

Strategic Plan

July 1

2018-21

The following will form the basis for benchmarking and evaluation as the gallery is reimagined and relocated to the first floor of the Mardigian Library. This new gallery will allow for the presentation of the collection to new audiences, preservation of objects, enriched partnership opportunities, and creation of a learning laboratory for students, faculty, staff, and community members.

Stamelos Galleries
Center

Mission

The Art Collections and Exhibitions Department at the University of Michigan-Dearborn enhances the academic and educational experiences of students, faculty, staff, and the general public by offering dynamic educational programming, curating and managing a thriving exhibition program in the Stamelos Galleries Center, making the growing permanent art collection accessible for research, and loaning the collection to other institutions. The department complements and augments university curriculum, engages a variety of audiences, facilitates outreach to the community, and supports emerging and diverse artists by promoting the understanding and appreciation of the visual arts.

Vision

The Stamelos Galleries Center is recognized as a center for excellence and an active partner in developing inspired exhibitions, services, programs, and spaces to support a dynamic, inclusive, community-engaged art center. The university serves as a steward of its notable collection, making it accessible to students, scholars and the public to promote learning and cross-disciplinary education.

Values

We are committed to lifelong learning, access, inclusivity, integrity, stewardship, community, and teamwork.

STAMELOS GALLERIES CENTER AT THE MARDIGIAN LIBRARY

University of Michigan-Dearborn

ADDRESS	4901 Evergreen Road	CITY	Dearborn	STATE	MI	ZIP	48128
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	STRATEGIC GOALS	ACTIVITIES/OBJECTIVES	SUCCESS INDICATORS/OUTCOMES			INITIATIVES	
			YEAR 1 2018/19	YEAR 2 2019/20	YEAR 3 2020/21	PROGRAMS	PARTICIPANTS
BUILD CAPACITY	Build new Stamelos Galleries Center (SGC)	<ol style="list-style-type: none"> 1. Finalize architectural plans and send out for bid by mid-August 2018 2. Construct new gallery and storage/work area by March 2019 3. Identify display and storage requirements for new gallery by June 2019 4. Install display cases by Dec. 2019 5. Outfit storage area 6. Identify valuable and "at risk" items to be moved into new storage area by June 2021 	Gallery construction is completed by March 2019	Display cases installed by Dec. 2019, with a portion of the glass collection in "visible storage"	New storage area is outfitted; valuable & "at risk" items moved into new storage area by June 2021		
	Increase financial support	<ol style="list-style-type: none"> 1. Work with Institutional Advancement office to identify and implement strategies for re-engaging donors and increasing donor base 2. Highlight Stamelos Galleries Center (SGC) on "Giving Blue Day" 3. Apply for grants from foundations, corporations, and government 	<ol style="list-style-type: none"> 1. A minimum of 3 donor initiatives are identified 2. SGC is listed as "Giving Blue Day" option 3. One IMLS grants is submitted 	<ol style="list-style-type: none"> 1. Minimum of 3 donor strategies are implemented 2. Donations increase by 10% 3. At least one additional grant opportunity is identified and submitted 	<ol style="list-style-type: none"> 1. Two additional donor strategies are implemented 2. Donations increase by 10% 3. At least one additional grant opportunity is identified and submitted 	<p>Complete renovation.</p> <p>Implement a multi-pronged fundraising plan.</p> <p>Steward donors and alumni</p> <p>Capture accurate audience data.</p> <p>Create marketing materials and a publicity strategy.</p>	<p>Laura Cotton, Autumn Muir, Ann Serra, Leah Zientek, Maureen Linker, Barbara Heller, Barbara Kriigel BM</p>
	Increase visibility of gallery	<ol style="list-style-type: none"> 1. Hold gala event for opening of new SGC 2. Create electronic newsletter and fliers 3. Create social media campaign 4. Seek earned (free) media 5. Ensure inclusion in paid calendars 6. Add external partners 	<ol style="list-style-type: none"> 1. Gala event is held in spring of 2019 2. Social media campaign is created for opening of new gallery 	<ol style="list-style-type: none"> 1. Electronic marketing pieces are created and implemented by end of June 2020 2. Gallery traffic/ visitorship increases by 	<ol style="list-style-type: none"> 1. Attendance increases by 10% 		

