

Mission

The mission of the Georgia Association of Museums (GAM) is to serve the entire state of Georgia as a private, non-profit museum and gallery association.

Vision

The Georgia Association of Museums is a statewide organization dedicated to serving a diverse membership in a way that establishes a responsive network, provides a resource base and promotes professionalism so that Georgia's museum community is strong, effective, and proactive.

The purposes are to:

- Encourage growth and improve professional practices of museums and non-profit galleries throughout the state
- Stimulate public interest, support, and understanding of museums and non-profit galleries of all disciplines
- Increase general understanding of the roles of museums and non-profit galleries as community resources for improving the quality of life and continued learning for all citizens of the state
- Maintain and develop relations among institutions and staffs for the interchange of information and development of cooperative efforts to achieve these objectives
- Maintain relations with various governmental agencies
- Promote research to foster understanding of cultural and natural resources of the community and state
- Promote collegiality among museum professionals across the state.

Goals and Objectives

A. PROGRAMS AND MEMBER BENEFITS

Goal 1: Enhance member benefits to provide increased ROI.

Objective 1: Create a membership engagement plan and provide opportunities for museum professionals to deepen their engagement with GAM.

Objective 2: Produce a directory of Georgia museums and institutions.

Goal 2: Increase program offerings beyond the annual conference.

Objective 1: Produce regional, informal gatherings to build community between industry professionals.

Objective 2: Produce virtual programs that are accessible to industry professionals across the state.

Objective 3: Increase program offerings that are relevant to non-program museum staff.

Objective 4: Provide enhanced support options for the emerging professional community in the museum field.

B. INDUSTRY SUPPORT AND DEVELOPMENT

Goal 1: Work with educational institutions and museums to promote the museum profession as a career path.

Objective 1: Create collaborative partnerships with educational institutions to assist in providing opportunities for students in museum studies (or similar) programs.

Objective 2: Increase annual conference internship opportunities, considering feasibility of including registration and lodging.

Goal 2: Serve as a voice to represent the cultural and economic value of museums in Georgia.

Objective 1: Define how GAM engages in industry advocacy.

Objective 2: Foster partnerships with related organizations, vendors, and state/local government agencies to support efforts to uplift Georgia museums

C. FINANCIAL SUSTAINABILITY

Goal 1: Expand membership throughout the state to reach the broadest possible community of museums and professionals.

Objective 1: Create a membership marketing campaign to increase membership, especially in priority areas such as Black, Indigenous, People of Color (BIPOC) museum professionals, Emerging Museum Professionals (EMPs), and rural organizations.

Objective 2: Build a corporate membership program.

Goal 2: Develop a strategy to recoup lost income from lapsed members.

Objective 1: Develop process for regularly tracking lapsed members.

Objective 2: Identify opportunities to engage with lapsed members through GAM offerings, including potential returning member discounts.

Goal 3: Develop a fundraising strategy to grow support through grants and sponsorship opportunities.

Objective 1: Amend the Finance Committee’s scope to include identification and solicitation of funding opportunities.

D. GOVERNANCE & ORGANIZATIONAL EFFECTIVENESS

Goal 1: Embed Diversity, Equity, Accessibility, and Inclusion into GAM’s programs, communications, standards, and leading practices.

Objective 1: Update mission and vision statements to better reflect GAM’s current state.

Objective 2: Deepen support for members of color through the development of programmatic and organizational offerings.

Objective 3: Deepen support for members with diverse physical and cognitive needs through the development of programmatic and organizational offerings.

Objective 4: Incorporate Diversity, Equity, Accessibility, and Inclusion into board committee goals.

Goal 2: Ensure a consistent board leadership pipeline.

Objective 1: Hold an annual open call to GAM membership for interested participants.

Objective 2: Cultivate potential future board members through committee service.