

UNIVERSITY OF MICHIGAN MUSEUM OF ART

After a successful expansion that doubled the size of their building, the University of Michigan Museum of Art (UMMA) engaged brightspot to help develop a strategic plan for the institution—one that supported the museum’s innovative goals both within and beyond its walls.

brightspot worked with all UMMA stakeholders, from security guards to campus partners and industry leaders, to create a process that built on the ideas and expertise of the community. In-depth interviews with UMMA directors, University of Michigan administrators, and industry leaders offered a wealth of insight into collective aspirations for the future of the museum.

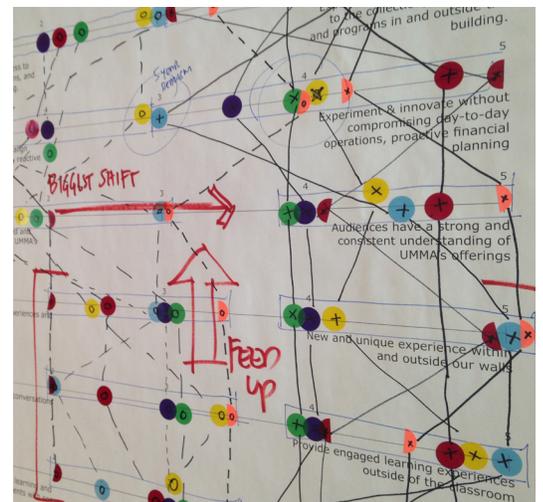
Discussions explored the broader forces influencing education, the role of cultural institutions on campus and within the larger community, and UMMA’s strengths and weaknesses.

brightspot also conducted student and staff visioning workshops, staff town halls, Planning Committee retreats, and studies of peer institutions. This six-month strategic-planning process helped the university understand the best way to design their programming and exhibitions, and engage new audiences. The result was an actionable, budgeted, operating plan in line with the institution’s aspirations.

Now well into the plan, UMMA has achieved much of what it set out to do. UMMA has launched an innovative Free Membership Program with more than 8,600 Free Members as of December 2017. They reached audiences beyond our walls with the installation of Jim Cogswell’s Cosmogonic Tattoos and the introduction of Nights at the Museum. UMMA has also launched a new website to reflect brand and enable experimentation, innovation, and adaptability for educational endeavors and seen a 20% increase in annual attendance since the launch of the plan (twice the original goal)!



ESTABLISHING A VISION



PLANNING WORKSHOP

CREATE AN OPEN DIALOGUE WITH OUR AUDIENCE TO BUILD LONGSTANDING RELATIONSHIPS AND STRENGTHEN UMMA'S BRAND

DEFINITION
This goal will create an engaging marketing plan that aligns with the current goals in order to develop a unified voice for UMMA—both on-site and online.

CURRENT STATE
There is inconsistency in brand and graphic standards found in our print and on-site ads, and the site is currently not mobile-friendly and appears on our mobile devices. UMMA's primary research do not align with the latest "brand" best practices to offer more active, on-gallery interaction.

MEASURES
Implementation of the following actions will result in:
- A strong understanding of our audience to effectively target marketing.
- A shared understanding of UMMA's brand and impact.
- A website that presents a unified brand, aimed at achieving strategic goals.

DEFINING STRATEGIC GOALS