

North Carolina Museum of Art

2026–2030 Strategic Plan



North Carolina
Museum of Art

NCMA
WS

The North Carolina Museum of Art activates the collective power of the arts, nature, and people to foster creativity, curiosity, and connection, serving as a model museum that nurtures lifelong learning and deepens multicultural understanding.

Guiding Values

These core values inform all strategic actions and decisions:

PEOPLE We curate environments and experiences with agility, remaining adaptable and responsive to the ever-evolving needs of individuals and communities.

SUSTAINABILITY We steward the People's Collection, preserve nature, and cultivate partnerships to ensure a thriving and resilient cultural ecosystem for the people of North Carolina.

ACCESSIBILITY We provide pathways to natural and cultural resources through inclusive campus design and programming.

COLLABORATION We work across campuses and with partners to form a unified whole that serves with an extensive reach.

LEARNING We commit to expanding visitor and staff capabilities through learning, skill building, and creative exploration.

ORGANIZATIONAL WELLBEING We operate with long-term organizational and financial sustainability in mind, securing a diverse mix of revenue streams, prioritizing our human resources, and attending to our facilities and grounds.



ABOVE Winston-Salem campus: Visitors enjoying the mural art exhibition *If These Walls Could Talk*

BELOW Raleigh campus: *Venice and the Ottoman Empire*

PREVIOUS PAGE Facade of the NCMA's West Building in Raleigh

Strategic Goals

GOAL 1

Create innovative approaches to presenting the People's Collection and the arts. Center the People's Collection and the arts as catalysts for creativity, dialogue, and learning, sparking inquiry, imagination, and connection as we strive to be an inspirational leader in the field of art museums.

- a. **Continue to grow the People's Collection while sharing its distinctive origins and history,** highlighting and encouraging human connection through gallery installations, exhibitions, storytelling, programming, tours, and publications.
- b. **Pilot new approaches to presenting indoor and outdoor exhibitions,** focusing on interpretation, design, and programming strategies that reflect stronger cross-disciplinary collaboration; offer multi-entry, interactive experiences; and allow for dynamic, surprising storytelling.
- c. **Expand the Museum's public impact** through the production and distribution of open-access scholarly publications and online resources, together with active participation in professional platforms.

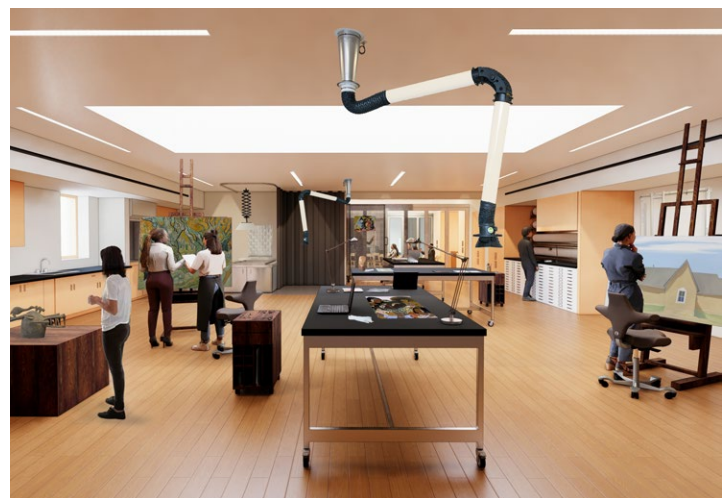


CLOCKWISE FROM TOP Raleigh campus: The African Galleries feature multimedia works from across the continent; the Museum Park continues to attract visitors of all ages; A monumental sculpture by Thomas J Price inspires a pose at the NCMA's *The Time Is Always Now* exhibition.

GOAL 2

Enliven our ecosystem. Invest in sustainable, inclusive, and inspiring environments and encounters, reflecting our commitment to the stewardship of arts, nature, and people.

- a. **Demonstrate investment in sustainable landscapes** by restoring natural habitats, improving accessibility, and increasing interpretation.
- b. **Revitalize the visitor arrival experience; exhibition, social, and performance spaces; and surrounding landscapes** to be more vibrant, convenient, and welcoming.
- c. **Launch NCMA W-S Downtown and reopen NCMA W-S** as havens of contemporary arts, culture, and education in Winston-Salem.
- d. **Build and open the Center for Art Conservation and Preservation**, including the public-facing Conservation Science Studio, as the preeminent facility in the southeastern United States and expand conservation programming.

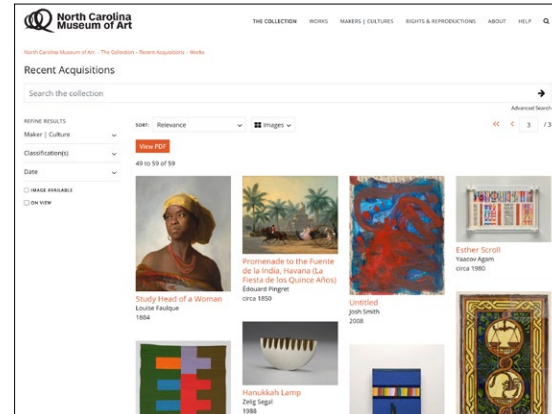


CLOCKWISE FROM TOP Raleigh campus: unnamed tributary restoration; rendering of the new Conservation Center, Courtesy of HH Architecture, design courtesy of Samuel Anderson Architects with HH Architecture; Winston-Salem campus: illustration of the redesigned Hanes House entrance, Courtesy of Szostak Design Inc.

GOAL 3

Extend a wide welcome. Continue to expand access to the arts and nature by fostering a welcoming culture on our campuses, across North Carolina, and in digital spaces.

- Advance digital resources** to increase access to and understanding of the People's Collection, sparking curiosity and connection, and promoting lifelong learning across North Carolina's 100 counties and beyond.
- Improve physical and programmatic accessibility** across campuses to create a more intuitive, universal, and comfortable experience for all visitors.
- Introduce consistent bilingual and multilingual communications**—beginning with Spanish language, American Sign Language (ASL), and braille—increasing accessibility to arts and nature.
- Enrich existing and establish new and lasting relationships** within North Carolina's Department of Natural and Cultural Resources and with our partners, artists, and the communities we serve, deepening our outreach across the state.



CLOCKWISE FROM TOP Greater accessibility: The People's Collection online; Raleigh campus: American Sign Language tours available with prior booking; NCMA Conservation team collaborates with the NC Museum of Natural Sciences on the *Dueling Dinosaurs* exhibit; NCMA outreach program at Lewisville Middle School's Maker Space

Glossary

Cultural ecosystem (n.): an environment that invites the public to reap the nonmaterial benefits of recreation, aesthetic enjoyment, and engagement with cultural heritage.

Open-access (adj.): available digitally in an html format (such as Quire), so that anyone can read the publication online and the publication can be updated as needed.

Professional platform (n.): a digital space or in-person gathering (such as the North Carolina Museum Council's annual conference) that facilitates participation in professional activities like skill development, networking, and sharing scholarship.

Universal (adj.): usable by everyone, to the greatest extent possible. Applies to virtual and in-person spaces.

Visitor (n.): a person who interacts with the NCMA's programs or facilities in person, offsite at an NCMA-hosted event, or virtually. NCMA staff, contracted workers, and volunteers are excluded from this definition.

Raleigh campus: docent-led public tour of the People's Collection

