

THE TEXTILE MUSEUM OF CANADA – STRATEGIC VISION

The Textile Museum of Canada strives to connect our global collection of historic and ethnographic objects to contemporary creative research and expression, as well as to local, national and international experiences with textiles at their core.

As a national charitable non-profit cultural and educational organization, we focus on the exhibition, collection, conservation, and research of textiles, as well as the production of inclusive public programs that foster awareness of the cultural value of textiles and textile practices in diverse cultures.

Our Vision: To inspire understanding of human experience through textiles.

Our Mission: The Textile Museum of Canada ignites creativity, inspires wonder, and sparks conversation and learning through the stories held within our global collection of textiles, and through active engagement with contemporary artistic practices.

We are guided by the following values:

WE ARE - Open and Inclusive

- We are responsive to our audience and visitors recognizing that they are at the heart of what we do.
- We recognize and celebrate the value of diversity, and embrace constructive inquiry and multiplicity of thought.
- We respect the contributions of all individuals and offer an accessible and welcoming environment for visitors, volunteers, members and staff.

WE ARE - Innovative and Agile

- We nurture artistic creativity and research through a range of media and activities.
- We are a strong and reliable partner and believe in the cultivation of collaborative relationships.
- We encourage innovation and make room for risk-taking.

WE ARE - Passionate about Excellence

- We practice high museological standards.
- We continually push boundaries and explore new ground.
- We engage community through an accessible and welcoming center of learning.
- We steward our collection, make smart financial decisions and continually invest in our future.

STRATEGIC DIRECTION 1: Increasing our Impact

As the stewards of an important cultural collection, the Museum must amplify the impact of our permanent collection by creating new models for acquisition, exhibition, and interpretation. By activating the permanent collection with expanded research methodologies and interpretive approaches, we will highlight the relevance of textiles by making connections with issues and events that resonate with today's audiences.

Through our programming, we will offer a forum for diverse voices while working closely with contemporary interdisciplinary artists locally, nationally and internationally. Our outreach, exhibitions and educational programs will engage with local communities as essential to resource-sharing, collaboration, and audience building.

STRATEGIC DIRECTION 2: Expanding our Audiences

The Museum strives to be a community builder locally, provincially and nationally. We will ensure there is physical and virtual space to engage community interests and initiatives, including emerging curatorial collectives, school projects, accessible activities, and community arts collaborations. Enhanced outreach and inclusive planning processes will ensure program engagement and partnerships with local makers, educational institutions, Indigenous groups, craft guilds and service organizations, textile specific groups, youth, and diasporic community members.

STRATEGIC DIRECTION 3: Building a Better Home

We will implement physical and aesthetic improvements to the Museum's current home to enhance the visitor experience while increasing visibility. Parallel planning will look at the long-term feasibility of our facilities, considering both our current location and a potential new location.

Participatory audience engagement drives our facility's long-range plan; we will use our physical space and the virtual world to finding ways to include visitors as active participants, engaged in conversations with our collection and programming on- and offsite as well as through our online presence.

STRATEGIC DIRECTION 4: Growing our Organizational Culture

We will create an exemplary organizational culture to fuel every aspect of our work. The culture within the Museum will inspire every member of our human capital to achieve their goals while fostering innovative approaches that respond to both our mandate and the changing needs of our constituency.

STRATEGIC DIRECTION 5: Strengthening our Financial Resilience

To sustain our commitment to excellence, we will dedicate more resources to our annual operating budget which, at less than \$1.4 million in the past fiscal year, is considerably smaller than the budgets of those museums we consider to be our peers. By increasing annual giving and private sector support, and by strengthening our endowment while increasing government funding, we will provide improved resources to care for our collections, to present innovative exhibitions, and to develop educational programs that will reach every part of our community. We will reinforce and expand our technology infrastructure to help foster internal efficiency, enable data-driven decision-making, and support our efforts to reach a broad range of fully engaged audiences near and far.