MISSION STATEMENT
The New Jersey Association of Museums (NJAM) is a non-profit membership organization that has been serving museum professionals and arts, history, and science institutions in the state of New Jersey since 1973. NJAM strives to benefit members by: facilitating the exchange of information through educational and networking opportunities, increasing and enhancing knowledge of best practices in museums, and advocating on behalf of New Jersey museums.

VISION
Connecting New Jersey’s Museum Community

PROCESS
In preparation for this strategic plan, the strategic planning committee of NJAM met over the course of eighteen months and prepared a draft plan revised with input from the board as a whole. The strategic plan areas have been drawn from the NJAM mission, vision, board concerns, stakeholder surveys, and best practices for museums.

CORE AREAS OF THE STRATEGIC PLAN
1. Governance
2. Membership
3. Networking
4. Professional Development
5. Advocacy
GOVERNANCE

Goal
To create and maintain an energetic board committed to the betterment of museum professionals and institutions across the state of New Jersey.

Reasoning
An active and engaged board is critical to accomplish many of the goals outlined in this plan.

Objective 1
Seat a full slate of (15) NJAM board members reflecting the diversity of the state and its member institutions.

Objective 2
Review and reevaluate the NJAM by-laws to ensure they meet the needs of the organization, board, and membership.

Objective 3
Develop a strong board succession plan by identifying and engaging mid-career museum professionals.

Objective 4
Establish and empower committees to achieve the directives of the Board.
MEMBERSHIP

Goal
To increase and maintain a diverse membership that reflects the individuals and institutions in New Jersey’s museum sector.

Reasoning
NJAM exists to support the museum field.

Objective 1
Clarify and promote membership benefits.

Objective 2
Increase visibility.

Objective 3
Build participation in NJAM programs and events.

Objective 4
Add 25 member institutions over the next three years to return membership to pre-recession levels.
NETWORKING

Goal
To connect New Jersey museum professionals, to disseminate information, to advocate legislation, and to foster a strong community of museums across the state.

Reasoning
As New Jersey’s premier organization dedicated exclusively to the museum field, NJAM has a responsibility to connect professionals for mutual benefit.

Objective 1
Continue to host networking events to: create a sense of community, provide much needed communication on the state of the field, and present professional development seminars.

Objective 2
Collaborate with other organizations, conferences, and programs to build awareness of NJAM and increase the association’s participation in the field.

Objective 3
Create affinity groups to foster communication between professionals throughout New Jersey.
PROFESSIONAL DEVELOPMENT

Goal
To raise the caliber of New Jersey’s arts, history, and science institutions, as well as historic societies and sites, through education, mentorship, and professionalization of the field.

Reasoning
Given the proportion of institutions without professional staff, NJAM may be the only source for professional development available to smaller organizations. Additionally, this community may serve as a growth market for NJAM as the economy improves and sites consider hiring.

Objective 1
Promote best practices in collections stewardship through training, mentorship, and the creation of an assessment program based on the model of the Caucus Archival Projects Evaluation Service (CAPES.)

Objective 2
Continue to present an annual conference and regular programs for the benefit of the museum field.

Objective 3
Develop a recognition program to re-enforce and acknowledge excellence within the museum profession.

Objective 4
Create mentorship opportunities for individuals and institutions.
ADVOCACY

Goal
To advocate for professional and avocational members of the museum field and the preservation of collections held in the public trust in New Jersey.

Reasoning
NJAM seeks to influence public policy as it relates to the arts, history, and science. It serves as a conduit for members to voice their concerns, and to seek guidance and/or assistance.

Objective 1
Develop relationships with advocacy groups related to statewide institutional interests and work to develop a platform for state level advocacy.

Objective 2
Provide resources and train members to advocate to their municipal, state, and federal representatives.

Objective 3
Track public policies on the arts, culture, and sciences, and make members aware of any issues that could affect their institutions.