

## Mission Statement

Every museum should have a written mission statement approved by the museum's governing body. This statement communicates the identity and purpose of the museum as well as those who benefits as a result of its efforts. This statement should articulate the museum's roles and responsibilities to the public and its collections, and the environment in which it exists.

All activities and operations of the museum should support, directly or indirectly, this mission statement. The museum's governing body and staff should act strategically to acquire, develop, and direct resources to advance this purpose and thus this statement also provides the museum with clear and consistent objectives by which they can evaluate their performance.

A museum's mission statement should be approved and reviewed by the governing body on a regular basis to ensure that both the statement and the activities and goals of the museum are consisted. Museum governing bodies should also avoid amending the statement to include goals that are not clearly part of the museums goals or purpose.

### **In a clear and concise paragraph, the mission statement should include the following:**

- A definition of the purpose of the museum, that is to say, what the museum does, for whom and why. This will include a definition of the time period and thematic scope of the collection as well as the geographical area to be served by the museum. The scope and limits of the museum's relationship with the community should also be defined in this statement.
- A statement of the museum's operations and functions as it relates to the museum purpose. This statement will include collection, research, preservation, interpretation, exhibits and programming as well as any other operations that serve the purpose of the museum.
- This statement should also include a statement of authority, defining the governing body, its' responsibilities and the methods of review and amendment for the museum policy

### **For more information on this topic see:**

*Guidelines for the Operations of Community Museums in Newfoundland and Labrador*  
Working with a Vision: Statement of Purpose – Page 17

### **Resources for Developing a Mission Statement**

reCollection – Caring for Collections Across Australia: Purpose and Policies

<http://archive.amol.org.au/reollections/pdf/library.htm>

## **Examples of Museum Mission statement**

### *Dr. Henry N. Payne Community Museum - Statement of Purpose*

*The Dr. Henry N. Payne community Museum was established to preserve the local history of the area. The museum, managed by the Cow Head Conservation and Heritage Committee will collect, research, preserve, exhibit and interpret a collection of historical artifacts and archival material. It will serve the people of Cow Head and surrounding area by carrying out these functions. This board will encourage local interest from schools, nonprofit organizations and community groups in a desire to keep knowledge of local history alive and to enhance specific activities and events.*

*Cow Head Conservation and Heritage Committee*

### *The Berndt Museum of Anthropology, University of Western Australia – Statement of Purpose*

*In accordance with the Constitution of the Museum Advisory Board, the Berndt Museum of Anthropology of the University of Western Australia acquires, catalogues, preserves and saves for the use and appreciation of present and future generations socio-cultural materials relating to Aboriginal Australia, Papua New Guinea and Asia. The Museum accepts responsibility for these collections as a public trust, uses them in its own programmes, and makes them available to qualified institutions and individuals for research, display and education in accordance with its declared policies.*

*The Berndt Museum of Anthropology Museum Advisory Board*

### *The Basilica Cathedral Museum – Mission statement*

*The Basilica Cathedral Museum will collect, record, research, preserve, exhibit and interpret artifacts and archival materials that tell the broader story of the history of the Roman Catholic Church and community in Newfoundland and Labrador, encompassing the history of the Basilica Cathedral of St. John the Baptist, the Roman Catholic religious congregations in Newfoundland and the Catholic societies in the Archdiocese of St. John's. The museum is governed by the by the Basilica Museum and Historical Committee and serves the Archdiocese of St. John's as well as the people of Newfoundland and Labrador. The museum will operate under national and international museum standards and ethics and will promote its programs as well as encourage and seek partnerships with regional and national cultural organizations to assist in the fulfillment of these goals.*

*The Basilica Museum and Historical Committee*

### Ferryland Historical Society – Statement of Purpose

*“(The) Historic Ferryland Museum, owned by (the) Ferryland Town Council (2001), and operated by (the) Ferryland Historical Society, has been established to tell the story of the founding (excluding Lord Baltimore’s Colony of Avalon), development and cultural life of Ferryland and surrounding areas (with emphasis on Ferryland).*

*The Museum will collect, preserve, research, exhibit and interpret a collection of historical artifacts and archival material related to Ferryland and surrounding areas dated from it’s founding to present (excluding Lord Baltimore’s Colony of Avalon as revised in 1992 when the Archaeological dig was established).*

*(The) Historic Ferryland Museum will serve the inhabitants of Ferryland and area by carrying out the above functions and by promoting an interest in the history and culture of Ferryland and area.*

*The Ferryland Historical Society will place emphasis on special activities at the museum under the supervision of an executive member of the Ferryland Historical Society and providing these activities are not detrimental to the museum’s collections.*

*(The) Ferryland Historical Society and (the) Historic Ferryland Museum will take part in and promote special Historic events.*

*A curator who has completed the MANL Museum Studies course or equivalent in training will be hired/appointed (by) the Ferryland Historical Society, who will (along with the Society) be responsible for ensuring the main purpose of the Museum is carried out.*

*This statement of purpose will be revised annually by the executive of the Ferryland Historical Society and may not be changed without approval of a majority vote of the executive.*

*(Signed and Dated by the Chairman and Vice Chairman of the Ferryland Historical Society)*