

## GOALS

A dedicated commitment to achieving four overarching goals will be central to realizing our bold Vision for the Future:

- To dramatically increase our relevance to the people of Toronto and Ontario and become even more central to the life of our community.
- To ascend to the top tier of leadership in the global museum field.
- To transform our facility so that it welcomes and inspires all our visitors and delivers a distinctly 21st century museum experience.
- To significantly build our talent base and financial strength commensurate with the needs of a great 21st century museum.

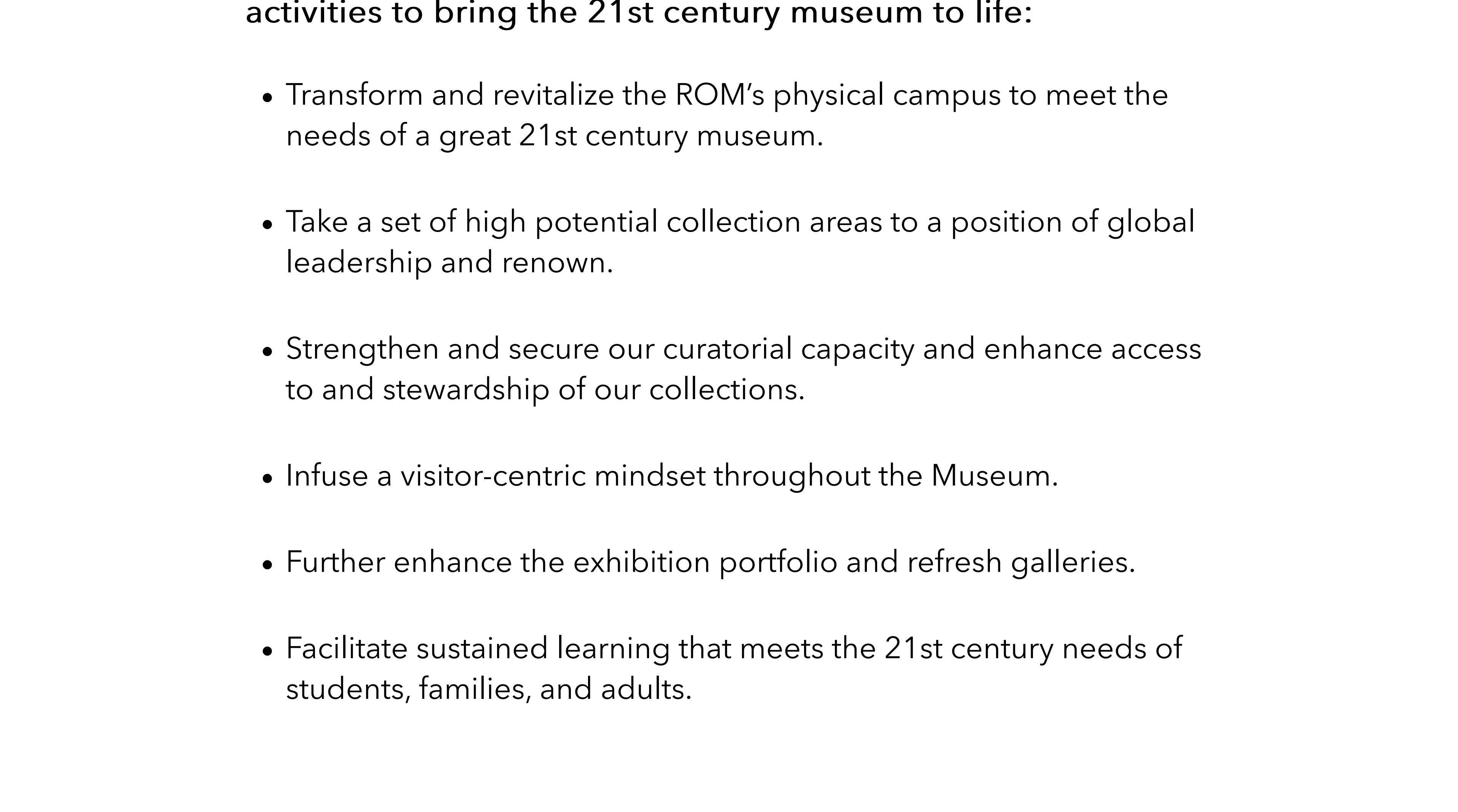


## STRATEGIES

Our strategies fall into three categories:

**Revolutionary**  
**Evolutionary**  
**Enabling**

Taken together, these interdependent strategies chart a course for realizing the ROM's vision of leadership as a great 21st century museum.



## OUR REVOLUTIONARY STRATEGIES

The 21st century ROM must think and act in fundamentally new ways. Revolutionary strategies reflect major shifts in mindset for the ROM and opportunities to break new ground in the museum field on 21st century frontiers:

- Establish the ROM as the undisputed focal point for cultural and community engagement.

- Build on our singular strengths encompassing art, culture, and nature to chart a new path for transdisciplinary practices.

- Lead the field by fully infusing digital thinking into a museum environment.

- Chart a new path for how museums in Canada can engage even more meaningfully with Indigenous communities.

- Launch a ROM Next Level Ideation Lab.



## OUR EVOLUTIONARY STRATEGIES

The 21st century ROM must adapt its traditional strengths to align with its 21st century ambitions. Evolutionary strategies reflect the ways the ROM will reshape existing resources and activities to bring the 21st century museum to life:

- Transform and revitalize the ROM's physical campus to meet the needs of a great 21st century museum.

- Take a set of high potential collection areas to a position of global leadership and renown.

- Strengthen and secure our curatorial capacity and enhance access to and stewardship of our collections.

- Infuse a visitor-centric mindset throughout the Museum.

- Further enhance the exhibition portfolio and refresh galleries.

- Facilitate sustained learning that meets the 21st century needs of students, families, and adults.



## OUR ENABLING STRATEGIES

The 21st century ROM must develop the financial resources, talent, and plan to enable the success of our vision:

- Build and develop our talent.

- Develop and implement the next major capital campaign for the ROM.

- Develop and implement a robust, dynamic, and detailed business plan.