

NEWPORT
ART
MUSEUM

2024-2027 STRATEGIC PLAN



CREATIVE CAMPUS
Building an Inclusive Artistic Community.

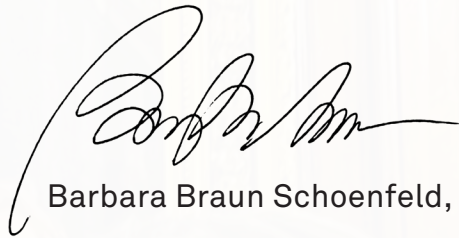
FROM THE PRESIDENT

June 6, 2024

I'm honored to have served as the President of the Newport Art Museum and Chair of the board during the process of developing this strategic plan.

With this new plan, the Museum moves forward from its "Insight 2020: A New Direction for a New Decade."

This Newport Art Museum 2024-2027 "Strategic Plan, Creative Campus: Building an Inclusive Artistic Community" is the response to the opportunity to sharpen our focus toward success. It reflects the outcome of an outstandingly comprehensive, inclusive and thoughtful process.

A handwritten signature in black ink, appearing to read 'Barbara Braun Schoenfeld', with a large, elegant flourish on the left side.

Barbara Braun Schoenfeld, President and Chair of the Board





FROM THE EXECUTIVE DIRECTOR

June 6, 2024

Dear Supporters and Friends of the Newport Art Museum,

I am delighted to share with you our vision for the future, the **Newport Art Museum 2024-2027 Strategic Plan, Creative Campus: Building an Inclusive Artistic Community.**

Our strategic plan is not just a roadmap; it's a source of inspiration, illuminating the path towards a vibrant and inclusive artistic community. As we look ahead, our mission remains clear: to create spaces where the past and present converge, offering transformative experiences for all. We are dedicated to securing our future by nurturing fiscal balance, prioritizing the visitor experience, championing artist-driven initiatives, and increasing our brand awareness. But beyond the strategies and objectives lies a deeper purpose—a commitment to fostering connections, celebrating diversity, and enriching lives through art.

I extend my sincere gratitude to NAM Trustee, Kim Cummins, for her invaluable expertise and support in guiding the plan. Additionally, I want to express appreciation to the strategic planning committee members and staff who have played integral roles in shaping NAM's core values and exploring its legacy, strengths, and potential. Thank you to Bill Bagwill, Brendan O'Donnell, Barbara Schoenfeld, Ellie Harrison Voorhees, Ellen Bowman, Elizabeth Brooks, Erik Saarmaa, and Rupert Nesbitt. I am also deeply grateful to the members of staff who helped co-shape the Museum's core values: Chris Capone, Cristin Searles Bilodeau, Brandon Taylor Miller, Dr. Francine Weiss, Pilar Forest, Danny Lulu, Ami Hansen, and Emilia Sywolski. It has been a true privilege to explore NAM's legacy, strengths, and potential with individuals who care for it so deeply.

NAM's success is rooted in its dedication to reflection, adaptability, embracing a growth mindset, and its unwavering commitment to the ever-expanding community of members, supporters, and stakeholders. A heartfelt thank you to all who participated in the Museum's Community Engagement Survey and Community Engagement Committee Meetings, challenging our team to explore and reaffirm the significance of leveraging our historical legacy while fostering inclusivity among our diverse community.

Inspired by our collective vision and fueled by our commitment to connecting inclusively through the arts, let's forge ahead, anchored by confidence in our ability to cultivate a future where creativity thrives and our community flourishes, with the Newport Art Museum as its dynamic campus.



Danielle Ogden, Executive Director

FORWARD

Founded in 1912 as the Art Association of Newport, the Newport Art Museum traces its roots back to a collective of ardent cultural supporters, including patron and sculptor, Gertrude Vanderbilt Whitney; Pulitzer-Prize winning author, Maud Howe Elliott, and artist and educator, Helana Sturtevant.. Their shared vision sought to champion the arts for public enjoyment, and established the foundation for our artist-centric ethos.

Housed in the historic John N.A. Griswold House, designed by renowned architect Richard Morris Hunt in 1864 and acquired by the Art Association in 1915, the Museum has been a hub for lectures, art classes, and exhibitions for well over a century.

In 1919, the Museum's campus expanded with the construction of the Cushing Building, designed in the Beaux Arts style by architects Delano & Aldrich. Within this building is the Cushing Memorial Gallery, dedicated to the works of American artist Howard Gardiner Cushing as a lasting tribute to his memory and legacy. In the adjacent rooms, a dynamic rotation of exhibitions showcase work by some of the most engaging and thought provoking artists of the past and present.

