

STRATEGIC PLAN 2019-2022

VISION

Our vision is to be the premier teaching art museum in Arkansas. We define a teaching art museum as one that prioritizes experiential learning opportunities for pedagogical purposes, making the museum a laboratory for learning, teaching, and self-realization.

MISSION

The mission of the Windgate Museum of Art is to create meaningful museum experiences for students, faculty, staff, and visitors to the Hendrix College campus through exhibitions, programs, and experiential learning opportunities.

CORE VALUES

- A Hendrix education is richly enhanced through engagement with beautiful, diverse, challenging, and innovative artwork.
- Hands-on museum opportunities for students create pathways to cultural industry careers.
- Diversity of participants, art forms, and curatorial perspectives enriches our museum and the student experience.
- Inter-disciplinary experiences enhance creativity and learning.
- Artistic risk-taking and free expression are essential.
- Building strong relationships with those outside of Hendrix is critical to our success.

GOALS AND STRATEGIES

Goal 1: *Create opportunities for students, faculty, staff, and visitors to dwell with the arts from the wider world.*

- Strategy 1: Present relevant and compelling temporary exhibitions.
- Strategy 2: Develop and maintain permanent, teaching, and loan collections.
- Strategy 3: Host diverse and engaging artist residencies.
- Strategy 4: Build a permanent collection through gifts and acquisitions.

Goal 2: *Build a robust, interdisciplinary program of educational and social programming appealing to students, faculty, staff, and community members.*

- Strategy 1: Launch and sustain Exhibition Planning Teams (EPTs) for each temporary exhibition.
- Strategy 2: Create a wide variety of multidisciplinary, multi-modal educational programs and learning pathways.
- Strategy 3: Engage with faculty to create pedagogical opportunities for classes at the museum.
- Strategy 4: Become a social destination for students, faculty, staff, and community members.

Goal 3: *Provide experiential learning opportunities for students to create pathways to cultural industry careers.*

- Strategy 1: Hire, train, evaluate, and support student Gallery Educators.
- Strategy 2: Create opportunities for students to deeply engage with museum work as Museum Associates.
- Strategy 3: Coordinate and lead student field trips to regional, national, and international art museums.