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 Gallery 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 Gallery 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 Gallery 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 GALLERY CENTER AT THE MARDIGIAN LIBRARY

<table>
<thead>
<tr>
<th>STRATEGIC GOALS</th>
<th>ACTIVITIES/OBJECTIVES</th>
<th>SUCCESS INDICATORS/OUTCOMES</th>
<th>INITIATIVES</th>
</tr>
</thead>
</table>
| **Build new Stamelos Gallery Center (SGC)** | 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 | Complete renovation.  
Implement a multi-pronged fundraising plan.  
Steward donors and alumni  
Capture accurate audience data.  
Create marketing materials and a publicity strategy. |
| **Increase financial support** | 1. Work with Institutional Advancement office to identify and implement strategies for re-engaging donors and increasing donor base  
2. Highlight Stamelos Gallery Center (SGC) on “Giving Blue Day”  
3. Apply for grants from foundations, corporations, and government | 1. A minimum of 3 donor initiatives are identified  
2. SGC is listed as “Giving Blue Day” option  
3. One IMLS grants is submitted | Complete renovation.  
Implement a multi-pronged fundraising plan.  
Steward donors and alumni  
Capture accurate audience data.  
Create marketing materials and a publicity strategy.  
Laura Cotton, Autumn Muir, Ann Serra, Leah Zientek, Maureen Linker, Barbara Heller, Barbara Kligel |
| **Increase visibility of gallery** | 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 | 1. Gala event is held in spring of 2019  
2. Social media campaign is created for opening of new gallery  
1. Electronic marketing pieces are created and implemented by end of June 2020  
2. Gallery traffic/visitorship increases by 10%  
1. Attendance increases by 10% | Laura Cotton, Autumn Muir, Ann Serra, Leah Zientek, Maureen Linker, Barbara Heller, Barbara Kligel |

*ADDRESS* 4901 Evergreen Road  
*CITY* Dearborn  
*STATE* MI  
*ZIP* 48128

July 2018
<table>
<thead>
<tr>
<th>PROMOTE LEARNING</th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Support professional development of gallery staff</td>
<td>1. Provide funding for gallery staff to attend professional workshops, conferences, etc.</td>
<td>1. Funding is available</td>
<td></td>
</tr>
<tr>
<td>Develop Co-curricular opportunities</td>
<td>1. Work with Art History Program to create student docent internships for every exhibit</td>
<td>1. Students are trained as docents beginning with Antiquities exhibition in April 2019</td>
<td></td>
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<tr>
<td>Create Course Specific Assignments using the collection</td>
<td>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</td>
<td>1. A minimum of 2 course specific assignments are created for each exhibition</td>
<td>Present exhibitions, publications, and related activities representing a wide range of media, themes, and cultures.</td>
</tr>
<tr>
<td>Curate and install art exhibitions</td>
<td>1. Curate and install 3-4 art exhibitions each year</td>
<td>1. A minimum of 3 exhibitions are held each year</td>
<td>Laura Cotton, Autumn Muir</td>
</tr>
<tr>
<td>Design and Implement educational programs</td>
<td>1. Host 4 annual educational programs that encourage students and community visitors to make connections between art, design, and daily life.</td>
<td>1. 4 programs events are held each academic year</td>
<td></td>
</tr>
<tr>
<td>SUPPORT STEWARDSHIP OF THE COLLECTION THROUGH IMPLEMENTATION OF THE CONSERVATION ASSESSMENT PROGRAM report</td>
<td>1. Review CAP findings, prioritize recommendations, and develop a budget. 2. Retain the conservator, B Heller, for consultation.</td>
<td>1. Recommendations are prioritized by June 2019</td>
<td>1. Conservator hired by July 2020 2. Budget proposals are submitted to senior officers by Feb. 2021 2. At least one grant is identified and Stamelos Gallery Center is completed on the first floor with a dedicated community entrance during extended hours of operation. Collate and distribute</td>
</tr>
<tr>
<td><strong>Function</strong></td>
<td><strong>Tasks</strong></td>
<td><strong>Dates</strong></td>
<td><strong>Remarks</strong></td>
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</table>
| **Future Fund**                                                            | 1. Senior officers by Feb. 2020  
2. At least one grant is identified and submitted by Dec. 2019  
3. Evaluation results.  
Explore creation of an exhibitions committee.  
Loan program  
Scholarly research | submitted by Dec. 2020                                                        |                                                                           |
| **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 | submitted by Dec. 2020                                                        |                                                                           |
| **Increase “visible storage”**                                             | 1. Identify display and visible storage requirements for new gallery  
2. Install display cases by Dec. 2019 | 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 | presentations begin with April 2019 exhibit                              |                                                                           |
| **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 | review of report is completed by June 2019                                |                                                                           |
| **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 | The Stamelos Gallery Center is represented in Metro area                   |                                                                           |

*Laura Cotton, Autumn Muir*
<table>
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<tr>
<th>Catalog collection</th>
<th>1. Create a plan and timeline for completing the cataloging</th>
<th>1. Plan and timeline are created by June 2019</th>
<th>1. 500 items have been cataloged</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>2. Prioritize items needing cataloging</td>
<td>2. Items are prioritized by June 2019</td>
<td>1. 500 additional items have been cataloged</td>
</tr>
</tbody>
</table>

4. Join and attend Dearborn Community Arts Council 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

1. 500 items have been cataloged
2. Items are prioritized by June 2019
1. 500 additional items have been cataloged