

WE MAKE TODAY'S ART MATTER AT WSU

Ulrich Museum of Art: Strategic Plan FY2017-19

The Ulrich, in partnership with WSU's Community Engagement Institute, developed an internal Strategic Plan to help align how the museum supports WSU's strategic goals.



Strategic Focus Area: Variety of Audiences

Over-arching objective: Assure all strategies reflect our commitment to the ongoing engagement with peoples of all cultures, abilities, orientations and economic backgrounds.

Strategy #1: Capitalize on digital modalities

- Create Outdoor Sculpture Collection tour in interactive mobile format.
- Increase social media and online/digital promotion.
- Continue and complete the digitization of the collection for online accessibility.
- Increase representation of diversity through image selection and presentation.

Strategy #2: Partner with other organizations on and off campus to co-present and cross promote our programs and activities to broader and more diverse audiences

- Better align with Student Engagement, Office of Diversity and Inclusion.
- Increase partnerships/sponsorships with Harvester Arts, Wichita Festivals, Inc., WAM and the Wichita Center for the Arts.
- Partner with relevant community organizations beyond the arts (i.e. food bank).
- Partner with other academic organizations and arts institutions (peers).

Strategy #3: Strategically communicate to promote the Ulrich as a vital part of campus life

- Continue to more closely align the Ulrich with the WSU brand.
- Launch the new website.
- Host activities targeted to student participation.
- Assess our opportunities and challenges to inform our actions.
- Host alumni and student/alumni focused events.

Strategy #4: Engage more students and recent alums in leadership to inform the future direction of the Ulrich

- Create student advisory group.
- Explore adding SGA ex-officio position on Ulrich Advisory board.
- Engage alums in current Ulrich leadership opportunities.



We employ interns and student assistants, providing real-world experience in marketing, programming for a museum, collections management, and museum operations.

Choreography I students design a dance response to our exhibitions each semester.



16 WSU ADCI students experience(d) curating and creating a museum exhibition from start to finish: *do it, We The People: Art of Social Concern*.

125+ students involved in APPLIED LEARNING over one year

535 students participated in Univeristy at Ulrich (English, Spanish, Honors College, African American Studies).

Partnered with Engineering department for film presentation and Family Fun Day activities during *Coded_Couture*.

1600+ students benefit from INTERDISCIPLINARY CURRICULA

We create tours based on an instructor's curriculum to provide a new means of discovery within the subject, complimenting and expanding upon existing lesson plans

1,154 Jason Day participants experience STEAM through our partnership with the Science Department each year.



Rodney McMillian



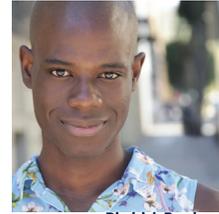
Jamal Cyrus



Yannick Murphy



Armando Minjarez



Diedrick Brackens



Daryl Vocat

Strategic Focus Area: Programming (collections, exhibitions, programs, events)

Over-arching objective: Assure all strategies reflect our commitment to on ongoing engagement with peoples of all cultures, abilities, orientations and economic backgrounds.

Strategy #1: Present programming of the highest intellectual rigor that highlights connections between contemporary art and current issues

- Expansion of the permanent collection.
- Programs such as speakers' series.
- Programming exhibitions that underscore the relationship (relevance) of contemporary art to everyday life.
- Produce publications that advance understanding of Ulrich collections and exhibitions.
- Be ever-mindful that we need to be taking risks in order to expand our impact and relevance.

DIVERSITY

Exhibitions include a variety of: artists, speakers, campus partners.

Our audience includes children at Family Fun Day all the way up to seniors at Senior Wednesday.

Visitors to our programs and events come from every economic and educational background. The variety in our programming helps us connect with every community.

Broadening representation within our permanent collection to better reflect the population with important works by established and emerging artists.

26,000+ students/community members involved in DISCOVERY/ CREATION/TRANSFER OF KNOWLEDGE

Youth Education Programs: 815 students in FY17

Courageous Ambition: Life Lessons Gordon Parks 4,013 students from across Kansas (1,338 on a waiting list) FY17 partnership with Arts Partners.

Ulrich Student Volunteer Board: students will gain experience in museum operations and grow student engagement.

Community Partnerships helped us reach 3,790 members of our community in FY17 with Empty Bowls; North End Urban Arts Festival; Tulips, Fairies, and Forts at Botanica; Party for the Planet at Sedgwick County Zoo; Buckner Elementary Miró Mosaic (Arts Partners).

4,047 students from all over the state visit our campus and galleries to experience our inquiry based tour program.

7,482 attendees at Artist Talks/Symposiums/ Panel Discussions in FY17.

The Ulrich partnered with the Jazz department to provide over 100 students a workshop with Jazz legend Bobby Watson topped off by performing with Watson for an Art For Your Ears concert.

