

AMERICAN AIRLINES C.R. SMITH MUSEUM

Fort Worth, Texas

Institutional Planning and Audience Research



MMC worked with the American Airlines C.R. Smith Museum to develop a Strategic Plan and Business Plan. The purpose of this work was to provide new conceptual and operational strategies to strengthen the ability of the Museum to serve as a dynamic educational resource that excites and engages visitors about the history, science, and technology of commercial aviation.

The Strategic Plan articulates institutional goals and supporting measurable objectives, including assigned accountabilities, timelines, and resources. The Business Plan provides a new staffing structure and governance model, as well as revenue and expense requirements, for an upgraded visitor experience.

In addition, MMC conducted a series of focus groups with the general public, regional school teachers, and American Airlines employees to generate feedback about exhibits, education programs, and other visitor experience elements in development.

Contact MMC for your organization's individual solution:

mmc@museum-management.com

415.982.2288