



MOSAIC TEMPLARS CULTURAL CENTER

A MUSEUM OF AFRICAN AMERICAN HISTORY

Strategic Plan

Approved by the Department of Arkansas Heritage, March 2017



THE DEPARTMENT OF ARKANSAS
HERITAGE

2017-2022





Founded by Act 1176 of 2001 of the 83rd Arkansas General Assembly, the Mosaic Templars of America Center for African-American Culture and Business Enterprise, a museum of the Department of Arkansas Heritage, was created to be the state's first African American history museum. The efforts to establish the museum were the results of a group of dedicated community members and local and state officials to preserve the Mosaic Templars of America building at the corner of Broadway and West Ninth Street and establish a place where people from around the state could learn about the important contributions Africans American have and continue to make to Arkansas. This vision to preserve the past while looking forward to the future is at the core of what this Strategic Plan encompasses.

The journey to create this plan engaged our staff, advisory board, auxiliary support groups, and the larger community in broad thinking regarding the future of an African American history museum and how that museum might best connect with visitors through critical focus on five specific priorities. As we look forward to the next five years, the Museum faces challenges as well as opportunities to be a leader in understanding Arkansas history through the lens of African Americans. Each of these five priorities and their objectives were born out of a vision to shape a museum which educates and inspires audiences to learn about the rich history of African Americans throughout Arkansas and encourage visitors to continue the conversation beyond the museum's walls. We acknowledge that this challenge cannot be met alone, but only with the continued support of community participation and involvement.



Christina M. Shutt

Director, Mosaic Templars Cultural Center

MISSION

To preserve, interpret, and celebrate African American history and culture in Arkansas.

Values:

- **Collaborative:** *We work better when we work together*
- **Integrity:** *We acknowledge truth and transparency is vital to telling the story*
- **Inclusive:** *We value the richness inherent in our differences*
- **Relevant:** *Our significance lies in our relevance to our communities*
- **Innovative:** *We value learning and innovation as integral to our future success*
- **Creative:** *We value nontraditional approaches*
- **Professional:** *We strive for efficiency and to adhere to professional best practices in and at our work*
- **Learning centered:** *Continued education is vital to our personal and organizational success*





Priority: Engage Diverse Audiences

- Work with families and those who experience sensory, learning, and development needs to help everyone have a welcoming museum experience as a cornerstone of the #InclusiveArkansas initiative
- Create opportunities to allow for more accessible museum hours
- Develop programming and exhibits which encourage family participation
- Make the museum a tourist destination through the use of exhibitions and developing outdoor space
- Create more participatory experiences which allow visitors to engage with museum exhibits on multiple levels



Priority: Explore Arkansas history and culture through the lens of African Americans

- Enlarge the focus of exhibits and programming to include African American history and culture throughout the state
- Update the exhibits to reflect a more engaging and personalized museum experience
- Regularly create and host programming, classes, and outreach activities which allow visitors learning opportunities
- Identify ways to connect with black-owned businesses and encourage entrepreneurship
- Explore new media as a way to connect with a younger and more diverse audience
- Connect people with resources for exploring African American family history
- Develop relationships with subject experts and create a scholar-in-residence program to inform programs and exhibits

Priority: Collaborate with others to expand the relevance and impact of MTCC

- Focus on creating developmentally appropriate material and sharing resources which highlight the African American experience in Arkansas
- Create loan boxes to share the African American story throughout the region
- Collaborate with state agencies and nonprofits



Priority: Create a sustainable model to move MTCC forward

- Become a learning organization through better training for staff and advisory board members
- Seek American Alliance of Museums accreditation
- Seek Smithsonian affiliation
- Increase private financial support
- Work with auxiliary support groups to provide more opportunities for supporting the museum through membership



Priority: Establish and communicate a consistent identity that reflects the mission

- Update the mission statement to be more concise while still being cultural specific to the African American experience in Arkansas
- Be more intentional in language
- Strive for transparency and efficiency
- Continue to be a safe place for dialogue
- Utilize technology as a mechanism for streamlining workflows and creating efficiencies

