



VIRGINIA **QUILT** MUSEUM **STRATEGIC PLAN**

2023 - 2027



OUR MISSION:

The mission of the Virginia Quilt Museum is to cultivate and preserve the quilting arts in Virginia.

OUR VISION:

The Museum's goal is to inspire and engage a diverse community by building and preserving quilt collections, sharing historical and contemporary exhibitions, and providing educational opportunities for all ages.

OUR TEAM:

Virginia Quilt Museum Staff

Executive Director

Alicia Thomas

Curator

Kate Read

Virginia Quilt Museum Board of Directors

President

Sarah Entsminger (Ashburn, Virginia)

Secretary

Eileen Doughty (Vienna, Virginia)

Vice President

Gail Billingsley (Blacksburg, Virginia)

Treasurer

Leslie Hough (Charlottesville, Virginia)

Members

Mindy Brown (Alexandria, Virginia)

Sharon Chickering (Blacksburg, Virginia)

Gloria Craft Comstock (McGaheysville, Virginia)

Dana Hand Evans (Charleston, South Carolina)

Andrea Finch (Chambersburg, Pennsylvania)

Erin Grogan (Warrenton, Virginia)

Barbara Hollinger (Vienna, Virginia)

Deborah Jungling (Barboursville, Virginia)

Mary Kerr (Woodbridge, Virginia)

Priscilla Stultz (Williamsburg, Virginia)

Terry Wiita (Stanley, Virginia)

SCHOLARSHIP

Foster scholarship in quilting through collection research, sharing resources, and supporting quilt artists and scholars.

VQM will encourage those affiliated with the museum, scholars in the field, and students of quilts and material culture to study the collections and to write about their work in publications and scholarly journals. VQM will host a scholarly symposium. The existing museum library will be transformed into a resource center. VQM will establish an artist-in-residence program.

ENGAGEMENT

Promote and expand community engagement through programs and events.

Compelling exhibitions, programs, and events will expand individual and community engagement with VQM and with the quilting arts. VQM will expand the number and type of in-person and digital experiences to connect with a variety of audiences, including but not limited to quilt enthusiasts. VQM will continue to evaluate visitor experiences and needs in order to be strategic in our programming.



DIVERSITY

Broaden diversity in collections, exhibitions, and events.

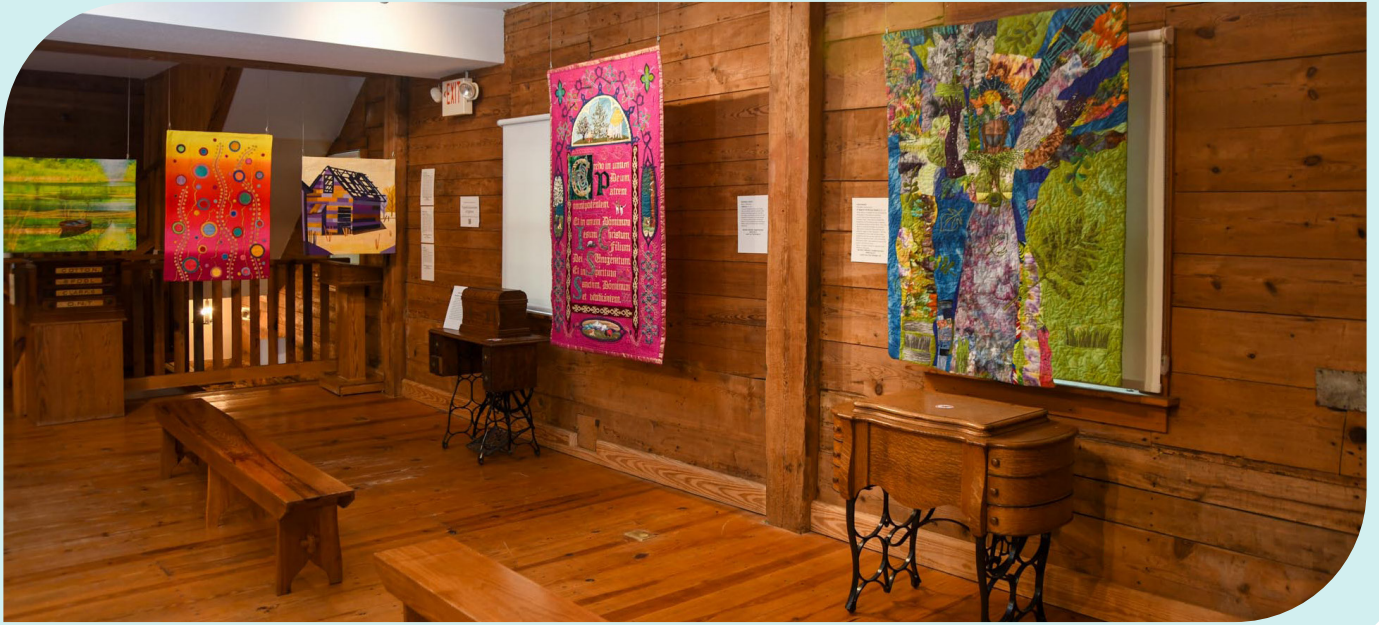
The VQM collections, exhibitions, and events will reflect the diversity of our communities and the quilting arts. Diversity in the collections will be enhanced with targeted acquisitions. Exhibitions will reflect a full range of quilt genres and relevance to the cultural life of our communities.

PARTNERSHIPS

Establish partnerships with quilting organizations, museums, universities, schools, community organizations, and government organizations.

VQM will build strategic relationships with a wide variety of organizations to increase visibility and connections within our network of local, regional, and national communities. Both VQM and partners will benefit from a variety of perspectives and will be able to leverage resources through innovative, collaborative partnerships.







DEVELOPMENT

Develop financial resources to fund and support our permanent collection, exhibitions, programs, and staff essential to the museum's mission.

VQM will pursue a variety of development strategies to provide the financial resources needed to thrive and fulfill its mission. VQM will increase efforts to cultivate donors at all levels and secure sponsorships for exhibits, galleries, and programs. VQM will implement a variety of fundraising programs including developing an annual signature event. VQM will obtain grants from a variety of funding sources to support operations and programs. VQM will increase our overall membership. VQM will develop a planned giving program.

TEAM

Increase staffing and support our team of staff, board, and volunteers.

VQM will encourage collaboration and value the contributions of our team of staff, board, and volunteers. VQM will invest in team members through ongoing development opportunities and fair compensation and benefits for paid staff. VQM will build the financial capacity to increase the number staff positions. VQM will strive for diversity and inclusivity within our full team.



VIRGINIA QUILT MUSEUM



OUR GOALS

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”

Pablo Picasso



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