

NATIONAL WWI MUSEUM AT LIBERTY MEMORIAL

Kansas City, Missouri

Institutional Planning

When MMC was retained by the National World War I Museum at Liberty Memorial, the institution had recently opened a new, world-class facility and was facing challenges associated with operating a more complex organization. The Board and President/CEO felt strongly that to be successful, the institution needed to establish clear goals and objectives to guide its growth and evolution.

MMC engaged the Museum in an inclusive strategic planning process that involved input from the Board and staff, as well as other stakeholders, community leaders, and peer organizations. The resulting five-year Strategic Plan includes a series of strategies to build upon the Museum's first two years of programmatic successes, as well as goals and objectives for future sustainability.



Contact MMC for your organization's individual solution:

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