

# University of California, Santa Cruz

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**Location:** Santa Cruz, California

**Scope of Work:** Strategic Planning &  
Visitor Experience  
Planning



In 2004, MMC is currently working with the University of California, Santa Cruz to develop a new Interdisciplinary Center for the Arts. The MMC scope of work includes the creation of a Visitor Experience Plan, as well as a comprehensive Strategic Plan that will guide the University in developing exhibitions and programs, planning the museum facility, putting a governance structure in place, building campus and community awareness of and advocacy for the museum, raising the capital to build the museum, and developing a sustainable business model.