

## PRIORTIZING BESSER MUSEUM GOALS

Goal 1: Foster an appreciation for art, history, and science **Can this be wrapped into Goal 4?**

Goal 2: Engage all ages, abilities, and interests of the public **Again can this be wrapped into Goal 4?**

Goal 3: Present the interconnected stories of Northeast Michigan **G**

Goal 4: Increase community awareness of museum services **C Do we know in fact what the level of community awareness is of the Museum? and how do we define "community", all of NE Mich? Is there merit to an all out brand and marketing effort in NE Michigan or just in the Alpena effort?**

Goal 5: Attract, train, utilize, and maintain Museum Volunteers and Staff **E**

Goal 6: Financial Stability to protect museum's assets **A**

Plus

7: Preservation/collections management **D**

8: Building Infrastructure Stabilization/Improvements **B**

9. Exhibits/Village/Fisheries Heritage **F**