



MUSEUM OF RIVERSIDE FIVE-YEAR STRATEGIC PLAN

Museum Department

City Council
November 5, 2019

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OVERARCHING ISSUES

1. Renovate, expand, and reopen the main downtown site.
2. Meet or exceed 21st-century standards in all aspects of Museum operations.



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PLAN RENEWAL

Renewal of previous five-year plan rendered obsolete by:

1. downtown site closure for renovation
2. institutional overhaul



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ACCREDITATION REQUIREMENTS

1. The American Alliance of Museums requires that "core documents" be approved by the governing body.
2. A museum's strategic plan is considered a core document.



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FOUNDATION OF MUSEUM'S PLAN

1. City's strategic plan.
2. American Alliance of Museums' strategic plan.
3. Conversations with stakeholders



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FOUNDATION OF MUSEUM'S PLAN

Those stakeholders included:

1. Board
2. Four community advisory teams
3. Riverside Museum Associates
4. Harada House Foundation
5. Educators, docents, volunteers
6. Cultural colleagues
7. Other City staff



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FIVE STRATEGIC GOALS – 1

Renovating

1. Mission Inn Avenue site
2. Rebranding
3. Website and communications



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FIVE STRATEGIC GOALS – 2

Exhibiting and Engaging

1. Revamp exhibition planning methods
2. Integrated education and education partnerships
3. Plan for 100th anniversary in 2024
4. Small community exhibitions
5. Evaluation tools

Museum of Riverside Exhibition, Program, and Event Development and Evaluation

Pre-exhibitions, program, event screening form

Rater name: _____

Review the proposal and rate for the following, with '1' rated as most appropriate, '2' appropriate, '3' least appropriate, and 'n/a' not applicable. Can rate individually or develop consensus group rating.

	Rating	Comments
Supportive of Museum's mission and strategic plan		
Visitor experience is enhanced		
Increased attendance is likely		
Financially feasible		
Accessibility to the collections is increased		
Fits exhibition / program / event schedule		
Gallery (or other space) requirements adequate		
Private or by-invitation event during public hours?		
Potential for grant / sponsorship support		
Adequate staffing to support implementation		
Serves Museum's audiences		
Reaches new audiences (indicate which)		
Potential to develop associated or related programming		
Detailed budget developed in advance		



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FIVE STRATEGIC GOALS – 3

Embracing Community

1. Increase collaborative partnerships
2. Participate in collection-sharing consortiums
3. Boost marketing and communications



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FIVE STRATEGIC GOALS – 4

Strengthening Fundamentals

1. Update old policies, procedures, and templates
2. Track ongoing accreditation requirements

COLLECTIONS AND EXHIBITIONS MANAGEMENT POLICIES Museum of Riverside

Approval by City Council recommended by the Metropolitan Museum Board on June 12, 2019.
Approved by the City Council on August 6, 2019.

SECTION 1: INTRODUCTION

- 1.1 General
- 1.2 Related Collection Documents

SECTION 2: COLLECTIONS COMMITTEE AND AUTHORITIES

- 2.1 Committee Composition
- 2.2 Committee Duties
- 2.3 Authorities

SECTION 3: ACQUISITIONS AND ACCESSIONS

- 3.1 Categories of Acquisition
 - 3.1.1 Permanent Collection
 - 3.1.2 Community Collection
 - 3.1.3 Education / Teaching Collection
 - 3.1.4 Live Collection
 - 3.1.4.1 Disposition of Living Collection
 - 3.1.5 Library and Reference Collection
- 3.2 Acquisition Procedures
 - 3.2.1 Permanent Collection Procedures
 - 3.2.2 Other Collections' Procedures
 - 3.2.3 Objects Donated for Sale

SECTION 4: DEACCESSION AND DISPOSAL

- 4.1 General



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FIVE STRATEGIC GOALS – 5

Maximizing Resources and Stewarding Assets

1. Harada House rehabilitation
2. Robinson House restoration
3. Phased plans for historic site maintenance and upgrades
4. Collections management Staff restructuring, training
5. Sustainable operations



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THANK YOU

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RECOMMENDATION

That the City Council approve a five-year strategic plan for Museum operations for fiscal years 2019-2020 through 2023-2024.

