

STRATEGIC PLAN 2026–2028

MISSION

The Allen Memorial Art Museum at Oberlin College inspires curiosity, inquiry, learning, and connection through experiences with original works of art for the broadest audience possible, both on campus and beyond.

VISION

The Allen aspires—through innovative acquisitions, exhibitions, and programs—to make its collection integral to the campus experience of all Oberlin students, faculty, and staff, and to be a positive, creative catalyst for engagement and connection in the surrounding community and beyond.

CORE VALUES

We are committed to creating and sustaining a welcoming, accessible environment for learning, enjoyment, and the exchange of ideas. We value:

- Approaches to engaging people with art in ways that honor and amplify many perspectives;
- Responsiveness to issues of importance to communities both on- and off-campus;
- Acquiring, presenting, and caring for the objects in our collection based on the best practices of our field, and in dialogue with source communities;
- Evolution and change based on research, experimentation, collaboration, and ongoing assessment;
- Professionalism, accountability, and teamwork to drive the mission of the museum forward; and
- Respect and empathy for audiences, collaborators, and one another.

GOAL 1

**LEVERAGE INTERNATIONALLY
RECOGNIZED ART
COLLECTION**

- A. Develop balance between collection installations and exhibitions
- B. Shape collection strategically
- C. Create sustainable exhibition program
- D. Develop the Weltzheimer/Johnson House into a campus and community resource

GOAL 2

**SUPPORT OBERLIN COLLEGE
STUDENTS AND FACULTY
WITH MUSEUM RESOURCES**

- A. Create learning opportunities for students and faculty
- B. Expand pre-professional experiences for students
- C. Continue support of college programs that support belonging

GOAL 3

LAUNCH EXPANSION PROJECT

- A. Complete architectural feasibility study
- B. Conduct financial readiness assessment
- C. Develop and launch museum capital campaign, in partnership with OC Advancement and Visiting Committee
- D. Select architect

GOAL 4

**STRENGTHEN
COMMUNICATIONS AND
COMMUNITY ENGAGEMENT**

- A. Make the museum more welcoming and accessible
- B. Engage community through education and partnerships
- C. Strengthen college awareness of impact of museum on OC experience
- D. Increase regional, national, and international visibility

GOAL 5

**INVEST IN PEOPLE AND
SYSTEMS**

- A. Support and develop staff
- B. Develop systematic budgeting process with staff
- C. Engage Visiting Committee
- D. Maintain high-quality security