

San Francisco Museum of Modern Art

Location: San Francisco, California

Scope of Work: Strategic Planning



Following the successful completion of a Strategic Plan for the San Francisco Museum of Modern Art (SFMOMA) Education Department, MMC oversaw and facilitated an institution-wide strategic planning process that resulted in a comprehensive three-year Strategic Plan completed in 2000. With input from across the museum, the plan was developed to provide a framework for increasing income, controlling expenses, and stabilizing staffing resources without any reduction of program scale. An intensive planning process resulted in an updated mission and vision, including newly articulated core values and beliefs. The three-year plan was aimed at facilitating continued institutional growth in a planned and financially sound environment. As a result of the accomplishments made with its first three-year plan, SFMOMA asked MMC to assist in developing the institution's next Strategic Plan to lead the institution toward its 75th anniversary in 2010.