

Secrets of Institutional Planning (American Association of Museums)



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Do you have an institutional plan? Do you refer to it often, or does it sit on a shelf gathering dust? At a time when funding agencies are placing greater emphasis on evidence of sound and clearly identified goals, institutional planning is becoming increasingly important. Now this new book lets museums in on the secrets of the planning process. Learn how to create a fully integrated, living document; involve all relevant stakeholders and interests - board, staff, community, in the planning process, and ensure that you can allocate sufficent resources at strategic times. Features museum-specific case studies, sample documents, and advice from experts, originally presented at AAM's popular "Secrets of Institutional Planning" seminar in June 2003.

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