



Our Strategic Plan

Vision

The DIA will be the town square of our community, a gathering place for everybody.

Mission

The DIA creates experiences that help each visitor find personal meaning in art, individually and with each other.

Goals

By 2021 the DIA will be **relevant to a broad and diverse audience.**

By 2021 the DIA will **lead the art museum industry in engaging people with art.**

By 2023 the DIA will be **financially independent.**

Values

Art | Accountability | Change | Collaboration | Diversity | Excellence
Great Place to Work | Learning | Scholarship | Visitor-Centered

Strategies

- **Financial Sustainability:** We will secure long-term financial sustainability by pursuing a major endowment campaign, actively building public support, and maintaining ambitious fundraising targets.
- **Relevance:** We will offer relevant museum experiences that authentically connect with the needs and interests of diverse, wide-ranging audiences.
- **Leadership in the Museum Industry:** We will continue to develop next and best practices for engaging people with art.
- **Facility and Neighborhood Presence:** We will improve and maintain the building, ground and amenities in order to enhance the visitor experience and our neighborhood.
- **Organizational Effectiveness:** We will engage our staff to create an environment of open communication, collaboration, and high performance to enable us to reach our goals. We will align our organizational practices in order to accomplish our mission and reach our goals.

