Building on the momentum of our previous institutional plan, the Taft Museum of Art is renewing and reinvesting in the pillars that have guided our work.

As a member, you're getting a sneak peek at the priorities that will shape the museum's next three years—reflecting input from more than 600 community voices and helping carry the Taft into its next era.



GOAL 1

Secure the Museum's future by developing and launching a comprehensive vision and financial strategy to guide the museum's next century

STRATEGIES:

- Foster a future-ready organization that leverages technology, innovation, and continuous learning to strengthen resilience
- Execute a balanced budget and clean audit annually
- Cultivate and deepen community relationships to shape a lasting philanthropic legacy
- Develop a 10-year institutional financial, capital, sustainability, and endowment plan in partnership with the Board of Directors
- Orient and equip trustees to serve as ambassadors on behalf of the Taft
- Create leadership pipelines to cultivate and empower new board leadership
- Utilize committee structures and working groups to identify and welcome potential supporters and future board leaders



GOAL 2

Become a leading arts hub by strengthening local, regional, and national leadership and enhancing museum engagement and experiences

STRATEGIES:

- Deliver high-profile, high-quality, and accessible exhibitions
- Reimagine museum spaces as dynamic and responsive community assets
- Strengthen local, regional, and national leadership in scholarship and professional practice
- Cultivate new partnerships to raise awareness of the value of the Taft
- Build a network of ambassador representatives of our community to ensure we provide an experience where everyone feels welcome



GOAL 3

Deepen inclusion and access to arts experiences to create meaningful and lasting impact

STRATEGIES:

- Position the museum as a community-centered forum that fosters dialogue and curiosity
- Design, test, and scale innovative experiences that deepen engagement
- Connect historic collections with contemporary perspectives to illuminate relevance and inspire discovery
- Advance inclusion through data-driven decision making and adaptive organizational practices
- Enhance access for every individual, regardless of background, experience, or circumstance
- Strengthen partnerships and collaborations to deepen relationships with our communities



GOAL 4

Cultivate a visitor-centered approach in everything we do by delivering a world-class museum experience

STRATEGIES:

- Upgrade physical spaces to enhance the visitor experience
- Design the future visitor experience model to meet evolving audience expectations before, during, and after each visit
- Train, equip, and support every team member to provide an exceptional visitor experience