



The Manual of Strategic Planning for Cultural Organizations: A Guide for Museums, Performing Arts, Science Centers, Public Gardens, Heritage Sites, Libraries, Archives and Zoos

By Gail Dexter Lord, Kate Markert

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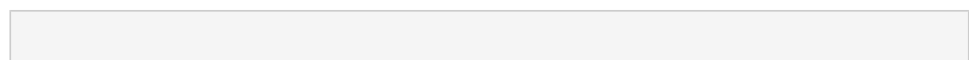
The Manual of Strategic Planning for Cultural Organizations adopts a holistic approach to the creative world of cultural institutions. By encompassing museums, art galleries, gardens, zoos, science centers, historic sites, cultural centers, festivals, and performing arts, this book responds to the reality that boundaries are being blurred among institutional types—with many gardens incorporating exhibitions, many museums part of multidisciplinary cultural centers and festivals.. As cultural leaders transform the arts in the twenty-first century, this “whole career” manual will prepare readers for every stage. Three key areas covered are:

Leadership change. This chapter explains the role of strategic planning when an institution is going through the process of hiring a new director. A question we are frequently asked is “Should the strategic plan precede the search process or should it wait until the new director takes up the position?”

Institutional change. Increasingly, cultural organizations are going through major change: from public-sector agencies to nonprofit corporations; from private ownership to non-profit status; from nonprofit status to a foundation, and many other variations. This book addresses the role of strategic planning during these transitions.

Staff empowerment. This manual addresses the opportunities for staff at all levels to grow by participating in strategic planning. This edition focuses on how to engage and empower staff.

A Guide for Museums, Performing Arts, Science Centers, Public Gardens, Heritage Sites, Libraries, Archives, and Zoos is a game-changing book with broad reach into the cultural sector, while still serving the museum community.



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Editorial Review

Review

Strategic planning is at the heart of every successful business. Museums and cultural institutions are complex organizations. For them, strategic planning is even more vital to both survival and success. Gail Lord and Kate Markert have revised and expanded one of the essential volumes on planning for cultural organizations. From gardens and zoos to art museums and libraries, *The Manual of Strategic Planning for Cultural Organizations* is a blueprint to be followed. Too often, planning is deferred, replaced with attention to more pressing and immediate needs—which can result in lackluster performance or even failure. With this volume, strategic planning is made accessible and understandable in a straightforward manner. This book is both a ‘how-to’ guide with great, concise case studies and an essential theoretical overview of the processes, philosophies, and practices that underpin any solid strategic planning effort. I hope it will serve as a guide and encouragement for many to invest in the most important task any cultural organization can make beyond a solid mission: its strategic plan to success. (Alex Nyerges, director and CEO, Virginia Museum of Fine Arts)

Every cultural institution today is operating in a time of great change and has an obligation to help its constituents and stakeholder understand, adapt to, and in many cases take on leadership roles. Lord and Market have created an inspiring manual on how to meet these challenges through change management and strategic planning. This manual is much more than a ‘how to’ primer; the cases studies provide deep insights in ways leaders can execute best business practices to efficiency and effectively achieve a shared mission. Philanthropists, board members, and nonprofit leadership will all want to roll up their sleeves and get to work after reading this forward-looking guide.”— (Howard Axel, CEO, Four Freedoms Park Conservancy)

About the Author

Gail Dexter Lord is co-founder and co-president of Lord Cultural Resources. With Barry Lord, she is co-editor of *The Manual of Museum Planning* (1991, 1999, 2012), co-author of *The Manual of Museum Management* (1997 and 2009), and with Kate Markert co-author of the first edition of the *Manual of Strategic Planning for Museums* (2007). Gail’s most recent book is *Cities, Museums and Soft Power* (co-authored with Ngaire Blankenberg in 2015).

Kate Markert is executive director of Hillwood Estate, Museum & Gardens in Washington, D.C., where, as the result of a strategic planning process, a special exhibition program and revitalized gardens have spurred a 50 percent increase in attendance over five years and has tripled the membership. She has been director of the Wadsworth Atheneum in Hartford Connecticut, associate director of the Walters Art Museum, and deputy director and acting director of the Cleveland Museum of Art.

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People live in this new day time of lifestyle always make an effort to and must have the extra time or they will get great deal of stress from both daily life and work. So , when we ask do people have free time, we will say absolutely yes. People is human not just a robot. Then we inquire again, what kind of activity are you experiencing when the spare time coming to you actually of course your answer will probably unlimited right. Then do you try this one, reading ebooks. It can be your alternative with spending your spare time, the actual book you have read is usually *The Manual of Strategic Planning for Cultural Organizations: A Guide for Museums, Performing Arts, Science Centers, Public Gardens, Heritage Sites, Libraries, Archives and Zoos*.

Melvin Bragg:

This *The Manual of Strategic Planning for Cultural Organizations: A Guide for Museums, Performing Arts, Science Centers, Public Gardens, Heritage Sites, Libraries, Archives and Zoos* is brand-new way for you who has interest to look for some information because it relief your hunger associated with. Getting deeper you upon it getting knowledge more you know otherwise you who still having small amount of digest in reading this *The Manual of Strategic Planning for Cultural Organizations: A Guide for Museums, Performing Arts, Science Centers, Public Gardens, Heritage Sites, Libraries, Archives and Zoos* can be the light food to suit your needs because the information inside this book is easy to get by anyone. These books build itself in the form that is certainly reachable by anyone, yep I mean in the e-book form. People who think that in reserve form make them feel drowsy even dizzy this guide is the answer. So there is absolutely no in reading a publication especially this one. You can find what you are looking for. It should be here for an individual. So , don't miss this! Just read this e-book sort for your better life as well as knowledge.

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