			30%	3. Electronic media is monitored to increase opens, click-throughs, and contacts		
	Support professional development of gallery staff	1. Provide funding for gallery staff to attend professional workshops, conferences, etc.	1. Funding is available			
PROMOTE LEARNING	Develop Co-curricular opportunities	1. Work with Art History Program to create student docent internships for every exhibit	1. Students are trained as docents beginning with Antiquities exhibition in April 2019			Present exhibitions, publications, and related activities representing a wide range of media, themes, and cultures.
	Create Course Specific Assignments using the collection	1. Working with faculty, create assignments for courses in Engineering, Chemistry, History, Business and Entrepreneurship, Education, and Literature using the existing collection and/or exhibits	1. A minimum of 2 course specific assignments are created for each exhibition			
	Curate and install art exhibitions	1. Curate and install 3-4 art exhibitions each year	1. A minimum of 3 exhibitions are held each year			
	Design and Implement educational programs	1. Host 4 annual educational programs that encourage students and community visitors to make connections between art, design, and daily life.	1. 4 programs events are held each academic year			
INCREASE ACCESS	Support stewardship of the collection through implementation of the Conservation Assessment Program report	1. Review CAP findings, prioritize recommendations, and develop a budget. 2. Retain the conservator, B Heller, for consultation.	1. Recommendations are prioritized by June 2019	1. Conservator hired by July 2020 2. Budget proposals are created by Dec. 2019 and submitted to	1. Budget proposals are submitted to senior officers by Feb. 2021 2. At least one grant is identified and	Stamelos Galleries Center is completed on the first floor with a dedicated community entrance during extended hours of operation. Collate and distribute
						Laura Cotton, Autumn Muir
						Laura Cotton, Autumn Muir, Barbara Heller, Maureen Linker, Barbara Kriigel

				senior officers by Feb. 2020 3. At least one grant is identified and submitted by Dec. 2019	submitted by Dec. 2020	evaluation results. Explore creation of an exhibitions committee. Loan program Scholarly research	
	Promote diversity and inclusiveness	1. Survey students to identify interests and issues important to them 2. Identify artists and exhibitions to attract diverse audiences and promote inclusiveness		1. Survey is conducted by Dec. 2019 2. Recommendations for changes in programming identified by June 2020	1. Recommendations are implemented		
	Increase "visible storage"	1. Identify display and visible storage requirements for new gallery 2. Install display cases by Dec. 2019	1. New cases are identified by June 2019	1. Visible display cases installed by Dec. 2019			
	Increase interpretation of collection	1. Create QR codes 2. Update campus art work tour map 3. Implement "student docent" program	1. Student docent program is implemented beginning with April 2019 exhibition	1. QR codes are created for major art works 2. A self-guided campus art tour map is available			
	Support best practices through implementation of the Conservation Assessment Program report	1. Review report findings and identify "best practices" and policies to be implemented 2. Review, update, and/or create practices and policies	1. Review of report is completed by June 2019	1. Review of existing policies is completed by Dec. 2019 2. Best practices and policies are completed by June 2020	1. Practices & policies are reviewed & approved by sr. officers, & implemented by end of June 2021	Outreach programming to local communities	Laura Cotton, Autumn Muir
	Collaborate and partner with metro Detroit art institutions	1. Participate on Dearborn Gallery Directors Committee 2. Participate on Cobo Center Arts Committee 3. Join and attend CultureSource events	1. The Stamelos Galleries Center is represented in Metro area				

PROMOTE ARTISTIC EXCELLENCE

	4. Join and attend Dearborn Community Arts Council events	group events 2. Our events are promoted by Metro area art institutions 3. Participate in Dearborn Gallery Rally 4. Gallery staff attend events hosted by other metro Detroit cultural organizations			
Catalog collection	1. Create a plan and timeline for completing the cataloging 2. Prioritize items needing cataloging	1. Plan and timeline are created by June 2019 2. Items are prioritized by June 2019	1. 500 items have been cataloged	1. 500 additional items have been cataloged	