



VISION

The Mulvane Art Museum empowers our community by providing art experiences that inspire creativity, encourage intellectual engagement, and connect us to each other and the world.

MISSION

The Mulvane Art Museum creates pathways to learning, creativity, and connection through the visual arts. As a university museum, the Mulvane collects, preserves, and interprets works of art for the educational benefit and enjoyment of Washburn University, Topeka, and the region. The Mulvane's collections, exhibitions, and programs support creative and scholarly work, cultivate community, promote cultural understanding, and advance the mission of Washburn University.

PILLARS

We achieve our mission through these core actions and programs:

- Collections Stewardship
 - Exhibitions and Art Activations
 - Educational Programs and Outreach
 - Art-Centered Community Events
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2025–2028 STRATEGIC PRIORITIES

While we will continue to focus on the Mulvane's foundational offerings and services, we are also committed to advancing these initiatives over the next three years:

1. Enhance Visitor Experience
2. Build Community Relationships
3. Cultivate the Collection
4. Promote Digital Engagement
5. Improve Organizational Efficiency
6. Strengthen Institutional Sustainability

1. Enhance Visitor Experience

Goal: Increase in-person engagement through exhibitions and public programs that are appealing, enriching, and relevant to our communities at Washburn University, Topeka, and beyond.

Objectives

- 1a. Survey Washburn and the local community annually about exhibitions and programs they would like to see at the Mulvane.
- 1b. Incorporating feedback from the community, present exhibitions that inspire, educate, and connect with visitors.
- 1c. Incorporating feedback from the community, develop public programs, events, and educational activities that activate artworks for wide-ranging audiences.
- 1d. Create an exhibition plan that overviews exhibitions and associated timelines through 2028.
- 1e. Create an education plan that outlines how the museum brings our collections and exhibitions to life for target audiences.
- 1f. Create a communications plan that outlines how the museum shares information with target audiences.

Alignment with Washburn Strategic Plan

- Priority A: Expand learner success opportunities and pathways
 - Enhance current offerings and develop new and innovative academic pathways and programs
 - Increase experiential learning
 - Expand outreach to Northeast Kansans
- Priority C: Accelerate partnerships to grow the community
 - Fortify interdependent relationship among Washburn, Topeka, and Shawnee County
 - Further develop thriving college town environment

Measures of Success

- Community surveys completed annually
- 15% increase in museum attendance
- Exhibition, education, and communications plans completed

2. Build Community Relationships

Goal: Strengthen the Mulvane's connection to regional organizations by participating in strategic, meaningful partnerships.

Objectives

- 2a. Build on our established K-12 school connections with clear policies, effective administrative procedures, and adequate tour staffing.
- 2b. Each year, plan an extended collaboration with a community organization or university unit.
- 2c. Each year, partner with a new community organization or university unit.

Alignment with Washburn Strategic Plan

- Priority A: Expand learner success opportunities and pathways
 - Expand outreach to Northeast Kansans
- Priority C: Accelerate partnerships to grow the community
 - Fortify interdependent relationship among Washburn, Topeka, and Shawnee County
 - Expand collaboration with education, business, industry, and government
 - Strengthen K-12 partnerships

Measures of Success

- Staff feedback indicating improvement in the efficiency of K-12 tour scheduling and staffing
- Extended community collaboration each year
- New community partnership each year

3. Cultivate the Collection

Goal: Steward the collection by selectively updating storage, expanding and digitizing object records, and shaping collection contents to align with the Mulvane's mission.

Objectives

- 3a. Create a collection plan that outlines how the museum develops and manages the collections to ensure alignment with the mission.
- 3b. Optimize storage spaces and provide updates to housing where needed.
- 3c. Improve object records and expand their digital accessibility.

Alignment with Washburn Strategic Plan

- Priority A: Expand learner success opportunities and pathways
 - Enhance current offerings and develop new and innovative academic pathways and programs
- Priority B: Enhance our environment to learn, work, and thrive
 - Optimize campuses to offer superior learning and working environments

Measures of Success

- Collection plan created
- Assigned storage location for 95% of objects
- 95% of permanent collection published to the museum website

4. Promote Digital Engagement

Goal: Utilize engaging digital content to tell the Mulvane's story and activate interest in our collections, exhibitions, and educational resources.

Objectives

- 4a. Use the Bloomberg Connects app to share educational content about our collections and current exhibitions.
- 4b. Create social media posts that promote events and exhibitions, present highlights from the collection, and recap recent events and educational activities.
- 4c. Work with students, faculty, and community partners to create content for the Mulvane's website and social media.

Alignment with Washburn Strategic Plan

- Priority A: Expand learner success opportunities and pathways
 - Enhance current offerings and develop new and innovative academic pathways and programs

Measures of Success

- Bloomberg Connects guide published; content created for at least two current exhibitions at any given time
- 3-4 social media posts per week
- At least one digital collaboration per semester with students, faculty, or community members

5. Improve Organizational Efficiency

Goal: Optimize internal communication and organizational procedures to foster a positive, effective workplace.

Objectives

- 5a. Streamline internal communication and collaboration.
- 5b. Improve organization of digital materials and records.
- 5c. Improve organization of physical records and archival materials.
- 5d. Inventory display implements.

Alignment with Washburn Strategic Plan

- Priority B: Enhance our environment to learn, work, and thrive
 - Optimize campuses to offer superior learning and working environments
 - Improve key operational processes

Measures of Success

- Staff feedback indicating an increase in amount and quality of communication
- Museum server organized and procedures documented
- Physical records organized and procedures documented
- Display implements inventoried and locations tracked

6. Strengthen Institutional Sustainability

Goal: Establish a healthy financial foundation that supports the museum's core actions, addresses institutional needs, and ensures long-term sustainability.

Objectives

6a. Work with the Washburn Foundation to create a development plan outlining how the museum will secure necessary resources for institutional sustainability and future growth.

Alignment with Washburn Strategic Plan

- Priority B: Enhance our environment to learn, work, and thrive
 - Optimize campuses to offer superior learning and working environments
 - Improve key operational processes

Measures of Success

- Development plan created

STRATEGIC PLANNING PROCESS

The Mulvane Art Museum's strategic planning process began in 2025. All staff members met for a half day each month from July to October 2025. These collaborative planning sessions dove deeply into museum operations, challenges, and goals. Between meetings, the Mulvane Director synthesized staff feedback, priorities, and evaluations to create working plans. The Dean of Washburn's College of Arts & Sciences was consulted before and after each session.

In July, staff members participated in reflective activities and discussions about the Mulvane's identity, performance, priorities, vision, and mission. The August meeting focused on finalizing mission and vision statements, turning priorities into actionable goals, and brainstorming strategies for implementation. In September, staff members continued refining goals, resulting in the first draft of the strategic plan. After the September meeting, the Friends of the Mulvane Art Museum Board of Directors were informed about progress and asked for feedback. The draft was revised at the October meeting, and it received approval on October 27. The strategic plan continues to be revised and discussed in quarterly staff meetings.