Strategic Institutional Plan is one of the five core documents required to be an accredited museum. In May and June 2011, the Imperial Valley Desert Museum began writing a strategic plan after holding a series of public meetings to get input about what an open museum in Ocotillo might look like. The Strategic Plan that resulted from those meetings was approved by the museum’s board of directors in August 2011. This week, we begin the fifth year of that five-year plan.

In the next few months, we will begin to create a new Strategic Plan that will take us into the future. The first step of a new plan is to look back at what we set out to accomplish in 2011.

At the beginning of the strategic planning process the Board of Directors at the museum expressed the following desired outcomes:

- The open museum should:
  - represent knowledge and excellent research
  - provide public access to the museum’s collection, not one person
  - offer programs and tours that make the learning and fun

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As this objective also includes bringing the public to the museum and read. Every comment that we set out to accomplish in 2011.

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