

National Museum of Women in the Arts

NMWA ADVISORY BOARD
BRAND ALIGNMENT SESSION APRIL 28, 2016

BRAND ALIGNMENT DEVELOPMENT

NMWA Advisory Board

Strategic Brand Alignment Workshop

National Museum of Women in the Arts

Value: CHAMPION

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VALUES + ACTIONS

CHAMPION

Passionate and visionary leader/advocate

OPEN

Inclusive and empathetic

FRESH

Curious and engaging

Champion women through the arts.

OUTCOMES

Defined position in people's minds as a "must visit" institution that actively champions women through the arts

New members and supporters, including younger supporters

Greater excitement from current and past donors and supporters

Renewed feeling of optimism and activity among all of our brand stakeholders including staff, board, volunteers and advocates

Greater exhibition-by-exhibition attendance and in-exhibition engagement

Broadly recognized leadership role among institutions on issues related to women in the arts

Higher stature among the many museums in Washington, D.C. and nationally

As much or a greater influence in the next 30 years as we had in the first 28 years

What are NMWA's Values?

- Fresh
- Open
- Champion

We want to develop a list of desired real-world behaviors that currently exist or should exist within NMWA's Advisory Board that reflect each of the museum's core values.

Today's alignment discussion centers on the value: CHAMPION

1) What do we want **Champion** to mean for NMWA's Advisory Board?

- Getting people to do things for the benefit of the museum
- Carrying the mission out into the world
- Being ambassadors
- Elevating the importance of women and their contributions
- Challenging the status quo (i.e., asking other institutions if they have women artists)
- Connecting with other organizations (with complementary missions)
- Explaining why our mission is necessary
- Educating and advocating
- Celebrating women
- Speaking with conviction
- Providing financial support
- Spreading the word
- Telling people "we are here"
- Encouraging young women to use the arts
- Communicating the culture of the museum
- Innovation
- Creating and serving on national and international committees
- "Champion women through the arts"

2) What do we NOT want **Champion** to mean for NMWA's Advisory Board?

- Being unnecessarily strident
- Being negative/derogatory or accusatory (i.e., toward other institutions or men)
- Self-serving
- Apologetic
- Limited to women/exclusionary in any way
- Unrealistically ambitious

VALUE: CHAMPION

Now that we've defined the values, let's look at how well the NMWA Advisory Board is able to live this behavior now and how we can improve.

3) Where or when are we acting as **Champions** of women through the arts now? Where or when are we doing this well now?

- Women to watch
- Women, Arts and Social Change program/Fresh Talk
- #5womenartists campaign
- Finding partners and allies
- Art-lovers ad campaign
- Gift shop
- Current exhibition (She Who Tells a Story)
- Extending the audience (younger)
- Using technology to augment programs and extend the message
- Connecting international committees

4) What happens when we **do it well**?

- Energy
- The family grows
- Morale increase for board and staff
- More visitors (online and in-person)
- More support and members
- More press and media coverage
- Change both inside and outside the institution
- Good partnerships/good things happen (rewarding effects of partnerships)
- Future opportunities
- Success for women
- Future partnerships
- Become attractive
- Become the go-to

5) What **gets in the way** of our ability to do this well every time?

- Time and money
- Ineffective use of resources/going on too many tangents
- Limited staff
- Language
- The image/surface impressions (i.e., your grandmother's museum)
- Our exterior/the building/our architecture
- The first floor/first impressions
- Our space restrictions
- The carpet
- Our history
- Our disparate geography

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- Media perceptions and misrepresentation
- Not recognizing the differences and diversity of all our audiences
- Lack of clarity about our goals
- Having won the first battle, we find ourselves in a new competitive landscape where others champion women (Who are we? What should we do?)
- Increased competition from others who champion women
- Being limited to types of art/exhibits that we "allow"
- Being limited by the idea that art is "paintings"
- Perception of being a "small museum"
- The magazine
- Lack of understanding of what the audience will pay for (ticketed opportunities)
- Admission/the competitors who are free
- Not being engaging/interactive enough
- Predictability
- Dual culture of the museum and complex constituency (old school vs. new school)
- Lack of understanding about Millennials
- Need for an experiential offer
- Members who don't get to physically come here
- Lack of a public arts education

6) What process can we adapt or what changes could we make inside or outside the NMWA Advisory Board to do this better?

- "How to" directions with technology (i.e., LinkedIn)
- Collaborate with younger people
- Sisterhood gatherings
- Have an elevator pitch for the museum
- Internal education on market, Millennials, technology
- Prepare the content that should be shared
- Provide social media tool kits
- Ask the questions
- Exhibits on the exterior
- Median strip
- Even more digital
- Multimedia activities at the exhibits
- "Millennial advisory board"/add Millennials on to the board
- Defy expectations/have shock value
- Use fame to draw people in
- Mine the membership
- Expand the definition of art
- Look at contribution opportunities from the board
- Communication of future exhibits
- Regular monthly communication
- Have multilingual content (i.e., website available in other languages)

VALUE: CHAMPION

- Get a brief description on each new exhibition and FAQs
- List of talking points, updated semi-annually
- Have visuals, videos
- Material to work with in the context of personal gatherings
- Materials/book discussions
- Add more relevant content into the magazine

Most importantly, we must decide what things we need to stop, start, and continue doing in order to have the NMWA Advisory Board's day-to-day actions reflect the Champion value.

7) What things should we **STOP** doing?

- Gala—replace with a new vehicle for fundraising
- Free meetings
- Exhibitions that are off strategy like Picturing Mary
- Taking our members for granted
- Entering through the side entrance
- Static board
- Cadence of communication (have more regular monthly communication)

8) What things should we **START** doing?

- Special assignments from curatorial
- NAB fund upcoming show
- More help for development staff
- Factsheet on SharePoint
- Meeting and hearing staff speak

8) What things should we **CONTINUE** doing?

- Rigor, depth, and excellence
- Get women into the history of art
- Expand definition of art

Thank you to everyone on the NMWA Advisory Board who participated in this brand alignment session centered on the value CHAMPION. It was a great day with great insights.