



Manual of Strategic Planning for Cultural Organizations: A Guide for Directors, Trustees, and Staff of Museums, Science Centers, Gardens, Art Centers, ... Performing Arts Organizations, and Zoos

Gail Dexter Lord, Kate Markert

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This revision and expansion of *The Manual of Strategic Planning for Museums* (2007) has been expanded to relevant to a broader group of cultural organizations including museums, art galleries, gardens, zoos, science centers, historic sites, cultural centers, festivals and performing arts. This approach responds to the 21st-century reality that boundaries are being blurred among institutional types- with many gardens incorporating museums and many museums part of multi disciplinary cultural centers and festivals and so on. Also the leader of a museum today may change jobs and become the leader of a cultural center or historic site tomorrow- so the purchasers of the new Manual will benefit from a book that is "whole career" orientated.

In addition to broadening the audience for this book and creating all new case studies, this new version features new content in three key areas:

- **Leadership change**- explaining the role of strategic planning when an institution is going through the process of hiring a new director. This is a question we are frequently asked- should the strategic plan precede the search process or should it wait until the new director takes up the position?
- **Institutional change**- increasingly cultural organizations are going through major change often from public sector agencies to non-profit status; or from private ownership to non-profit status; or from non-profit status to Foundation- and many other variations. We will address the role of strategic planning during these transitions
- **Staff empowerment**- the previous edition did not address fully the opportunities for staff at all levels in the organization to grow by participating in strategic planning. This edition will focus on how to engage and empower staff.

Manual of Strategic Planning for Cultural Organizations: A guide for museums, science centers, gardens, zoos, heritage sites, libraries, and performing art centers is an exciting book with broad reach into the cultural sector while still serving the museum community.

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Ella Norman:

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