

2.3 Strategic Management Plan & Annual Action Plan (Interim)

■ See also Factsheet 1: Developing a Strategic Management Plan.

2.3 ■ Please submit the museum's Strategic Management Plan and current Annual Action Plan.

■ This is a Minimum Standard for Interim Accreditation.

Please enclose formally approved documents along with your Application Form.

■ Requirements

- (i) Applicants must submit a Strategic Management Plan and current Annual Action Plan for the museum.
- (ii) Applicants must submit evidence to show that the governing body has formally approved the Strategic Management Plan and Annual Action Plan. A signed and dated minute from the governing body will fulfil this requirement. It must clearly indicate the formal adoption of the Strategic Management Plan and Annual Action Plan by the governing body.

■ Guidelines

- A. Strategic Management Plan (SMP) is a medium to long-term plan and usually covers a three to five year period. It is an overarching plan and encompasses all areas of museum management, including those that relate to other Minimum Standards. For example, the Financial Plan (Question 2.6) and the Exhibition Budget (Question 5.2) will relate back to the financial and budgeting elements of the SMP. Similarly the Care of Collections Strategy (Question 3.20) and the Education Policy and Education Policy Annual Action plan (Question 6.6) stem from the SMP. The SMP itself will relate back to the Mission Statement. Before you submit your Application Form, please ensure that these documents are consistent with each other.
- B. A SMP provides clear purpose for the work of the museum and for recording achievement. Led by managers, all plans are best developed through an internal process of discussion and review. In a small museum with no more than ten staff, this process should be completed within 2-3 months. Larger museums will require longer to allow for the development of individual departmental contributions. One should also build in the time required to consult externally, with stakeholders such as the education sector.
- C. Components of a Strategic Management Plan
A SMP consists of an introductory narrative followed by a series of tables. Although presentation and terminology will differ, a SMP typically includes the following:
 - (a) Mission Statement
 - (b) Overview
 - (c) Situation review
 - (d) Financial projections
 - (e) Strategic aims (or goals)
 - (f) Objectives
 - (g) Performance measures
 - (h) Review mechanism
- D. An Annual Action Plan should be submitted with the SMP.
- E. Realistic performance indicators should be assigned to the goals in the SMP.
- F. Please see Factsheet 1: Developing a Strategic Management Plan for further details.