



City of Arts & Innovation

Museum of Riverside Board Memorandum

TO: MUSEUM OF RIVERSIDE BOARD

DATE: MAY 24, 2023

FROM: MUSEUM DEPARTMENT

WARDS: ALL

SUBJECT: MUSEUM OF RIVERSIDE VALUES EXERCISE

ISSUE:

Complete, receive, and file the Museum of Riverside institutional values exercise.

RECOMMENDATION:

That the Museum of Riverside Board complete, receive, and file the Museum of Riverside institutional values exercise.

BACKGROUND:

At the meeting on August 25, 2021, the Museum of Riverside (Museum) Board received a presentation of the Museum's new brand and graphic identity. As part of the rebranding of the Museum of Riverside, staff took this opportunity to engage the Riverside community to provide feedback on the institutional values of the Museum. To solicit community input, staff developed a values exercise. Staff's goal for this exercise is to determine a set of institutional values for the Museum that reflects the values of the community it serves.

DISCUSSION:

The exercise consists of a grid of words with one blank grid space. Each word represents a value that relates to the operation of a cultural institution. Community members identify the ten values that they would like to see as institutional values for the Museum. If a value that is important to a community member is not represented in the grid, the community member can write it in the blank grid space. The values exercise is two-sided, with one side in English and one side in Spanish.

STRATEGIC PLAN ALIGNMENT:

The activities of the Museum of Riverside align with the Strategic Priority, "Arts, Culture and Recreation." The values exercise supports Goal No. 1.1 (strengthening Riverside's portfolio of

arts, culture, recreation, senior, and lifelong learning programs and amenities), Goal No. 1.2 (enhancing equitable access to arts, culture, and recreational service offerings and facilities), and Goal No. 1.5 (supporting programs and amenities to further develop literacy, health, and education of children, youth, and seniors throughout the community).

The Museum's institutional values exercise supports the Strategic Priority, "Community Well-Being." Soliciting community feedback aligns with Goal No. 2.4 by supporting programs that encourage community engagement and build public trust.

1. **Community Trust** – Reaching out to the community to solicit input to work toward an institutional value statement develops community trust.
2. **Equity** – Museum programs and services are offered equitably.
3. **Fiscal Responsibility** – Aligning institutional values with community values allows resources to be allocated to programs and services that are relevant to the Riverside community.
4. **Innovation** – This is the first time since the Museum's closure in 2017 that the Museum has solicited feedback regarding institutional values.
5. **Sustainability & Resiliency** – The alignment of Museum values and community values supports the delivery of programs and services with relevance and lasting value.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Robyn G. Peterson, Ph.D., Museum Director

Attachment: Values exercise