

Strategic Plan

2022-2026



Provide for organizational stability and growth

- Enhance board governance
- Expand diversity of funding sources
- Cultivate relationships with external decision-makers and influencers
- Build a robust volunteer culture
- Track progress of strategic plan

Enhance facility to maximize visitor and curatorial services

- Develop collection management protocol and plan
- Ensure the care and security of the grounds and facility
- Enhance and promote the use of outdoor spaces and interior exhibits
- Take advantage of location and traffic to promote site
- Achieve ADA compliance

Become a recognized and viable resource within the community and beyond

- Foster interpretive connections between Bailey's work and philosophies and their relevance to current environmental issues, rural life, etc.
- Promote the museum and its services
- Broaden awareness of Liberty Hyde Bailey locally, regionally and globally
- Explore the interests of, and resources available from new and diverse audiences

Foster partnerships with like-minded entities to enhance programming and presence

- Develop partnerships to present activities and programs for youth and adults
- Engage academic scholars and their institutions
- Cultivate program sponsorships
- Expand, promote and monitor membership program