



Museum Mission Statements: Building a Distinct Identity, Resource Report

American Association of Museums

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How often do you refer to your mission statement? Is it a reference point for decision-making? Does it motivate and stimulate the staff and board? A well-crafted mission statement represents the unique aspects of a museum and its community and prepares the museum to undertake known, and as yet unknown, challenges without compromise. Twenty top museum professionals share their memorable experiences and bring to life the principles and techniques for attaining a mission statement that inspires and energizes. This book provides step-by-step guidance in writing or evaluating a museum mission statement and how to use it effectively. Generously supplemented with 79 outstanding mission statements from a wide variety of museums, the report is useful to any size or type museum.

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