

# STRATEGIC PLAN

## 2018-2023



Canadian Art Museum  
Directors Organization

Organisation des directeurs  
des musées d'art canadiens

# **STRATEGIC PLAN**

**2018-2023**

**CAMDO-ODMAC**

**Canadian Art Museum Directors Organization**

**400-280 Metcalfe St**

**Ottawa, ON K2P 1R7**

**[www.camdo-odmac.ca](http://www.camdo-odmac.ca)**

## **BACKGROUND**

CAMDO-ODMAC serves as a convener and catalyst for public art museum and gallery directors who lead a diversity of visual arts institutions across Canada. The unique role played by CAMDO-ODMAC within the arts sector accounts for the organization's longevity (founded in 1964), record of continuous activity, and strong relevance to its membership. CAMDO-ODMAC provides the only forum for directors to engage in frank and open discussion of the opportunities, issues, and challenges they face in running art institutions, and in collecting, presenting, and promoting the visual arts for all Canadians.

CAMDO-ODMAC maintains an outward focus on the broad visual arts ecology while strengthening the capacity of its members to serve their publics. CAMDO-ODMAC believes passionately that art and artists enable people to better understand themselves and others. Art museum and gallery directors facilitate these encounters, understandings, and transformations. CAMDO-ODMAC provides the tools, knowledge, insights, and connections that enable directors to be effective leaders, and advocates for the sector at large.

## **MISSION**

CAMDO-ODMAC strengthens the ability of Canadian art museum and public art gallery directors to champion art and its significance in society.

## **VISION**

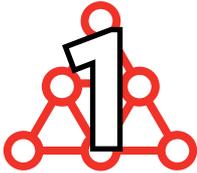
Art museums and galleries help people to imagine and create a better world.

## **VALUES**

CAMDO-ODMAC upholds these core values: respect, inclusion, professionalism, sharing, critical inquiry, freedom of expression, artistic integrity, and public accountability.

# STRATEGIC PRIORITIES

## 2018-2023



Develop and support strong and effective museum leaders through active participation and exchange.



Foster diversity and inclusion in all aspects of museum and gallery practice through a revitalized and expanded membership.



Lead public conversations on the role and significance of the visual arts in society through multiple means including digital platforms.



Enhance and promote a vital CAMDO-ODMAC identity while ensuring organizational resilience and sustainability.

# STRATEGIC PRIORITY



**Develop and support strong and effective museum leaders through active participation and exchange.**

## ACTIONS

- ✓ Provide new professional development opportunities and resources in leadership, and explore innovative formats of access to these.
- ✓ Create tangible opportunities for emerging arts leaders to be involved in CAMDO-ODMAC activities.
- ✓ Implement a sustainable means to gather and share data about members and their organizations as a developmental research resource.
- ✓ Seek and realize opportunities to increase the visibility of museum leaders in professional and public contexts

# STRATEGIC PRIORITY



**Foster diversity and inclusion in all aspects of museum and gallery practice through a revitalized and expanded membership.**

## ACTIONS

- ✓ Review and update membership criteria to reflect a broader spectrum of the breadth and innovation of Canadian art museums and galleries.
- ✓ Research the Canadian cultural landscape in order to develop and implement a strategy to increase diversity in the membership.
- ✓ Explore ways to deepen engagement with First Nations, Métis and Inuit artists and communities, and to support members in developing and implementing strategies for decolonization.
- ✓ Design and implement a self-disclosure survey of diversity in Canadian art museums and galleries.

## STRATEGIC PRIORITY



**Lead public conversations on the role and significance of the visual arts in society through multiple means including digital platforms.**

### ACTIONS

- ✓ Develop resources that communicate the impact of art museums and galleries in society.
- ✓ Lead public conversations on vital topics at CAMDO-ODMAC meetings and in new public contexts.
- ✓ Spark wide participation in these conversations through digital and other innovative forms of dissemination and exchange.
- ✓ Strengthen sector-wide alliances and partnerships.

# STRATEGIC PRIORITY



**Enhance and promote a vital CAMDO-ODMAC identity while ensuring organizational resilience and sustainability.**

## ACTIONS

- ✓ Develop governance policies.
- ✓ Develop operating policies.
- ✓ Review and update membership fee structure.
- ✓ Seek out new and diverse revenue streams.
- ✓ Strengthen member communications in a context of collegiality and trust.
- ✓ Sustain CAMDO-ODMAC's legacy through appropriate archival practices.