

### Develop the Collection

Acquire, manage, preserve, and make accessible a multi-disciplinary collection about ballooning and other innovative forms of flight.

<b>FY19</b>	<b>FY20</b>	<b>FY21</b>
<b>Tier 1</b>	<b>Tier 1</b>	<b>Tier 1</b>
<i>Re-form Collections Committee and actively engage in, and report on, collections management actions. Update and submit for Board of Trustees approval new AAAIBM Collections Management Policy.</i>	<i>Continue committee engagement and reporting.</i>	<i>Continue committee engagement and reporting. Review and recommend updates to Collections Management Policy.</i>
<i>Continue accessioning and cataloging of collection.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Continue to rehouse and inventory collection. Identify and acquire needed storage materials and fixtures.</i>	<i>Continue to rehouse and inventory collection. Prepare and implement storage plan for Arctic Air exhibition materials.</i>	<i>Continue inventory. Develop de-accession and/or surplus plans in preparation for moving of the collection.</i>
<i>Continue to digitize artifacts and images for TMS entry<sup>1</sup>; complete additional training on TMS system.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Address Annex maintenance and repair issues in order to provide best possible storage environment.</i>	<i>Complete installation of HVAC control system on Museum building. Continue to stabilize Annex environmental safeguards, procedures, and maintenance.</i>	<i>Continue to stabilize Annex environmental safeguards, procedures, and maintenance.</i>
<b>Tier 2</b>	<b>Tier 2</b>	<b>Tier 2</b>
<i>Establish collections volunteer and intern needs.</i>	<i>Solicit/train collections volunteers and/or interns.</i>	<i>Sustain collections volunteer and/or intern support.</i>
<i>Identify collections acquisitions priorities and align with development of interpretive master plan.</i>	<i>Ongoing implementation</i>	<i>Ongoing implementation</i>

<sup>1</sup> Enables the collection to be accessible for research, exhibition development, and program development, as well as use online.

### Engage, Educate, and Expand Diverse Audiences

Support meeting the cultural and educational needs of students, teachers, families, researchers, and tourists.

<b>FY19</b>	<b>FY20</b>	<b>FY21</b>
<b>Tier 1</b>	<b>Tier 1</b>	<b>Tier 1</b>
<p><i>Re-form Exhibitions Committee and Education Committees and actively engage in, and report on, committee actions.</i></p> <p><i>Update and submit for Board of Trustees approval new AAAIBM Exhibitions and Education Policies.</i></p>	<p><i>Continue committee engagement and reporting.</i></p>	<p><i>Continue committee engagement and reporting.</i></p> <p><i>Review and recommend updates to Exhibitions and Education policies.</i></p>
<p><i>Develop and adopt interpretive master plan.</i></p>	<p><i>Ongoing implementation.</i></p>	<p><i>Ongoing implementation.</i></p>
<p><i>Plan permanent exhibition refresh.</i></p> <p><i>Implement interim, priority repairs to permanent exhibition.</i></p>	<p><i>Begin permanent exhibition refresh, including Two Eagles section for 5-year anniversary of flight, and development of a Balloon Fiesta section, with AIBF input.</i></p>	<p><i>Continue permanent exhibition refresh and upgrades, including preparation for the addition of a Balloon Fiesta section.</i></p>
<p><i>Plan, develop, and install redesigned Balloon School (“Buddy’s Ballooning Adventure”) exhibition.</i></p>	<p><i>Open “Buddy’s Ballooning Adventure.”</i></p>	<p><i>Ongoing promotion and display of “Buddy’s Ballooning Adventure.”</i></p>
<p><i>Plan redesign of special exhibition spaces and establish 3-year exhibitions calendar, including incoming travelling shows.</i></p>	<p><i>Plan, design, and install new special exhibition(s).</i></p>	<p><i>Ongoing.</i></p>
<p><i>Continue Stories in the Sky and Music in the Sky, and signature museum events Ballooning for All, Darth and Yoda Day, and BOO-Iloon Mania.<sup>2</sup></i></p> <p><i>Implement Science in the Sky as a monthly field trip</i></p>	<p><i>Ongoing.</i></p> <p><i>Ongoing.</i></p>	<p><i>Ongoing.</i></p> <p><i>Ongoing.</i></p>

<sup>2</sup> Discontinue *Holidays Take Flight* in favor of holiday-themed SITS and MITS. Update and revise *Rise & Try Week* programing to reflect extended learning priorities of the Administration.

<i>program during the school year. Continue Montgolfier Days and other field trip collaborations with Balloon Explorium.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Fully implement new Field Trip format and public programs series.</i>	<i>Continue new Field Trip format and public programs series.</i>	<i>Ongoing.</i>
<i>Plan, develop, and pilot afterschool, extended learning, and/or outreach programs.</i>	<i>Assess, and continue to develop and implement new afterschool, extended learning, and/or outreach programs.</i>	<i>Fully implement afterschool, extended learning, and outreach programs.</i>
<i>Continue BMPR series and related programming, such as drone classes.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Promote and enhance the Balloon Museum's community appeal and accessibility through the rental program, hosted events, extended hours, and/or free, discounted or subsidized participation and entry fees.</i>	<i>Ongoing implementation</i>	<i>Ongoing implementation</i>
<i>Partner with local organizations to increase ability/capacity to serve diverse audiences. This includes organizations such as NM MESA, Big Brothers, Big Sisters, Scouts, etc.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Continue collaborative Program Planning Team meetings between Museum and Foundation</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<b>Tier 2</b>	<b>Tier 2</b>	<b>Tier 2</b>
<i>Develop new Theater content and upgrade Theater's technology.</i>	<i>Sustain Theater content development.</i>	<i>Sustain Theater content development.</i>
<i>Plan, design, and develop exhibition carts.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Conduct Visitor Experience study and make recommendations for improvements to resources.</i>	<i>Plan, prioritize, and pilot diversity resources such as foreign language resources, and enhanced ADA accommodations.</i>	<i>Assess and continue implementation.</i>

### Strengthen the Institution

Ensure the Balloon Museum has the visibility, support, infrastructure, partners, and resources it needs to achieve its mission now and in the future.

