

Iris & B. Gerald Cantor Center for Visual Arts at Stanford University

IRIS & B. GERALD CANTOR
CENTER *for* VISUAL ARTS
STANFORD UNIVERSITY

Location: Palo Alto, California

Scope of Work: Strategic Planning and
Audience Research



In 2000, MMC worked with the Iris & B. Gerald Cantor Center for Visual Arts at Stanford University (Center) to develop a Strategic Plan to set a course for increasing and deepening the Center's reach to campus and community audiences. MMC coordinated the strategic planning work with a one-year market research study to gauge interest in proposed exhibits and programs, as well as potential barriers to visitation. The Center has effectively used the Strategic Plan to guide organizational development, including measuring staff performance in light of individuals' Strategic Plan accountabilities.