



Honouring and Amplifying
Our Interconnections

Museum London
Strategic Plan 2023-2027



At the forks of the Deshkan Ziibi / Thames River, Museum London is situated in a place that has been a site of convergence, exchange, and interconnection for thousands of years.

Today, in the heart of Southwestern Ontario, Museum London's purpose is to honour and amplify interconnections by activating art and history. Through this work we create deeper understandings of our past, our communities, our place in the world, and the breadth of possibilities that our shared future holds.

Grounded in our region and its rich cultural, artistic, and historic legacies, we co-create, reflect, and interpret ideas and stories rooted here, share them widely, and bring important artistic knowledge from other places to London for the benefit of local audiences. Through relevant exhibitions, our vast collections of art and artifacts, public and school programs for learners of all ages, and memorable special events, we nurture curiosity, creativity, and empathy, build community and shape a more vibrant city.

Our 2023-2027 strategic plan sets a clear trajectory for the next five years, aligning our purpose with action in areas across our organization.



Jamelie Hassan, *Map of Deshkan Ziibi*, 2021. Porcelain tiles.
Courtesy of the Artist. From the exhibition *GardenShip and State*,
October 7, 2021 to January 23, 2022.

OUR PURPOSE

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OUR VISION

A leading art and history resource that connects communities, inspires change, challenges ways of thinking, and ignites creativity towards a more just world

OUR MISSION

Museum London mobilizes art and history to build community and co-create an inspired future

Christina Battle, *are we going to get blown off the planet (and what should we do about it)*, 2022. Mixed-media installation. Purchase John H. and Elizabeth Moore Acquisition Fund, 2022. *From Remote Stars: Buckminster Fuller, London, and Speculative Futures*, October 8, 2022 to January 15, 2023.





VALUES

Inclusivity

We foster an environment that prioritizes diversity, equity, and access and belonging.

Creativity

We keep artists and creative thinking at the centre of everything we do.

Collaboration

We nurture meaningful, reciprocal relationships to realize shared goals and amplify the impact of our work.

Learning and Leadership

We prioritize learning and continuous discovery. We generously share what we have and what we know.

Respect for nature

We deploy resources thoughtfully and consider our place on the land and the impact of our choices on the natural world.



Defining Purpose

The process to shape our plan launched with a series of facilitated conversations to define Museum London's core purpose in a clear and concise way. We started with big questions:

- Why does Museum London exist?
- Who are we here for?
- What is at stake?

Our Board and Staff includes both long-serving and newly engaged members, each who offer different experiences, perceptions, and expertise. Answering these questions together was challenging and invigorating. The questions are simple, but the answers are complex!

United by a commitment to our communities and excitement about the future of Museum London and its role and impact in London and beyond, we articulated Museum London's purpose as:

to regard with great respect / to fulfill an obligation or keep an agreement

to expand / to make larger or greater / to increase the strength of...

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our interconnections**

communities of this region including our teams, supporters and our collaborators

to be or become mutually connected; prioritizing relationships

Gathering Input & Testing Ideas

Our plan lays out five overlapping strategic directions, anchored by purpose and our values. These emerged from insights drawn out of a two-day facilitated retreat in January 2023 at Centre at the Forks with the Museum London Board of Directors and the Staff Leadership Team.

To test our ideas, we invited 25+ community leaders to participate in one-on-one personal interviews in February and March 2023. A diverse mix of artists, volunteers, elected officials, donors, and leaders from a range of community organizations generously shared their current perceptions of Museum London's offerings. We shared our draft purpose, values, and strategic directions with them and listened to direct feedback.

We also convened focus groups involving Museum London's Volunteer Tour Guides who play an essential role in our school programs, and Staff who are at the heart of the action and hold valuable expertise. Our draft was also circulated as part of a digital survey targeted to 125+ key leaders across sectors to glean their perceptions.

We gratefully acknowledge everyone who invested time and care in our process – your participation is valuable and has boosted our confidence and made our process richer.





GardenShip AND State

How We Will Use this Plan

Our plan is concise, focused, and intended to be a useful tool to guide decision making, investment, and track our progress towards goals. This plan will shape monthly Board conversations and annual Staff work plans. As circumstances continue to change internally and externally, we recognize that our plans and strategies need to adapt to remain relevant. We will revisit and revise this plan often so that we can be responsive, take advantage of opportunities, and adapt, while remaining accountable and true to our purpose and values.



