

The background of the slide is a photograph of the Frederick R. Weisman Art Museum at the University of Minnesota. The building is a prime example of organic architecture, featuring a complex, undulating facade of polished, reflective metal panels that curve and flow together. The sky is a clear, pale blue. The text is overlaid on this image.

# WAM

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UNIVERSITY OF MINNESOTA  
**Driven to Discover**<sup>SM</sup>

## **Strategic Framework**

**2023 - 2027**

# **MISSION**

**Our mission as a university art museum is to create and advance inclusive arts experiences to broaden understanding of ourselves, our communities, and our world.**



# VISION

We envision a deconstructed and reimagined space for creative expression and fearless inquiry, reflective of the people and land around us.

## WAM will be:

- A **vital node** of cultural life on campus, connecting students and community.
- A **dynamic actor** in the co-creation of a more just world.
- A **space for respite**, joy, challenge, empathy, and self-care.
- A **haven for shared learning**, creativity, and free exchange of ideas.
- A **valued partner** for the communities that we live and work in.

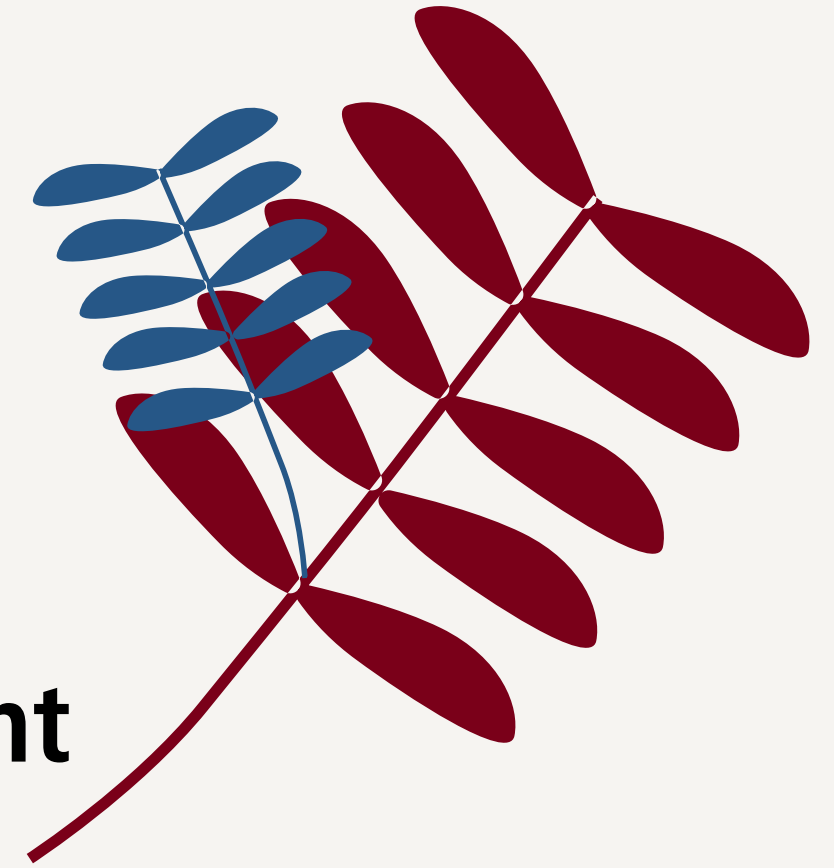
# BELIEFS

- We believe **art is essential** to the human experience, with the power to change the world.
- We believe **museums should care** for objects in service of caring for people.
- We believe **decision-making must happen in conversation** with the communities we live and work in.
- **We are rooted, but reaching;** committed to learning from the past in order to more clearly look to the future.

# VALUES

## INCLUSION & BELONGING

- We thoughtfully welcome people to an environment where all can engage with art at the museum and beyond.
- We remove barriers to access and create a shared gathering space for people and ideas, with a sustained emphasis on making a generous welcome to all comers.



# VALUES

## EMPATHY & CARE

- We believe art can alter perspectives and foster empathy.
- We care for people and the art they produce.

## STEWARDSHIP & ACCOUNTABILITY

- We engage in a thoughtful and responsible collecting practice.
- We evaluate and assess progress toward our diversity, equity, inclusion, and accessibility commitments and goals.

# VALUES

## **PARTNERSHIPS & COLLABORATION**

- **We create equitable and collaborative partnerships to better work together within and outside the museum towards shared goals.**
- **We prioritize shared authority and center community in our decision-making processes.**
- **When we partner, we do so with mutual benefit and reciprocity in mind.**

# VALUES

## TRUTH & REPAIR

- **We make space for truth-telling about historical and current challenges.**
- **We listen to our stakeholders and community and are willing to accept critique. We acknowledge and accept when we are in error, and we will undertake the work of repair.**
- **We prize coalition-building and actively engage with artists, organizational partners, and community groups.**



# VALUES

## REFLECTION & LEARNING

- **We engage in continuous individual and institutional reflection.**
- **We actively practice shared learning.**
- **We intentionally use models and practices that incorporate content reflecting diverse ways of knowing, being, and experiencing the world.**

# **Rooted & Reaching**

**Our new strategic plan calls us to celebrate our distinct place in the arts ecosystem as a campus museum at the U of M.**

**Following are key touchstones that will guide our mission-focused efforts during the next three years.**

# Commitments

- **Continuously strive to be an approachable and accessible museum and an active participant in community and civic partnerships.**
- **Maintain and enhance our distinctive character by leveraging this iconic architecture as a platform for innovative artistic expression and immersive experiences.**
- **Plan for the future in collaboration with our communities.**

# Commitments

- **Adapt to contemporary museum practices and be open to change and innovation, willing to evolve and grow as our staff, leadership, and communities change over time.**
- **Preserve low/no-cost barriers to entry, both in the physical building and our digital presence and our collaborative partnerships with artists and communities.**
- **Highlight artists as socially engaged figures and art with unique perspectives.**



# **Transformative Impact**

## **Long-Range Goal**

**To leverage the power of art and ideas to deepen the fabric of community life — promoting a shared, more equitable future.**

## **Sustainability & Care**

Strengthen our foundation for diversity, access, and inclusion by investing in the human, fiscal, and operational capacities we need to achieve institutional well-being.

## **Collections & Exhibitions**

Strategically refine and build the collection while providing care for and access to the artworks we hold in trust for the public. Present exhibitions that spark connection and conversation with our communities.

## **Transformative Impact**

## **Equity in Action**

Take steps to make absent narratives visible, remove barriers to access, and acknowledge harm done. Put equity at the center of decision-making throughout the museum to repair relationships and rebuild trust.

## **Student & Public Engagement**

Build bridges between students, campus, and community through dynamic programming and conversations in a welcoming, accessible space. Champion students as critical thinkers, empathetic learners, and creative changemakers.