



CORE VALUES

- MAH is innovative, unique, and inspirational.
- MAH is the intersection of art, history, ideas, and culture in Santa Cruz County.
- MAH embodies integrity, ethical practices, and accountability.
- MAH is welcoming, accessible, and collaborative.
- MAH is relevant to our dynamic community.

Mission Statement

The Museum of Art & History promotes a greater understanding of contemporary art and the history of Santa Cruz County, through its exhibitions, collections, and programs, for the benefit of residents and visitors to Santa Cruz County.



Strategic Plan
2010



VISION

The Museum of Art & History is a thriving, central gathering place where local residents and visitors have the opportunity to experience art, history, ideas, and culture. Engaged members and visitors are increasingly passionate and knowledgeable about contemporary art and local history that celebrate our diverse community.

STRATEGIC GOALS

Exhibitions

- Exhibitions enhanced with innovative methodology make MAH the best destination in the Monterey Bay Area for exploring contemporary art and Santa Cruz County history.

Education

- Inspiring education and outreach programs at MAH attract and engage adults, children, and families.

Collections: Art, Artifacts and Archives

- The collection informs and inspires current and future Museum programs.
- All aspects of the collection, from acquisition to preservation and access are well defined and, with professional standards, are clearly and consistently reported.

Facilities

- All MAH facilities and properties are maintained and managed competently.

Governance

- MAH's strategic plan goals and ongoing assessments guide short and long-term budgetary decisions and foster organizational excellence.
- MAH proactively recruits, retains, and supports individuals with appropriate expertise, diverse viewpoints and relevant experience.
- MAH's current and comprehensive technology system provides dependable and consistently high-quality functionality for all internal operations.

Development and Marketing

- MAH creates a sustainable, goal-driven, financially responsible platform.
- MAH maintains and cultivates a community of engaged, committed, and cherished supporters who value the Museum as an indispensable asset.
- The Museum ensures dependable, engaging access to all programs and events for diverse audiences.