OUR STRATEGIC DIRECTIONS

- Raise the profile – a ‘hidden gem’ no more
- Transform audience experience: a people-centered approach
- Embrace interdisciplinarity: art and history in creative dialogue
- Anchor diversity, equity, access, and inclusion
- Invest in operational sustainability and resilience

Camal Pirbhai and Camille Turner, *The New Brunswick 5*,
from the *Wanted Series*, 2011–2018. Colour photograph, vinyl, lightbox.
Purchase, John H. and Elizabeth Moore Acquisition Fund, 2022.



Raise the profile: a 'hidden gem' no more

Increase public awareness of Museum London in the region to create excitement and accurate understandings of what we do, who we serve, and the broad value and impact of our work.

- Update and re-energize Museum London's brand personality and deploy it consistently across all platforms (print, online and in-person) through a new marketing and communications plan to share information and stories more effectively about many facets of the Museum's work and our impact.
- Create and launch a new website to allow for managing and sharing content more effectively and to create greater access to Museum London collections.
- Continue to reach out across London and region to meet people where they are, foster partnerships, and create new ways to increase the visibility of partnerships and their impact.

Transform audience experience: a people-centered approach

Through a curious, responsive approach that prioritizes people, we will design and deliver memorable and meaningful experiences in-person and online.

- Design and implement new tools to collect audience data and feedback to become more self-aware and responsive.
- Analyze and prioritize improvements to visitor experience onsite at the Museum to ensure meaningful and inspiring experiences on our grounds and in our facility and drive repeat visitation.
- Create meaningful opportunities for community partnership on exhibitions, more opportunities for interaction, and a more participatory experience onsite at the Museum and in our online spaces.



Embrace interdisciplinarity: art and history in creative dialogue

Leverage our unique collections and expertise in art and history to create and share new knowledge in ways that honour and amplify interconnections and builds audience engagement.

- Pilot new interdisciplinary initiatives that make visible the interconnections between art and history, and relevant cultural, social, environmental and economic issues of our time.
- Embed a new collaborative framework internally to develop programs (collections, exhibitions, education, public) and new interpretive strategies and tools to be applied consistently.
- Evaluate, align, and strengthen partnerships locally, nationally, and internationally.



Anchor diversity, equity, access, and inclusion

Integrate an anti-racist, inclusive lens across all activities to reflect more equitably the diverse communities we serve and truly make Museum London an accessible cultural resource and place of belonging for everyone.

- Undertake an equity audit across the organization and implement an ongoing program of training.
- Recruit and retain talent from Indigenous, Black, racialized, 2SLGBTQIA+, and disability identified communities.
- Act on our commitment to Truth and Reconciliation by shifting existing policies and programs, co-creating new programs, developing team capacity, and strengthening relationships.



Invest in operational sustainability and resilience

To be more resilient, to continue to care for our assets including our rich collections, to maximize the potential of our facility and grounds, and to retain and attract talent, we will ensure strong relationships with existing public funders, and grow new streams of revenue.

- Design and nurture an intentional workplace culture to leverage more fully the talents of our staff and volunteers.
- Develop and implement a five-year plan to embed a culture of philanthropy and reorient our organizational structure to optimize these efforts and reflect our ambition.
- Optimize our existing infrastructure and operations to ensure our use of space supports our purpose and targets for earned revenue.





Image Credits:

Cover: *Gathie Falk: Revelations*, February 4 to May 7, 2023.

pg 5. Calla Moya and Racquel Rowe, *Southwest Seen* artists.
Ron Benner, *As the Crow Flies*, 2005–ongoing. Garden installation.
Purchase, John H. and Elizabeth Moore Acquisition Fund, 2022.

pg 8. *GardenShip and State*, October 7, 2021 to January 23, 2022.

pg 10. Jessica Karunhanga, *being who you are there is no other*, 2017. Two single-channel videos.
Purchase, John H. and Elizabeth Moore Acquisition Fund, 2021.

pg 12. *Spectral*, October 8, 2022 to January 15, 2023. Image
McClary Cup, 1908. Gift of Jane Bondy, 1990.
Western Fair Plate, 1928 Gift of Dr. J. Malcolm Smith, 1999.
London Regional Art Gallery Cap, 1987. Acquired 1994.
Luke Worm Sculpture, 1947. Gift of Hayden Angeloff-Tingley, 2018.

pg 14. Artist Angie Quick and Andrew Kear, Senior Curator and Head of Exhibitions, Collections, and Programs.

Back Cover:

Mere Phantoms, The Grief Conservatory, 2022. Mixed-media installation. Collection of the Artists.
From *Spectral*, October 8, 2022 January 15, 2023.



With humility and respect we acknowledge that Museum London sits at the forks of the Deshkan Ziibi on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron.



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Admission is free - Everyone welcome