

Vision Statement for the Bowdoin College Museum of Art

We envision the Bowdoin College Museum of Art to be a dynamic, student/faculty-centered, educational resource that facilitates connections to the world and all periods of human history. A laboratory for creativity, the BCMA strives to be open and accessible to those from near and far.

The BCMA enjoys a reputation as one of the finest small college art museums in the nation. With a collection that began with a bequest from the College's founder in 1811, it is one of the oldest art museums in the United States. Since 1894, the BCMA's home has been the Walker Art Building, which was designed by McKim, Mead, and White and thoughtfully renovated by Machado and Silvetti in 2007. Over the past two centuries, the museum's collections have grown to include more than 20,000 works. These collections are the only in the state of Maine to be truly global and transhistorical in scope. We will continue to build the BCMA's collection, guided by a new Collections Plan that will foreground a commitment to excellence, a balance between historic and contemporary art, and a focus on the educational mission of the College.

The BCMA's location at the center of campus is one of its defining characteristics. We will work to continue to enhance its openness to students, faculty, and the larger public and will foster creative collaborations with appropriate partners. Promoting student engagement and educational opportunities is a core responsibility, and we will encourage

creatively about how to use technology to enhance access, to foster dialogue, and to improve the visitor experience. Building upon our commitment to the works in our collection, we are excited about finding new ways to share these works with the world. Given this goal, we will implement a process for digitizing the museum's holdings to expand access to them and to enhance the education opportunities connected with them.

The College currently provides substantial financial support for the BCMA. Going forward, we seek to raise money to defray operational costs contributed by the College and thereby to enhance the collections, programming, and access offered by the museum. Building endowments for exhibitions, acquisitions, and education must take center stage to ensure the museum's future vitality. We will also prioritize the maintenance and development of appropriate facilities, including storage space for collections. As part of a larger strategy to enhance the BCMA's financial position, we will pursue opportunities to create endowed staff positions, to name galleries, and to establish specific exhibition and program endowments. In our fund-raising efforts, we will strive to strike a balance between raising funds for annual programming and building long-term capacity.

With its history, collections, and recently-renovated building, the BCMA is well-positioned to be one of the leading art museums in New England and a model for college art museums throughout the United States. By prioritizing its educational focus and its openness to new ideas, we envision a museum that will contribute much to the cultural life of Bowdoin College and beyond.

Anne Collins Goodyear and Frank H. Goodyear, III
Co-Directors

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Bowdoin College Museum of Art Strategic Plan, FY 2015-2019

Mission Statement:

It is the mission of the Bowdoin College Museum of Art to serve and inspire the college and the community at large by fostering creativity and education through access, innovative programming, and continued attention to the ongoing care, exhibition, interpretation, and growth of its collection, comprising works of art in all media from around the world and made throughout human history.

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Strategy 1.2: Continue to expose students directly to objects in the collection, providing opportunities to work with original works of art and providing training for interpreting and handling these objects.

Strategy 1.3: Create and provide easy accessibility to digital resources that will enhance the use and interpretation of collections by students and faculty.

Strategy 1.4: Explore collections-sharing initiatives with peer institutions.

Objective 2: Promote Student Engagement and Educational Opportunities

In order to foster student engagement with the museum, we aim to create strategic and diverse programming involving students and engaging employment opportunities for students across the museum, understanding the museum as an institution that can provide educational and professional training for future leaders in the arts and beyond.

Strategy 2.1: Develop strategic and diverse programming involving students, working in partnership with the Student Museum Collaborative, the Bowdoin Arts Society, Career Planning, and in partnership with other departments such as Residential life, as appropriate.

Strategy 2.2: Develop enhanced internship program to involve students across museum departments.

Objective 3: Evaluate BCMA's Educational Programming for Local K-12 Students

Given the important role of education in the mandate of the College, we will examine opportunities for further community outreach and educational programming by the museum.

Strategy 3.1: Develop enhanced connections with academic departments and divisions involved with K-12 teaching initiatives, such as the Education Department and the McKeen Center for the Common Good.

Strategy 3.2: Explore opportunities for Bowdoin docents to work with local students at the museum and in their own classrooms. Enhance Bowdoin's community outreach through enhanced programming for students K-12.

Strategy 1.1: In concert with Bowdoin's Office of Institutional Research, develop metrics and assessment tools to evaluate student and faculty access to electronic resources and museum collections.

Strategy 1.2:

GOAL IV: MAINTAIN AND DEVELOP APPROPRIATE STAFF AND FACILITIES

Thinking strategically over the long-term, we will explore the possibility of increasing