In 1984, the Art Association broadened its focus to become the Newport Art Association and Museum, transitioning to a collecting institution while continuing to exhibit, support artists, and offer arts education.

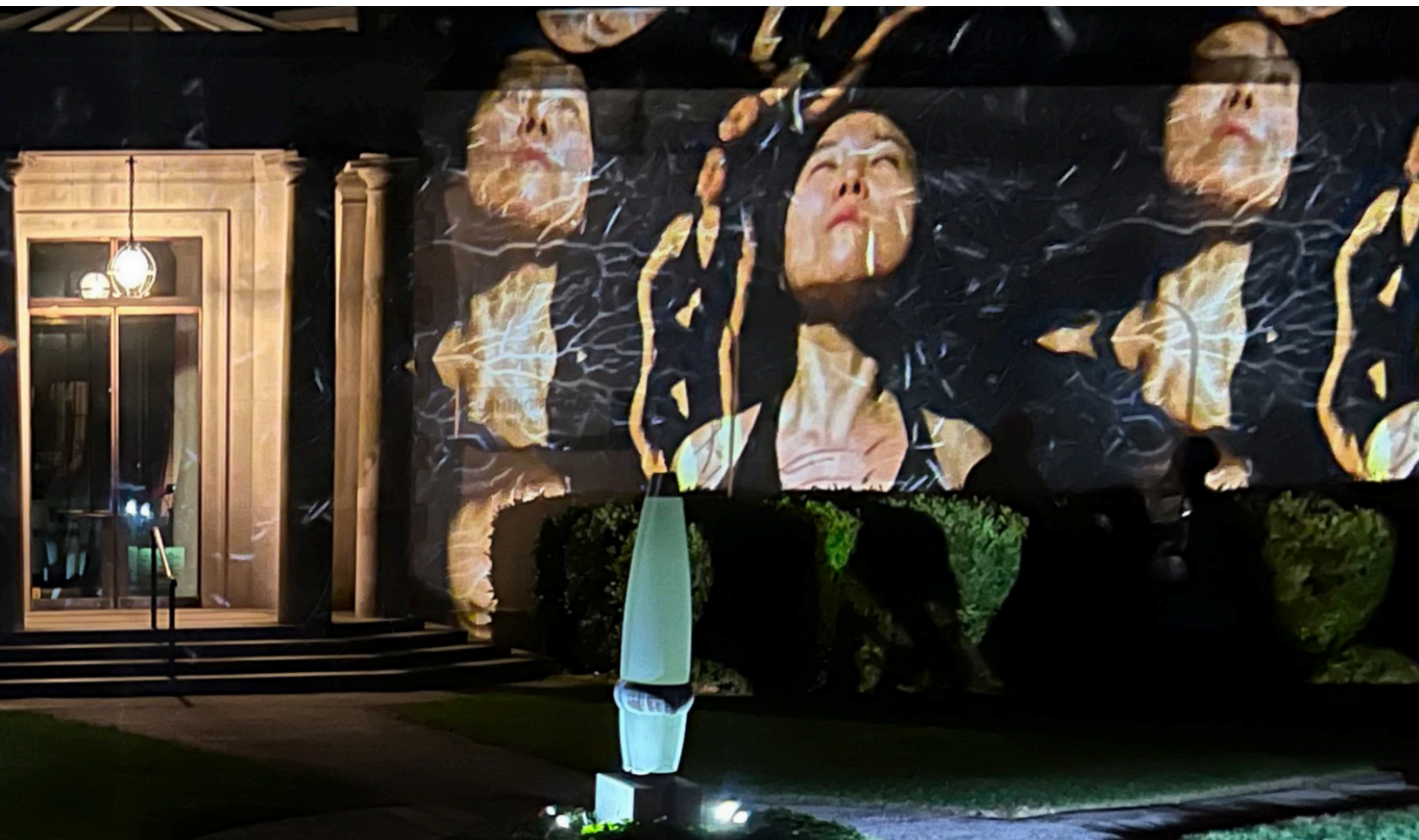


Fernanda D'Agostino, Detail from *Mar, Mar e Mar*, October 2023 AiR multimedia presentation.

