**Virginia Museum of Natural History**

**Board of Trustees STRATEGIC PLANNING COMMITTEE**

**Minutes**

**Saturday, August 13th, 2022 – 9:00am – 10:00am**

**Virginia Museum of Natural History**

Attendance: BOT: Roberto Quinones, Mark Buss, Cord Cothren

VMNH Foundation: Bill Kirby (VMNH Foundation), DB Poli (VMNH Foundation)

VMNH Staff: Joe Keiper, Ryan Barber, Mary Zell Galen

Welcome and Call Meeting to Order Roberto Quinones

Chair’s Report Roberto Quinones

In a discussion led by Roberto Quinones, the committee held discussions about several potential successes and challenges:

* How is the current plan looking and are we feeling on track?
  + The Committee reviewed discussion from the past strategic planning discussion/ check-in at the May Board of Trustees meeting.
  + Group assessed the seven areas of emphasis from the past strategic plan:
    - Establish three Research Centers through interdepartmental collaboration.
    - Expand Collections Support by upgrading the Douglas Avenue facility.
    - Obtain reaccreditation through the American Alliance of Museums.
    - Create a space for our youngest visitors (Early Childhood Education Center).
    - Build the Jean S. Adams Education Pavilion.
    - Explore the Treetop Canopy Walkway concept.
    - Establish a branch of VMNH near the Shenandoah National Park.
* Do we have an accurate list of key stakeholders? Who should be added?
  + Currently, VMNH has no formal stakeholder list. However, staff is in the process of working to develop lists of key stakeholders for both regular museum operations and the Waynesboro Branch Campus project.
  + The committee formally requested a list, and it will be sent out to the committee for thoughts and approval. Next, all board members will receive it prior to the next Board meeting.
* How are you defining "success" at the end of this period?
  + The board defines success meeting the goals outlined in the strategic plan, as well as by achieving reaccreditation by the American Alliance of Museums.
* How would the 2032 board finish the statement 'I'm glad the 2022 board moved forward with "ABC" because it gave us now "123"?
  + The board discussed broad directions it could take in the future that would allow it to build on past successes, including broadening the museum’s reach through branch campuses.
* Are we feeling in lock-step with the Foundation on mutual strategic direction?
  + Foundation continues to provide strong support of VMNH, through making connections at corporations and assisting in events. Recent activity includes a Foundation member assisting in getting VMNH a grant with the Monogram Loves Kids Foundation.
  + Both groups could benefit in having more shared time together, even if it looks like casual conversation at a VMNH reception. More partnered events and meetings could potentially strength both boards in the future. One meeting could potentially occur in Waynesboro.
  + A discussion occurred helping to understand the benefits and purposes of the Foundation, primarily to enhance and raise funds for VMNH
* How do we look at raising the profile, reputation and value of VMNH beyond the physical projects being executed to deliver our mission for the whole state (nation)?
  + VMNH has several high profile projects occurring right now, including the Cultural Heritage Monitoring Lab’s work in Ukraine and the discovery of the ancient cave cat “Petra.” Researchers have also contributed to other projects, including assisting in the discovery of the first 1,000+ leg millipede.
* What might be the BHAGs (Big Hairy Aggressive Goals) in the future?
  + While future goals have not been formalized, VMNH is open to the potential of opening other branch campuses throughout the state following the Waynesboro location.
  + The speed of VMNH growth was addressed in concern if the institution has the long term potential to support staff increases. Staff explained that VMNH has previously had high-levels of success for creating permanent positions for employees hired on soft/ grant funds, but the majority of new positions (including one of the Cultural Heritage Monitoring Lab positions) have been funded through state appropriations.
  + The Board is looking for ways to diversify the institution, and discussed a variety of DEI programs at other museums and cultural institutions. Dr. DB Poli offered to connect VMNH with Roanoke College’s Vice-President of Diversity to identify more ways to expand VMNH’s DEI efforts.
  + VMNH BOT and staff are also preparing for the upcoming AAM reaccreditation in 2025, which will be discussed in more depth at the full Board meeting.

Announcements

* No announcements were made at the meeting.

Adjournment