



## Strategic Plan – 2018 to 2021

### Mission Audience Vision

Mission - Understanding and appreciating the Mississippi Delta and our place in it.

Audience - Locals and tourists from all over the world, including students and scholars

Vision - To collect, document and interpret the history, culture and natural history of the Mississippi Delta

### Guiding Principals

1. Visitor-Centric - We are welcoming and strive to deliver the highest quality visitor experience in everything we do.
2. Authentic – Our exhibits and programs are powered by scholarship and our collections.
3. Engaging - Storytelling is a priority and we ensure that our exhibits and programs offer deep, vertical knowledge about this place, the Mississippi Delta
4. Diversity - We capitalize on the richness inherent in differences, therefore, our exhibits and programs engage audiences for all ages, gender, race and background.
5. Collaborative - We develop and maintain mutually beneficial partnerships to increase the reach and impact of our programming and work.

### Strategic Goals

#### Building & Grounds

To be completed 2019

- Prepare Museum for renovations to the Native American Room
- Prepare Museum for renovations to the Greenwood Leflore Room
- Create Children’s Discovery Room
- With Junior Auxiliary, create hands-on creative areas for children 2-8

#### Collections & Interpretation

- Update website to include section on the pottery collection - 2019
- Prepare grant to Mississippi Delta National Heritage Area for a new interpretive story line for the Museum’s permanent collection - March 2018
- Submit conservation grant for Pre-Columbian Pottery storage - 2020
- Develop art exhibits with Delta artists - Ongoing
- Begin the application process for the American Alliance of Museum Accreditation