

September 2, 2015

Dear AAMC Members, Supporters, and Friends,

We appreciate your support and dedication to the Association of Art Museum Curators (AAMC) and the AAMC Foundation. As we approach our 15<sup>th</sup> anniversary as an organization, one marked by growth, expansion of services, and the nimble negotiation of a changing cultural landscape, we wanted to write to update you on the status of the AAMC and the AAMC Foundation.

This past November, the AAMC and AAMC Foundation's leadership met in NYC, and with Chora Creative as facilitators discussed the organizations' past, present and future. From that meeting a strategic plan was developed and approved at the May 2015 Board of Trustees Meeting. We are grateful to The Walton Family Foundation for supporting the AAMC Foundation's strategic planning process.

By 2020, we want to be known and respected as the voice of the curatorial profession in its varying forms. We want to achieve this by offering valuable programming; convening and creating effective networks; providing standards for best curatorial practices and ethics; advocating for the profession; initiating diversity efforts; and mentoring and inspiring future curators.

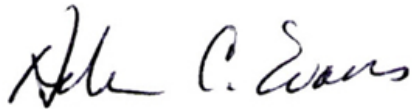
**We are proud to report that our vision statement has not waivered in our 14 years, which is: to celebrate, advance, and advocate for the art curatorial profession throughout the Americas, and beyond.**

Our vision statement is the focal point of our plan, which is to celebrate, advance, and advocate for the art curatorial profession. The plan's key initiatives are advocacy and diversity, and we have launched task forces in these areas. The organizations will expand our professional development opportunities for our members and the next generation of curators with additional programming and occasions to connect. We will actively assess, define, and

promote the definition of curator and support the highest standards of ethics and professional behavior. In order to meet our goals, the organizations will be required to strengthen our relations with our allies and increase funding so that the AAMC and AAMC Foundation can provide these expanded services with a growing staff to accomplish these goals.

We look forward to our future, and to celebrating our 15<sup>th</sup> anniversary with each of you at the Annual Conference & Meeting in Houston, May 7 – 10.

With warmest regards,



Helen C. Evans  
AAMC President;  
2015 – 2017  
Mary & Michael Jaharis Curator of Byzantine Art  
The Metropolitan Museum of Art



Emily Ballew Neff  
AAMC President  
2013 – 2015  
and Trustee Emerita  
Executive Director,  
Memphis Brooks Museum of Art

## **Vision Statement and Strategic Directions for the Association of Art Museum Curators (AAMC) and AAMC Foundation: 2015-2020**

### **Mission Statement**

*(as currently written)*

The mission of the Association of Art Museum Curators is to support and promote the work of museum curators by creating opportunities for networking, collaboration, professional development, and advancement. In support of these aims, the AAMC Foundation seeks to heighten public understanding of the curator's role in art museums through professional development programs, awards, and grants.

### **Current Status**

By providing a dynamic forum in which to share ideas and encourage professional development, the AAMC & AAMC Foundation will continue to attract membership, increasing its visibility and importance to art curators and to the larger arts community.

As of August 2015, the AAMC has a board of 21 trustees from 20 museums, composed of some of the most distinguished figures in the field; 7 ex-officio trustees; 9 committees and 2 task forces (in total 135 individuals); more than 1300 members from over 400 institutions, including representation from all 50 states and 5 Canadian provinces. With offices in New York City, generously provided the Samuel H. Kress Foundation, AAMC & AAMC Foundation employs a full time Executive Director and Administrator.

### **Vision Statement**

AAMC and AAMC Foundation celebrates, advances, and advocates for the art curatorial profession throughout the Americas, and beyond.

By 2020, the AAMC and AAMC Foundation want to be known and respected as the voice of the curatorial profession in its varying forms. The organizations hope to achieve this by offering valuable programming; convening and creating effective networks of peers; providing standards for best curatorial practices and ethics; advocating overall for the profession; initiating diversity efforts; and mentoring and inspiring future curators.

**AAMC and AAMC Foundation plan to assertively and effectively address and communicate the shared issues and concerns of the curatorial field including:**

- Recognizing, valuing, and rewarding curators for the core role and responsibilities they play in their institutions and communities;
- Encouraging the continual professional development, advancement, and effectiveness of curators, by identifying and responding to critical shifts in curatorial practice from changing community demographics and audience expectations, to expanding responsibilities for curators within their institutions, to recognizing the dramatic impact of new technologies on the curatorial products and processes;
- Ensuring that the curatorial perspective on art, museums, and educational issues is actively communicated to the public, media, and museum profession;
- Promoting the curatorial profession as a career destination for high-quality and diverse emerging art scholars;
- Define and expand the word “curator” and how that definition applies to whom we accept as members and the impact it would have on our name and mission;
- Representing and advocating for the highest standards of ethics and professional behavior for art curators on issues ranging from proper care and handling of art; accurate and balanced interpretation of art, art history, and art ideas; fair treatment and representation of artists and their work; prudent and transparent relationships among board, donors, staff, and the communities they represent and serve.

**To strategically and effectively respond to these shared issues and concerns of the curatorial profession, AAMC and AAMC Foundation will implement the following core strategies as critical elements of its strategic plan 2015-2020:**

1. Dependable, predictable, and adequate funding
2. Attractive, popular, and relevant member services
3. Successful, diverse, and timely professional curatorial development programs
4. Effectual and judicious advocacy for art curators and the art curatorial profession