Today, the Museum's collection boasts nearly 3,000 objects spanning from the 18th century to the present, including prints, paintings, sculptures, fiber arts, and more. Through our historic buildings, engaging exhibitions, and charming grounds, we serve as Aquidneck Island arts campus – a nexus of culturally-diverse life in the region.

The Newport Art Museum is also home to the Minnie and Jimmy Coleman Center for Creative Studies. Located in the Gilbert S. Kahn building, the Coleman Center is renowned for its commitment to fostering artistic talent and innovation among individuals of all ages, backgrounds and abilities. It is recognized for the caliber and diversity of its offerings, from summer camps for ages 3-16, to adult classes in drawing, painting, ceramics, and more. It is a vibrant platform for artistic exploration and education that enriches the cultural landscape of our community.

At the Newport Art Museum, we embrace the belief that art welcomes all. Our mission is to energize our collection and gallery spaces through active public engagement. The visitors' voice and engagement breathes life into our mission, and ensures our exhibitions and programs are relevant and meaningful. Art possesses the ability to challenge perspectives, foster connections, and enrich our communities. We look to the Museum to grow as a widely recognized destination for artists, creatives, innovators, scholars, travelers, and the culturally curious, both locally and from around the world.



MISSION

Showcase artistic excellence both historical and contemporary, enrich the cultural landscape, and invite all to connect through the power of art.

VISION

Create a vibrant space where the remarkable stories of the past and the creative expressions of the present converge, offering transformative experiences for all.

CORE VALUES

Visitor Experience

- Communicate clearly and inclusively.
- Focus on visitors' needs and enjoyment.
- Remove barriers to participation.
- Create an atmosphere of curiosity.
- Value diverse perspectives.
- Honor tradition while embracing innovation.
- Ensure accessibility for all.

Staff Experience

- Communicate clearly and inclusively.
- Focus on nurturing a structured environment.
- Encourage experimentation and joy in work.
- Uphold ethical and professional standards.
- Value diverse perspectives and teamwork.
- Stay flexible and adaptable.
- Establish accountability and foster continuous improvement.
- Ensure accessibility for all.







SECURE THE FUTURE

ACHIEVE annual fiscal balance by maintaining departmental budgets, revenue projections, and financial performance.

POSITION the museum as a standout cultural destination, enriching visitors' cultural experiences. Through events, previews, and participatory experiences, foster enduring connections and a vibrant artistic community.

EXPLORE the opportunity for a capital campaign.

CULTIVATE new sources for revenue-driving programs.

IMPLEMENT targeted cultivation initiatives to attract new donors and supporters.



PRIORITIZE THE VISITOR EXPERIENCE

ENSURE that our exhibitions and programs are not only enriching but also inclusive and accessible to visitors of all needs and abilities.

ENHANCE visitor experience with interactive exhibits, guided tours, events, family engagement, and designated gallery areas for reflection, learning, and interaction.

IMPLEMENT feedback mechanisms, allowing the museum to continuously evaluate and improve its offerings.

DISCOVER inventive methods to utilize our facilities and grounds, providing a dynamic experience tailored to the interests and accessibility needs of our audience.

TRUSTEES

Barbara Schoenfeld
President

Ellie Voorhes
Vice President

Elliot Stultz
Vice President

Erik Saarmaa
Treasurer

Ellen Bowman
Secretary

Elizabeth Brooks

Kimberly Cummins

Frank Garofolo

John Horton

Wendy Kagan

Liz Mello

Charles A. Miller III

Rupert Nesbitt

Brendan O'Donnell

Susan Petree

Rebecca Rex

Fran Slutsky

Ruth Thumbtzen

MUSEUM TEAM

Danielle Ogden
Executive Director

Francine Weiss
Director of Curatorial Affairs & Chief
Curator

Brandon Taylor Miller
Director of Operations

Emeline McKeown
Director of Advancement

Cristin Searles Bilodeau
Director of Visitor Services and
Community Engagement

Chris Capone
Director of Marketing

Ellen Kelly
Manager of Special Events

Charlene Carpenzano
Lead Teaching Artist, Clay Studio
Manager

Marc Lennon
Buildings & Grounds Supervisor

Lara Taylor Marcantonio
Registrar

Pilar Forrest
Curatorial Fellow

Danny Lulu
Preparator

Michelle Piscopo
Advancement Assistant

Emilia Sywolski
Museum Experience Coordinator

Museum Experience Staff

Ami Hansen

Brian Ladley

Julie O'Boy

Julia Aguiar

Olivia Wrobleski

