The Museums of Sonoma County Announce
New Strategic Plan and Name Change

(SANTA ROSA, CA)- September 25, 2018 – On August 2, 2018, the Museums of Sonoma County (MSC) Board of Directors unanimously voted to implement a new five-year strategic plan to strengthen the nonprofit organization’s commitment to engage and serve the community. The result of an intensive six-month planning process, the plan includes a new mission statement, the establishment of core values, and an organizational name change.

With the recommendation of the Strategic Planning Committee, the board made the decision to change the organization’s name to “Museum of Sonoma County.” The change from plural to singular reflects the Museum’s vision of being recognized as one organization with two buildings, multiple galleries, and a sculpture garden on its Seventh Street campus, rather than two separate entities (“Art Museum of Sonoma County” and “History Museum of Sonoma County”) under the umbrella of a parent organization (“Museums of Sonoma County”). The individual identities have caused confusion since 2015, when the “Sonoma County Museum,” originally housed in the historic Santa Rosa Post Office, rebranded following an expansion to include a new contemporary art gallery on the corner of Seventh and B Street. The organization changed its name to “Museums of Sonoma County” and distinguished two separate museums with their own identities, logos, and mission statements. “With our new name change, the Museum aims to bring art and history in alignment to allow for a more synergistic relationship between the two,” said Jeff Nathanson, Executive Director. “We are reimagining the Museum as a major cultural destination for the region, with a wide range of art and history programs for people of all ages and backgrounds.”

Also embedded in the strategic plan is a new mission statement, which reads, “The Museum of Sonoma County engages and inspires our diverse community with art and history exhibitions, collections, and public programs that are inclusive, educational, and relevant.” Nathanson says, “We are making a conscious effort to be more accessible and community-oriented.”

The five-year strategic plan includes two phases, the first of which is referred to as the Re:Imagine! Plan and is concentrated on capacity building over a two-year period (July 2018 – June 2020). The Re:Imagine! Plan’s priorities include strengthening the Museum’s exhibitions
and programs, improving the visitor experience, and increasing community outreach. With a goal to raise $500,000, the *Re:Imagine!* Campaign kicks off at the Museum’s annual Gala on September 29th. “Over the next few months, our community will start to see improvements to our facilities, branding, and to the overall visitor experience,” said Nathanson. The second phase (July 2020 – June 2023), focuses on addressing space and staffing needs with the design and implementation of a capital expansion.

The plan was crafted with extensive input from museum staff, board, and community members. “We would like to thank all of those who contributed their time and input during this process,” said Nancy Glaze, Chair of the Strategic Planning Committee.

“The Museum of Sonoma County has potential to be a more integral part of the community, as well as a major destination for visitors,” said Richard Tempero, Chair of the Board of Directors. “We will need the support of our community members to help us realize our full potential. With our new strategic plan as a roadmap to guide us through the next five years, we look forward to unifying our campus and creating more meaningful experiences for our visitors.”

**Strategic Planning Committee Members:**
- Connie Codding, MSC Lifelong Member
- Kristen Madsen, Creative Sonoma
- Steven Oliver, Arts Patron
- Margie Purser, Sonoma State University
- Tara Thompson, City of Santa Rosa
- Steven Gelber, MSC Board of Directors
- Nancy Glaze, MSC Board of Directors, Strategic Planning Committee Chair
- Chris Mazzia, MSC Board of Directors
- Staci Pastis, MSC Board of Directors
- Richard Tempero, MSC Board of Directors Chair
- Liz Uribe, MSC Board of Directors Chair
- Jeff Nathanson, MSC Executive Director
- Eric Stanley, MSC Associate Director
- Katie Azanza, MSC Operations Manager

For more information, please visit our website: [https://museumsco.org/strategic-plan/](https://museumsco.org/strategic-plan/)

**About the Museum of Sonoma County**

Located in Downtown Santa Rosa on Seventh Street between A and B Streets, the Museum of Sonoma County (MSC) presents exhibitions of modern and contemporary art and local and regional history. MSC is open year-round with changing exhibitions, public programs, school tours, and education programs. MSC preserves and manages a regional art and history
collection of over eighteen thousand objects, the region’s largest object documentation of Sonoma County’s history and culture.

**Mission**  
The Museum of Sonoma County engages and inspires our diverse community with art and history exhibitions, collections, and public programs that are inclusive, educational, and relevant.

**Smithsonian Affiliate**  
MSC has been a Smithsonian Affiliate since 2009. Smithsonian Affiliations establishes long-term partnerships with museums, education, and cultural organizations to facilitate the loan of Smithsonian artifacts and traveling exhibitions, as well as to develop innovative educational collaborations locally and nationally. Created in 1996 by an act of the Smithsonian Board of Regents, the program is overseen by the Smithsonian’s Assistant Secretary for Education and Access and is one of the pillars of the Institution’s national outreach efforts. There are more than 200 Smithsonian Affiliates in nearly every state, Puerto Rico and Panama. Affiliates represent the diversity of America’s museum community—size, location and subject—and serve all audiences. More than 8,000 Smithsonian artifacts have been displayed at Affiliate locations for the past 20 years.

**Museum of Sonoma County**  
425 Seventh Street  
Santa Rosa, CA 95401  
707-579-1500  
[www.museumsc.org](http://www.museumsc.org)  

**Admission**  
Adults: $10.00  
Students and Seniors: $7.00  
Museum Members: FREE  
Children 12 and under: FREE

**Museum Hours**  
Open: Tuesday through Sunday, 11:00am - 5:00pm  
Closed: Mondays  
Closed on the following holidays: New Year’s Day, President’s Day, Easter, Memorial Day, Independence Day, Labor Day, Thanksgiving, Friday after Thanksgiving, Christmas Eve, Christmas; please visit our website for additional closures

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