MNA plans to break ground summer 2007 & open fall 2008*

OBJECTIVE 2: Make significant improvements to MNA’s website

TIMELINE	STRATEGIES
	<ul style="list-style-type: none">
	STEP 1:
	STEP 2:
	<ul style="list-style-type: none">
	STEP 1:
	STEP 2:
	STEP 3:

OBJECTIVE 3: Develop a marketing plan for *Plateau* magazine and other MNA publications

TIMELINE	STRATEGIES
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	STEP 1:
	STEP 2:
	STEP 3:
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	STEP 1:
	STEP 2:
	STEP 3:
	STEP 4:
	STEP 5:
	STEP 6:
	STEP 7: