

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

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

**Location:** Palo Alto, California

**Scope of Work:** Strategic Planning and  
Audience Research



The Iris & B. Gerald Cantor Center for Visual Arts at Stanford University (Cantor Arts Center) inaugurated a renovated and greatly expanded facility in 1998. Central to future planning at the museum was the question of how best to deploy assets to increase and deepen the impact of the museum and to broaden its campus and community audiences. In fall 2000, the Cantor Arts Center hired MMC to facilitate the development of a Strategic Plan to accomplish these goals by investigating and addressing core issues that emerged during an institutional assessment. MMC coordinated the strategic planning work with a one-year market research program to gauge accessibility of the museum, determine the level of interest in proposed exhibits and programs, and barriers to visitation. The Cantor Arts Center has fully embraced the Strategic Plan, including measuring staff performance in light of individuals' Strategic Plan accountabilities.