

Strategic Priorities

FY2020 - FY2024

Created by a Committee of Board, Council, and Staff, this plan establishes the vision and priorities for the next five years, building on our first 10 years, and sets us up for many years of success and impact to come.

PROGRAMMING PRIORITIES

Thought Leadership. We will continue to cultivate and curate a network of thought leaders who want to share their expertise, ideas, and curiosity to help us make impact and change the world.

Exhibitions. We will have exhibitions on-view at all times in all of our branches to achieve consistent programming year-round.

Education. We will build and launch both youth and adult design education programs to educate creative problem solvers.

Diversity & Community. We will continue to build our community through innovative outreach and events, and we'll lead efforts to diversify both the museum and the design field overall.

Content & Media Products. We will increase the amount of content we produce and publish across all 12 impact areas, including content online, print, audio, video, and more.

INFRASTRUCTURE PRIORITIES

Capacity Building. We will achieve our mission more effectively and efficiently by adding staff and optimizing the way we work.

Capitalization. We will ensure the financial stability and sustainability of the organization, building our development function and improving margins to create strong working capital and reserve capital funds.

Communications. We will hone our messaging to ensure consistent communications and get our stories out into the world.

Geographic Expansion. We will establish more Design Museum branches while raising the museum's profile globally.

Digital Architecture. We will build best-in-class digital experiences to work more efficiently and to delight our audience.

Strategic Investments

FY2020 - FY2024

These investments — funded by our supporters — allow us to achieve our Strategic Priorities across our programming and infrastructure.

FY2020

Hire Design Educator • [Education](#) ✓

Engage Contract Bookkeeping Firm • [Capacity Building](#) ✓

Lease Fabrication Space • [Exhibitions](#)

FY2021

Hire Development Associate • [Capitalization](#)

Utilize New CRM Platform • [Capacity Building](#)

Launch Impact Area Fellowship • [Thought Leadership](#)

FY2022

Hire SF Managing Director • [Geographic Expansion](#)

FY2023

Hire Digital Developer • [Content & Media](#)

Engage Print Distributor • [Content & Media](#)

FY2024

Hire TBD Employee • [Capacity Building](#)

Engage PR Firm • [Communications](#)