<b>FY19</b>	<b>FY20</b>	<b>FY21</b>
<b>Tier 1</b>	<b>Tier 1</b>	<b>Tier 1</b>
<i>Support planning, development, and implementation of capital campaign for restoring onsite collection storage facility.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Revitalize and reorganize volunteer recruitment, placement, training, evaluation, enrichment, and administrative procedures, including communication and scheduling. Sustain recognition and appreciation efforts.</i>	<i>Increase volunteer ranks by 20 % over FY 18 level; complete performance evaluations on a minimum of 40% of active volunteer corps.</i>	<i>Continue to enhance Volunteer Program; increase ranks by 35% over FY18 levels; and complete 80% of volunteer evaluations.</i>
<i>Develop and support Foundation grant writing resources and priorities by providing program and project descriptions, outcomes and outputs, and tracking measures.</i>	<i>Ongoing.</i>	<i>Ongoing.</i>
<i>Continue to conduct preventive maintenance and repairs<sup>3</sup>; upgrade rental spaces; address lack of storage, and better manage supplies/equipment</i>	<i>Continue to conduct preventive maintenance and repairs; upgrade the ticket booth and front entrance to make it more inviting</i>	<i>Continue to conduct preventive maintenance and repairs; commence North Grounds Master Planning<sup>4</sup></i>
<i>Update and approve Foundation and City governance documents (lease and agreement).</i>	<i>Ongoing implementation.</i>	<i>Update and approve Foundation and City governance documents (lease and agreement).</i>
<i>Update BOT Handbook and related policies.</i>	<i>Implement BOT and BOD Institutional Workshop Series (to strengthen Board Member knowledge of museum practices)</i>	<i>Update Employee "Handbook" and establish Museum-Foundation "Intranet."</i>

<sup>3</sup> Capital improvements will also occur and primarily focus on collections management needs.

<sup>4</sup> A resumption of past discussions, review of past plans, and introduction of new ideas.

<i>Complete disaster and emergency preparedness plan, and conduct initial training.</i>	<i>Ongoing quarterly training, update of plan.</i>	<i>Ongoing quarterly training, update of plan.</i>
<i>Complete Core Documents for AAM submission; update current Museum Policies</i>	<i>Update Core Documents.</i>	<i>Update Core Documents and Policies.</i>
<i>Present Issue Paper for permanent, full-time Registrar position.</i>		
<b>Tier 2</b>	<b>Tier 2</b>	<b>Tier 2</b>
<i>Ongoing marketing of programs and resources.</i>	<i>Develop branding plan.</i>	<i>Implement branding plan.</i>
<i>Study and recommend expanded onsite food and beverage service for visitors.</i>	<i>Implement recommendation(s).</i>	<i>Ongoing implementation.</i>
<i>Ongoing collaboration with FAI for content, programming, and collection management benefits.</i>	<i>Ongoing collaboration.</i>	<i>Ongoing collaboration.</i>
<i>Establish contacts with other balloon/LTA museums and develop consortium.</i>	<i>Site visits and idea exchange.</i>	<i>Traveling exhibition and/or artifact exchanges; joint programs.</i>

### **Foundation Support**

In order to support these plans, the Balloon Museum Foundation has developed a number of strategic objectives, which currently include, among others:

#### **Introduction of a Summer Season Pass.**

Introduced in summer, 2018, this reduced-cost pass provided the bearer with free, unlimited visits from Memorial Day to Labor Day, and an incentive to visit five times to receive a discount coupon for use in the Museum Shoppe.

#### **Development and implementation of an evaluation process to assess signature and annual fundraising events.**

Planned events include continuation of Chic-I-Boom Ball; Red, White and Balloons; and the Holiday Arts, Crafts, and Book Fair. Potential new events include “Ballunar New Year; a spring golf tournament; and a winter bowling tournament.

#### **Shoppe enhancements.**

Continue to expand the selection of branded items and new products related to museum subject matter such as ballooning, epic flights, weather, Arctic exploration, and other similar content areas.

**Membership, Year-End Campaign, and Integrated Communications.**

To improve understanding of membership performance, develop an annual membership program review and tracking report. Also, renew and launch end-of-year fundraising campaign, building upon the success of last year's campaign. Develop and integrated annual communications and marketing plan, to encompass members, media, social media, and other channels.

**Planned giving and donor stewardship.**

Hold standing monthly meetings of the Planned Giving Committee. Incorporate the "Second Decade Donor Program" into the Planned Giving Program.

**Collections management.**

Evaluate collaborative fundraising program for multi-year campaign supporting collections and the Annex. Evaluate a possible focused campaign for collection donors. Gain support for funding new construction to permanently house the museum's collection.

**Advocacy.**

Continue to implement lobbying efforts with the City, County, and State.