

Press Release

For immediate Release

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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 Coddington, 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
Jeff Nathanson, MSC Executive Director
Eric Stanley, MSC Associate Director
Katie Azanza, MSC Operations Manager

For more information, please visit our website: <https://museumsc.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

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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