Student attendance at Ulrich programs and events is at an all time high. Students are attending our exhibition openings, artist talks, concerts, and programs such as Writing Now/ Readin Now and Empty Bowls.

1,696 students involved in student programs at the Ulrich FY17

Partnerships with Student Involvement (Gooding concert)

Partnerships with Office of Diversity and Inclusion (Bree Newsome, Diedrick Brackens).

2,000+ students engaged in CAMPUS CULTURE

Strategy #2: Develop ways that the collection and programs can be used as instructional aids and tools in teaching across campus

- Targeted marketing and communications to academic departments across campus.
- Hire "academic coordinator".
- Develop course specific University at the Ulrich (UAU) offerings.
- Grow UAU participation.

Strategy #3: Establish intellectual controls to ensure dissemination of accurate information about the collection

- Catalogue the collection.
- Get necessary copyright permissions.
- Verify all necessary legal and registration paperwork.

Strategy #4: Explore and innovate with experiments in programming (including risk-taking)

- Increase time for program staffing by modifying campus art loan program.
- Increase funding and staff to support diversity efforts, including increasing skill of staff.



EXISTING AND EMERGING SOCIETAL AND ECONOMIC TRENDS on view now

Juvenile In Justice: The Photography of Richard Ross – placed a spotlight on the effects the justice system can have on youth.

Visual Justice: The Gordon Parks Photography Collection at WSU – examines social justice issues through the lens of renowned photographer Gordon Parks.

Evan Roth//Intellectual Property Donor – explored the ways society engages with technology and how technology informs human interaction and behavior.

Postdate: The Photography and Inherited History of India – an exhibition showing the complex history of India and its relationship to current issues.

looking at the overlooked: Jamal Cyrus, Nathaniel Donnett, Rodney McMillian – explores the use of everyday materials in artmaking and their role in addressing issues of class and race.

Diedrick Brackens: a slow reckoning – explores how the act of looking is related to issues of representation and power towards marginalized groups.

Empty Bowls: raising over \$50,000 in support of the Kansas Food Bank in the last four years.

Mobile app for the Martin H. Bush Outdoor Sculpture Collection FUNDED! \$30,000 raised.

Strategic Focus Area: Funding

Over-arching objective: Assure all strategies reflect our commitment to an ongoing engagement with peoples of all cultures, abilities, orientations and economic backgrounds.

Strategy #1: Steward all donors to increasingly higher levels of giving

- With WSU Foundation staff, maintain accurate donor records to inform solicitations.

- Undertake purposeful stewardship that is respectful of donor interests and mindful of all WSU fundraising objectives.
- Continue aggressive but realistic fundraising goals in overall management of budget.

Strategy #2: Expand prospect base by identifying new donors

- With WSU Foundation staff, work with Advisory Board Stewardship Committee in ongoing efforts to identify and cultivate new prospects, with focus on Salon Circle and biennial sculpture gala as entry points for Ulrich meaningful engagement.
- Continue to draw from local and regional information sources such as Business Press and club lists to enrich prospect pool.

Strategy #3: Prioritize federal grants to support programming and collections care

- Ongoing review of a wider variety of Ulrich projects as potential grant application ideas.
- Work to apply for at least one federal grant each year.

Strategy #4: Develop a Program Endowment of \$5 million

- Continue prospect identification and cultivation with emphasis on Bequests.

Strategic Focus Area: Operations and Infrastructure Enhancements

Strategy #1: Maximize and create new strategies to manage and free space for collections storage and growth.

- Explore additional offsite storage options.
- Invest in new storage equipment in the vault.
- Transition more of the campus art loan program to visual storage that benefits the Ulrich collections storage needs.
- Look to campus expansion for additional visual storage opportunities.

Strategy #2: Continue use of other campus and community spaces, emphasizing that Ulrich is a program brand as well as a specific location.

- Promote staff acceptance of this option.
- Utilize spaces on campus, in the community, and in virtual realms for programs and events.
- Creatively explore repurposing existing Ulrich spaces for other activities.

Strategy #3: As additional McKnight Art Center space becomes available, develop renovation plans to address the most critical needs.

- Secure agreement for School of Art, Design and Creative Industries offices on third floor of McKnight East to become Ulrich space when vacated at Henrion renovation.
- Begin planning for reconfiguration of Ulrich first floor spaces.

Strategy #4: Purposefully strive to build and sustain a diverse, talented and appreciated group of staff and volunteers to further the museum's mission

- Continue to strive for an appreciative and supportive work environment for all staff.
- Continue to be mindful of non-compensation ways to reward staff.
- Work to maintain a highly professional working environment that is respectful of all individuals and their ideas and opinions, and welcoming of diverse perspectives.