

**Amesbury Carriage Museum**  
**Strategic Plan Summary**  
**2023- 2026**

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## Mission, Vision, and Values

**Our Mission:** Champion the history of Amesbury's industry and people.

**Our Vision:** A community inspired by Amesbury's history.

**Our Values:**

- **Local History:** We examine, honor, preserve, and share Amesbury's history, especially the history of its industries and working people.
- **Stewardship:** We selectively curate and professionally manage our collections of carriages and other artifacts, with pride in our role as the stewards of Amesbury's industrial past.
- **Education:** We encourage community members of all ages, and challenge each other, to learn the stories of Amesbury's past through interesting, fun, and accessible programs, exhibits, speakers, school programs and events.
- **Inclusivity:** We create a culture that is welcoming, open, and inclusive, offering opportunities for any demographic group to engage and feel valued at the Amesbury Carriage Museum (ACM) and our program venue, the Industrial history Center ( IHC).
- **Service:** We serve the larger community through collaboration with other organizations and individuals in service to the community's needs.

## Core Standards for the Museum

### Core Standards

The Amesbury Carriage Museum continually strives to meet the seven Core Standards for Museum Operations: Public Trust and Accountability, Mission & Planning, Leadership and Organizational Structure, Collections Stewardship, Education and Interpretation, Financial Stability, and Facilities and Risk Management.

Focusing on these Core Standards, ACM's Strategic Plan lists our top priorities for the years 2023- 2026. These goals and objectives provide direction for our actions, advance our mission, and promote our values.

### Goals and Objectives ~ Based on Museum Core Standards

#### Core Standard # 1: Public Trust and Accountability

Goal: The Amesbury Carriage Museum (ACM) is a conscientious steward of its resources -- staff, finances, facilities, and collections -- which are held in the public trust.

Objectives:

- Offer opportunities for diverse participation.
- Increase visibility in the community and across the region.
- Be a good neighbor by sharing information, resources, and space.

## **Core Standard # 2: Mission and Planning**

Goal: The museum has a clear understanding of its mission and communicates why it exists and who benefits from its efforts.

Objectives:

- Review and update the Strategic Plan.
- Tie each annual budget to the Strategic Plan.

## **Core Standard # 3: Leadership and Organizational Structure**

Goal: The Board, staff, and volunteer structures and processes effectively advance the museum's mission.

Objectives:

- Ensure that the composition, qualifications, and diversity of the Board, staff, and volunteers enable it to carry out ACM's mission and goals.
- Define roles and responsibilities of volunteers.
- Align annual committee goals to ACM's Strategic Plan.

## **Core Standard # 4: Collections Stewardship**

Goal: ACM owns, exhibits, or uses collections that are appropriate to its mission.

Objectives:

- Make collections accessible in exhibits, programs, and online.
- Complete a Collections Management Policy, approved by the Board of Directors.
- Continue the cataloging and digitization of collections.

- Ensure that collections are being well managed.

## **Core Standard # 5: Education and Interpretation**

Goal 1: ACM will be a local history resource for educators and community members.

Objectives:

- Understand the characteristics and needs of our existing and potential audiences.
- Increase school and education content.
- Partner with local organizations, schools, and museums to offer programming, share resources and promote the ACM.
- Produce educational content for museum social media via Instagram and Facebook.

Goal 2: ACM will engage, educate and foster the next generation of innovators through teaching about the history of innovation and industry in Amesbury. We will develop educational programming that connects people to the history of Amesbury and fosters a sense of place.

Objectives:

- Develop, test and refine programs for educational field trips at the elementary, middle and high school levels using MA State Curriculum Frameworks.
- Develop a minimum of 2 monthly educational programs.

Goal 3: ACM will continue to develop, improve upon and reflect on our educational programming and exhibits.

Objectives:

- Incorporate work of the Industrial Survey Team (IST) in programs and exhibits.

- Align IST research with ACM upcoming programs.
- Draw from ACM collections and previous programming in developing content for school programs and social media.
- Initiate a program evaluation strategy.
- Connect with other museums to learn how they manage educational programming.

### **Core Standard # 6: Financial Stability**

Goal: ACM operates in a fiscally responsible manner that promotes its long-term sustainability.

Objectives:

- Balance the budget each fiscal year.
- Increase program sponsorship.
- Grow a robust, engaged membership.
- Grow endowment.
- Develop and execute new income streams while expanding current ones.

### **Core Standard #7: Facilities and Risk Management**

Goal: ACM allocates its space and uses its facilities to meet the needs of the collections, audience, and staff.

Objectives:

- Establish a building committee to meet quarterly to monitor facilities and risk management.

- Organize the care and long-term maintenance of facilities by creating a *Facilities and Risk Management Plan* by the end of July 2023.
- Find storage solutions by the end of August 2023.
- Extend lease of office space before 2026.