

STRATEGIC PLAN

2015-2020



BRONX MUSEUM

The Bronx Museum of the Arts has fostered cultural expression that is deeply connected to the vibrant, diverse place it calls home, and has garnered attention from across the globe for its innovative and influential programming. My administration is proud to invest in the building renovation project that will bring the talents of a remarkable architect to help build an even stronger institution that continues to engage residents, attract new visitors, and make this borough synonymous with creative vitality all over the world.

MAYOR
BILL DE BLASIO

A VISION FOR THE FUTURE





**Message from the
Executive Director, Holly Block, and
Board of Trustee Chair, Joe Mizzi**

Since its founding in 1971, the Bronx Museum has been a central part of the community. Through fresh, contemporary programming and exhibitions, as well as the introduction of free admission, we have been able to engage more than 100,000 annual visitors.

The Museum builds community through the delivery of programs that promote collaboration and the exchange of ideas, and we embraced that value throughout the creation of this plan.

This process has allowed us to evaluate the Museum—from the physical plant to the programs we deliver—and look to the years ahead. It also provided, for us, an incredible opportunity to fine-tune what we do and to creatively look at how to expand our cultural footprint.

With a solid strategic plan in place, the Bronx Museum can continue to move forward in its role as community partner and steward of the arts.

Holly Block
Executive Director

Enriching the lives of more than 16,000 youth and family members, by engaging them in arts educational programming, is only one of many ways that the Bronx Museum contributes greatly to the fabric of the Bronx. Through its thought-provoking exhibitions and programs, the Museum continues to welcome a diverse and vibrant audience.

The creation of a multiyear plan could not have been possible without the support and contributions of the museum trustees, the Strategic Planning Committee, the Community Advisory Council, and the museum staff and visitors. I am deeply grateful for all of their hard work, energy, and input.

As we pause and look both back at the work we have done and forward to the future, it is clear that the Museum is poised for growth. To that end, our Strategic Plan provides a blueprint to help us attain these goals.

Joseph Mizzi
Chair, Board of Trustees

**TABLE OF
CONTENTS**

02
MUSEUM HISTORY

03
MUSEUM MISSION

04
THE STRATEGIC PLANNING PROCESS

05
INSTITUTIONAL GOALS

07
CORE VALUES

08
CORE FUNCTIONS

09
GOALS FOR CORE FUNCTIONS

10
TIMELINE: MAJOR MILESTONES

MUSEUM HISTORY

The Bronx Museum of the Arts is an internationally recognized cultural destination that presents innovative contemporary art exhibitions and education programs committed to promoting cross-cultural dialogues for diverse audiences. Since its founding in 1971, the Museum has played a vital role in the Bronx by making art accessible to the entire community and connecting with local schools, artists, teens, and families through its robust education initiatives and public programs. In celebration of its 40th anniversary, the Museum implemented a universal free admission policy, supporting its mission to make arts experiences available to all audiences. The Museum also undertakes special projects and collaborations with a local, city-wide, national or international scope, as well as public and community programming. By doing this, the Museum exhibits both contemporary and historical work reflecting the borough of the Bronx, as well as a wide range of art and artists.



MUSEUM MISSION

The Bronx Museum of the Arts is a contemporary art museum that connects diverse audiences to the urban experience through its permanent collection, special exhibitions, and education programs. Reflecting the borough's dynamic communities, the Museum is the crossroad where artists, local residents, national and international visitors meet.



THE STRATEGIC PLANNING PROCESS

BOARD OF TRUSTEES

The Strategic Planning process began during the 2015 annual retreat of the Board of Trustees. The board members participated in a workshop to complete a time capsule exercise that helped them evaluate the past and envision the future. The Plan was also the focus during their 2016 board retreat. The Strategic Planning Committee of the Board of Trustees has contributed greatly to the creation of this Plan through ongoing evaluation, input and guidance.

MUSEUM STAFF

Throughout 2015, the senior management team at the Museum has conducted workshops to discuss the creation of core values, core functions, and goals. Additionally, the feedback and input of all staff was encouraged during several all-hands meetings held at the Museum.

COMMUNITY ADVISORY COUNCIL

Additional input was received from a focus group with the Community Advisory Council (CAC), a volunteer group of local residents who work collaboratively with The Bronx Museum of the Arts and serve as Cultural Ambassadors to the community. The CAC members participated in a visioning workshop—evaluating the Museum’s current programming and amenities—and made suggestions on future improvements.

VISITORS

Information from our electronic surveys—administered as exit interviews during programmed events—allowed the museum to gather more helpful information for the creation of this plan.

INSTITUTIONAL GOALS

The institutional goals provide a high-level view of the focus for the Museum. All the core functions the Museum delivers can be grouped into one of these three goals.

1

Be the lead arts institution in the Bronx.

2

Achieve financial stability.

3

Optimize our cultural footprint.



CORE VALUES

The Core Values are central to the work being completed by the Museum. They are a guide for the creation of new programs and exhibitions and one of the tools used for their evaluation as well.

BUILDING COMMUNITIES

locally, city-wide, nationally and internationally through vibrant art, education, and public programs that promote collaboration and the exchange of ideas.

NURTURING CREATIVITY

through public programs that support cultural expression and engage diverse audiences in the art and ideas of our time.

ENRICHING LIVES

by creating meaningful experiences for all generations that promote personal discovery, exploration, and experimentation.

CONTRIBUTING TO THE BRONX

by functioning as an economic catalyst and community anchor that makes the Bronx a great place to live, work, and gather.

FOSTERING INNOVATION

by creating opportunities to explore diverse perspectives on new thoughts, ideas, and technologies.



CORE FUNCTIONS

The core functions capsulize all the work completed by the museum into five strategic areas.

1

Visitor Experience, and Engagement

2

Strategy and Marketing

3

Finance, Operations, and Technology

4

Education, Curatorial, and Public Programs

5

Business Development

GOALS FOR CORE FUNCTIONS

Improve the visitor experience and satisfaction through the introduction of new amenities and technology.

Define current and future target audience(s) and create a focused campaign of engagement that will expand the Museum’s reach, increase exposure, and position the museum as the cultural hub of the vibrant Bronx.

Elevate current building systems, technologies, and plant and operations to ensure alignment with best practices and viability to enable future expansion and growth.

Present a cohesive program that integrates thought-provoking exhibitions, and engaging education programs, within and beyond the Museum, that are aligned to the Museum’s core values and acknowledge the past and present of the Bronx.

Create strategies to increase donor base, sponsor opportunities, and leverage increased interest in the Bronx to ensure the sustainability and growth of the organization.

TIMELINE: MAJOR MILESTONES



**1040 GRAND CONCOURSE
BRONX, NEW YORK 10456
T: 718.681.6000
BRONXMUSEUM.ORG**

 facebook.com/bronxmuseum

 [@BronxMuseum](https://twitter.com/BronxMuseum)

 [@BronxMuseum](https://www.instagram.com/BronxMuseum)

 [bronxmuseum](https://www.tumblr.com/bronxmuseum)

COVER CREDIT:

Norman McGrath

All other images **Lauren Click**

DESIGN:

PS New York

BRONXMUSEUM