

## Strategic Priorities

---

### UNIVERSITY OF NEBRASKA STATE MUSEUM

#### ***1 Core Value: Commit to Excellence: Priority Goal 1: Secure an adequate financial base for the Museum's staffing and operations:***

##### **Timeline:**

Budget augmentation for 2005-06. Requires decisions by others to increase state funding of Museum.

##### **Objectives:**

- Negotiate an increase in the State allocation for Museum staffing to ameliorate the most damaging deficiencies that are the legacy of the 2003 budget reduction
- Acquire additional external funding via grants and contracts
- Participate in collaborative interdisciplinary proposals with other UNL entities
- Establish with the University of Nebraska Foundation a new campaign to increase the endowments for the Museum
- Work with the Friends of the University of Nebraska State Museum to increase individual and corporate donations
- Increase Museum attendance by new public events and a public awareness campaign

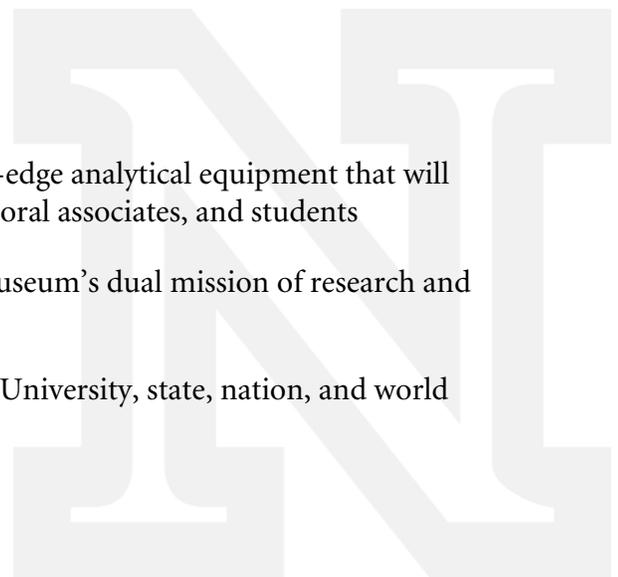
#### ***2 Core Value: Stimulate research: Priority Goal 2: Strengthen and expand research productivity by improvements in the Museum's infrastructure .***

##### **Timeline:**

2005-06 Requires internal actions.

##### **Objectives:**

- Create a "Biodiversity Synthesis Laboratory" with leading-edge analytical equipment that will enhance on-going research and attract colleagues, postdoctoral associates, and students
- Expand research collections space that is critical to the Museum's dual mission of research and education, including the research excavation site at Ashfall
- Increase collaborative research with colleagues across the University, state, nation, and world



- Enhance research and accessibility of Museum collections by integrating databases and disseminating associated knowledge on-line
- Initiate a Museum Visiting Researcher program that will establish collaborative research partnerships and seminars (public and professional), and enhance collections at UNL
- Enhance the Museum's involvement in research on learning in the informal science setting, to ensure that educational engagement through exhibits and public programs is research-based
- Promote to UNL academic units the advantages of partnering with the Museum in meeting federal expectations for the Broader Impacts Criterion in proposal merit review

***3 Core Value: Commit to excellence: Priority Goal 3. Reconstruct the staffing that is essential to accomplish the Museum's mission:***

**Timeline:**

Staff restorations 2005-06. Requires actions by others to fund and approve positions.

**Objectives:**

- Implement the Museum's diversity plan to achieve, through position restorations and additions, representative numbers on the Museum's staff and faculty of groups historically underrepresented because of gender or race
- Enhance research, teaching, and curation in the Museum by creating two Graduate Research Assistant positions for students who will work with curators and their affiliated degree-granting academic units
- Negotiate the restoration of 2.0 FTE Collection Management positions for Anthropology and Botany to avoid loss of these collections
- Negotiate the restoration of 1.0 FTE Exhibits Coordinator position to make possible renovation of exhibits and construction of new exhibits to attract visitors
- Negotiate the restoration of 2.5 FTE Vertebrate Paleontology Preparator positions needed for competitiveness for external grants
- Add 1.0 FTE Database Manager position to coordinate the handling of electronic data in the Museum, and to help make the Museum's collection and educational resources electronically available to academic and public audiences
- Create opportunities for professional development and career advancement for Museum employees

***4 Core Value: Engagement: Priority Goal 4: Enhance public awareness of the Museum through education and engagement with diverse academic, business and civic communities.***

**Timeline:**

Begin activities 2005-06 Requires internal actions.

**Objectives:**

- Achieve re-accreditation of the State Museum by the American Association of Museums to reaffirm the respected national and regional standing of the Museum's professionals
- Rename the Museum to more accurately reflect its mission, collections and activities
- Implement the Museum's diversity plan for developing and offering new public programs that engage historically under-represented individuals and groups
- Promote public understanding of the Museum's role and potential in Lincoln and Nebraska
- Provide educational and life-long learning opportunities to children, youth and adults to engage them in discovery and stimulate their curiosity about nature and cultural heritage
- Enhance interaction with departments and other units within UNL
- Partner with other entities to promote community engagement
- Expand production of public relations materials and increase media exposure
- Develop and implement a new public relations campaign for the Museum with the Friends of the Museum

***Measures of success of our plan will be:***

Re-accreditation by the American Association of Museums in 2007; increased Museum visitation, increased federal, state and Foundation funding, restoration and addition of positions; increased diversity in Museum audiences; increased partnering activities with UNL and community entities.