Museum Mission, Vision and Values

David Vuillaume
Chair of NEMO
Director of the German Museums Association

Webinar, 29 January 2020
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If I ask you now “what is your museum for?”, are you able to answer this question right away?
You
Our Objectives

1. think about identity statements for museums

2. get some keys to develop, confirm or rethink your museum identity statement
Webinar Chapters

1. What should a museum be?
2. Mission, vision and values
3. What else?
4. Summary
Identity
Identity

• no essentialism
• multi-layered
• dynamic
1. What should a museum be?
“A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.”

Museum Definition, ICOM, 2004
Status

non-profit
permanent
open

Activities

Aim

Purposes
Status
- non-profit
- permanent
- open

Activities
- acquisition
- conservation
- research
- communication
- exhibition

Aim

Purposes
Status
- non-profit
- permanent
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Activities
- acquisition
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- exhibition

Aim

Purposes
- education
- study
- enjoyment
Status
- non-profit
- permanent
- open

Values

Activities
- acquisition
- conservation
- research
- communication
- exhibition

Aim
- service
- development of society

Purposes
- education
- study
- enjoyment
„Museums are democratising, inclusive and polyphonic spaces for critical dialogue about the pasts and the futures. Acknowledging and addressing the conflicts and challenges of the present, they hold artefacts and specimens in trust for society, safeguard diverse memories for future generations and guarantee equal rights and equal access to heritage for all people.”
inclusive
diverse
critical
equality
trust
safeguard
guarantee access
spaces for dialogue
inclusive
diverse
critical
equality
trust
addressing present challenges democratising

Mission

Vision

safeguard guarantee access spaces for dialogue

inclusive diverse critical equality trust
“Museums are not for profit. They are participatory and transparent, and work in active partnership with and for diverse communities to collect, preserve, research, interpret, exhibit, and enhance understandings of the world, aiming to contribute to human dignity and social justice, global equality and planetary wellbeing.”

Alternative Museum Definition, ICOM, 2019 / Part 2
Vision

- enhance understandings
- contribute to
  - dignity
  - social justice
  - equality
  - wellbeing

Mission

Values

- not for profit
- participatory
- transparent
- diversity
- partnership

- collect
- preserve
- research
- interpret
- exhibit
What’s the problem?
What’s the problem?

Your suggestions
What’s the problem?

- long
- abstract
- complicated
- conotated
- difficult to implement
- pretentious
2. Mission, vision and values
• a specific task with which a person or a group is charged
a specific task with which a person or a group is charged
a body of persons sent to perform a service or carry on an activity
• a specific task with which a person or a group is charged
• a body of persons sent to perform a service or carry on an activity
• a calling, a vocation
Mission

- a specific task with which a person or a group is charged
- a body of persons sent to perform a service or carry on an activity
- a calling, a vocation
- assignment to work in a field of missionary enterprise
Mission

• what your museum aims to do in the short-term
• why your museum exists
Values

• the monetary worth of something
Values

- the monetary worth of something
- fair return (or equivalent in goods, services, or money) for something exchanged
Values

• the monetary worth of something
• fair return (or equivalent in goods, services, or money) for something exchanged
• something (such as a principle or quality) intrinsically valuable or desirable
Values

- how your museum is managed
- what your museum believes in
- what’s important to your museum

Soul
Vision

- the act or power of seeing
Vision

• the act or power of seeing
• the act or power of imagination
Vision

- the act or power of seeing
- the act or power of imagination
- something seen in a dream, trance, or ecstasy
Vision

• what your museum wants to achieve in the long term
• where your museum wants to eventually be
• what the museum wants to change

Goal
Mission
Function
Vision
Goal
Values
Soul
Mission
Vision
Goal
Function
Values
Soul
Mission Statement

Vision Statement

Values Statement
<table>
<thead>
<tr>
<th>Mission</th>
<th>Vision</th>
<th>Values</th>
</tr>
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| Inspiring museums to change lives | Inclusive, participatory and socially engaged museums at the heart of their communities | • Courage  
• Diversity and equality  
• We work collaboratively |
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• Diversity and equality  
• We work collaboratively |
| Helping museums succeed | The FMA is a strong advocacy organization in Finland and a forerunner in developing the museum field in Europe | • Member Centricity  
• Curiosity  
• Courage  
• Sense of Community |
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• Curiosity  
• Courage  
• Sense of Community |
| Champion museums and nurture excellence | A world informed and enriched by thriving museums | • Partnership  
• Access and Inclusivity  
• Courage  
• Excellence |
3.
Mission, vision, values
What else?
Identity
Mission
Vision
+ ...
Values
Identity

is what a museum...
... is
... has
... wants to be
... how the museum is perceived
...
Identity Statements

- South Australian Museum
- National Museum of Australia
- Smithsonian
- Spanish Army Museum
- V&A
- National Museum New Delhi
- Irish Linen Centre & Lisburn Museum
- ...
Identity
Mission, vision, values
What else?

1. Short presentation (incl. History)
2. Positioning (USP, Collaboration)
3. Benefit (for visitor, for society)
4. Relevance (need)
5. Challenges (priorities)
6. Services and visitors’ rights
   (elements of a Citizen Charter)
7. Political statement
Identity
Identity

Statements
Documents
Identity

- Statements
- Documents
- Website
- Social Media
Identity

Statements
Documents

Website
Social Media

Museum
Location
Identity

Statements
Documents

Website
Social Media

Museum
Location

People
Stakeholders
Identity

• Mission
• Vision
• Values

• Positioning (USP, Collaboration)
• Benefit (for me, for society)
• Relevance (need)
Identity

- Mission
- Vision
- Values

Criteria

- Positioning (USP, Collaboration)
- Benefit (for me, for society)
- Relevance (need)
Identity ➔ Criteria
Identity

Criteria

1. Fassade
2. Signs
3. Entrance
4. Corporate Design
5. Language
6. Programme
7. Facilities
8. Building History
9. Odors
10. ...
Identity Statement
Place for learning
Identity

1. Are they able to say what is the museum for?
2. Do they believe it?
3. Are they part of the process?
4. Summary
Mission

• what your museums aims to do in the short-term

• what it can do

• why your museum exists
Mission

• what your museum aims to do in the short-term
• what it can do
• why your museum exists
Vision

• what your museum wants to achieve in the long term

• where your museum wants to eventually be

• what the museum wants to change
Vision

- what your museum wants to achieve in the long term
- where your museum wants to eventually be
- what the museum wants to change
Values

• how your museum is managed
• what it believes in
• what’s important to your museum
Values

- how your museum is managed
- what it believes in
- what’s important to your museum
Mission
Function

Vision
Goal

Values
Soul
Identity

Mission

Vision

Values

+ ...
Identity

- Mission
- Vision
- Values
- Positioning (USP, Collaboration)
- Benefit (for me, for society)
- Relevance (need)
Identity

- Statements
- Documents
- Website
- Social Media
- Museum
- Location
- People
- Stakeholders
Identity

Who knows it?
Who believes in it?
Who participates?
Recommendations
Identity

1. You should communicate the vision/mission/values of your museum everywhere
1. You should communicate the vision/mission/values of your museum everywhere
2. You should monitor how your museum identity is perceived
2. You should monitor how your museum identity is perceived
3. You should review regularly your identity statement
3. You should review regularly your identity statement
You
You

Your questions
Museum Mission, Vision and Values

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@DavidVuillaume
Thank You

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