

# I. STRATEGY AND STRUCTURE

## STRATEGY

### A. Purpose of The Museum of African American History.

1. What the organizers want The Museum of African American History to be.
  - The primary purpose of The Museum of African American History is educational to the benefit of the African American population in the United States and the world, as well as specifically for elementary and secondary school children and college and university students.
  - To change public and educational perceptions of the historical and cultural contributions that has been made by Africans in Ancient times and, in particular, African Americans during the past four centuries.
2. Will The Museum of African American History be an overtly advocating organization?
  - The Museum of African American History will be non-partisan, adhering to its primary purpose of emphasizing subjects and topics of Africans and African Americans in history and culture.
    - The Museum of African American History will actively promote the historical and cultural interests of the communities of Black Americans.
3. Will The Museum of African American History be designed to heal the wounds between peoples?
  - The Museum of African American History's projects and programs will be designed for the involvement and consumption of all populations by developing an enhanced understanding of historical origins, and the cultural contributions of African Americans' all of The Museum of African American History's programs will create an increased appreciation of the Black heritage.
  - The Museum of African American History's public programs (e.g. exhibitions, scholarly programs, publications and audiovisual programs, public relations and communications, community outreach and others) will all be designed for the edification of the general populations.
4. Will The Museum of African American History be devoted primarily to serving Black people?
  - The initial audience that The Museum of African American History will focus on will be individuals of African American origin. The African American population needs to fully understand their historical roots to appreciate the cultural contributions of their ancestors and to become positively inspired.

- Elementary and secondary school children, college and university students, the leaders and citizens of tomorrow, will be an important focus of The Museum of African American History's projects and programs. School children and collegians need to understand that African Americans have made important contributions historically and culturally in an atmosphere of courage.

- The general population will be an important target audience for the foundation projects and programs. Its programs will create an enhanced knowledge of who African Americans are, what their origins have been, and an appreciation of what many of their contributions have been to the progress of human civilization.

**B. Mission of the Museum.**

1. The mission of The Museum of African American History will be to serve as an empowerment vehicle for education and outreach personifying the critical role played by people of African descent in Ancient times, and in the history and growth of America.
2. This precise mission statement summarizes the "essence" of The African American History Museum and its planned projects and programs. It will be used by The Museum of African American History's Board, Executives, Professional Staff, Members and many others to focus on what the organization is doing, what it plans to do, and what it will not be involved in doing.

**C. Vision of the Future:**

1. What does the Board envision for The Museum of African American History during the years ahead?
  - To enrich the hearts and minds of all people to know and appreciate the contributions of the people of African descent to American and world civilization.
  - To create an atmosphere that inspires others, particularly Black youth, to embrace positive changes in their lives and work.
2. Do the organizers of The Museum of African American History believe these are attainable?
  - The organizers of The Museum of African American History are in accord about the importance of the vision and their personal commitment demonstrates belief in the success of this concept.
  - Of course, all visions require substantial resources and financial support, and these are being planned.

#### **D. Goals of the Museum:**

1. These are the specific factors that The Museum of African American History needs to inaugurate and sponsor in order to attain its mission. Specific goals for the next several months include:
  - Hiring a full-time Chief Executive to spearhead the startup and development of The Museum of African American History's projects and programs.
  - Acquiring the Mark Mitchell Collection to furnish the substantial historical and cultural resource base that will be needed for the planning and implementation of all of The Museum of African American History's projects and programs.
  - Negotiating for a Headquarters Building to serve as a focus for The Museum of African American History operations, as well as a center of inspiration and education through the development of a center to house collections, a research and support center, a museum and interactive education center, a museum shop, and other features.
  - Planning a traveling exhibition to be circulated to several major American cities during the next two years as an earned income opportunity for The Museum of African American History.
  - Hire core management and professional staff members to work with:
    - (1) Collections and Acquisitions;
    - (2) Marketing and Communications;
    - (3) Community Outreach and
    - (4) Programs.These managers and staff members will plan the collections management and acquisitions programs, the marketing and promotion of The Museum of African American History programs and projects, the establishment of partnerships and collaborative arrangements with the community, and the development of a full-range of museum and interactive educational programs and services.
  - Set up and implement an initial fundraising program to raise seed dollars to inaugurate operations of The Museum of African American History, to fund the work of the marketing consultant, and begin the initial phases of the nationwide capital fundraising campaign.
  - To organize partnerships with a number of corporations to fund certain Museum projects and programs.
  - To plan and implement a nationwide fundraising program to solicit potential high-level, wealthy individual donors, corporations and foundations for a goal of \$150 Million or more.
  - To establish unique working relationships with all National Museums in Africa to draw on their resources to tell the story of Africans in Ancient Africa as a prelude to The Museum of African American History's collections that will enable the Museum to treat in its programs the story of four centuries of African Americans history and cultural experience in America.

2. Planned methods of attaining and/or realizing The Museum of African American History's goals:
  - Attain funding for The Museum of African American History's projects and programs as soon as possible.
  - Seek and formalize agreements for partnerships and collaborative projects and programs as a way of establishing credibility among potential donors, corporations and foundations.

## STRUCTURE

**A. Objectives (Action Plans):** The specific Action Plans, particularly for the first year of the Museum's operations that should be inaugurated to move the organization toward its stated mission and goals.

1. Begin initial stages of the Fundraising Program to reach first phase goal of \$1 Million by December 2007. At least \$600,000 of that money can be used to initiate a lease/purchase arrangement with Mark Mitchell for his collection, with 100% of the money going toward the purchase price.
2. Hire an individual as the operational President and CEO of The Museum of African American History by early Fall 2007.
3. Initiate a Nationwide Capital Fundraising Campaign to raise \$150 Million or more.
  - A Percentage of 150 Million for the acquisition of the Mark Mitchell Collection by the target date of December 31, 2009.
  - A Percentage of 150 Million for the acquisition for other collections around the country.
  - A Percentage of 150 Million for the construction of an absolutely outstanding building worthy of the collections being housed within.
  - A Percentage of 150 Million for support of The Museum of African American History's managerial and professional staff for the next three years.
  - A Percentage of 150 Million for Museum project and program planning and operations, including a research center filled with vintage newspapers, documents and books.
  - A Percentage of 150 Million to plan, organize and construct traveling exhibitions drawn from the Museum's collections that will be circulated to major American cities and to leading African National museums.

4. Initiate survey of Mark Mitchell Collection to define the potential subjects to be covered by a large traveling exhibition to be circulated to major museums and galleries in leading U.S. cities.
5. Hire needed managers and professional staff to inaugurate various projects and programs that will be sponsored by The Museum of African American History.
6. Establish working relationships with school systems, 2,500 Black churches, national corporations, leading Black museums, Black colleges and universities, Black professional organizations, and many others to form a network of partners that will assist The Museum of African American History to realize its mission and goals.

**B. Organizational Structure of the Museum:**

1. How does the Museum plan to structure itself internally to use its resources to execute approved plans?
  - (Develop an initial Organization Structure Chart)
2. Annual Work Programs for each functional area of The Museum of African American History intended to accomplish specific goals.
  - The Museum of African American History will work with individual managers to devise specific Annual Work Programs for each functional area.
3. How daily operations will be conducted to reach the pre-determined milestones.
  - The Museum of African American History's President will establish daily operating processes and procedures that will be required to reach the Museum's goals and objectives.