



MUSEUM OF TEXAS TECH UNIVERSITY

Operating Policy

M/OP 2.4: Mission Statement and Related Statements and Goals

Date: August 2013

Purpose: The mission statement articulates the Museum's educational focus and purpose and its roles and responsibility to the public and its collections. This statement is supported by other statements and goals that outline how the Museum currently is implementing its mission.

Review: This document shall be reviewed at least every five years and amended as needed.

POLICY

Mission Statement

The Museum of Texas Tech University has been governed by a mission statement since its inception in 1929. The current version that was adopted in the late 1990s is:

The Museum of Texas Tech University, as an education resource for a diverse audience, collects, researches, and disseminates information about the natural and cultural heritage of local and related regions.

For certain strategic purposes, the mission statement is supported by this additional statement:

The Museum strives to attract and serve an expanding audience from local to international visitors through its exhibits and public programming, research collections, and academic programs, with an emphasis on community engagement and quality experiences and research excellence.

Vision Statement

To be a premier national museum, as a center of excellence in collections, research, and education.

Statement of Purpose

Established in 1929, the Museum is an educational, scientific, cultural, and research element of Texas Tech University. The Museum is a multi-faceted institution composed of the main building, Moody Planetarium, Natural Science Research Laboratory, and Lubbock Lake Landmark. The Museum hosts the academic Museum Science and Heritage Management graduate program.

Scope of Collections

The general scope-of-collections is Texas, the North American Southwest, and similar geographic regions.

Strategic Goals and Objectives

The Museum has identified strategic goals and objectives to measure how it is meeting each goal. The present goals and objectives, adopted in February 2012, are:

- Goal 1. Generate excellence in public and academic programming
 - Increase quality of public program offerings
 - Evaluate relevance and effectiveness of academic program offerings
 - Increase student recruitment efforts and funding incentives
- Goal 2. Further community engagement
 - Increase collections-based exhibits while balancing gender and age group considerations
 - Increase opportunities for joint exhibits and programming with local and regional museums and similar entities
 - Increase opportunities for joint programming with campus departments and units
 - Increase usage of facilities by campus departments and units
- Goal 3. Foster and enhance collections-based research
 - Expand creative scholarship with the art and humanities collections
 - Increase research activities that translate into exhibits and programming
 - Create and strengthen in-house opportunities
 - Create opportunities for attracting external scholars and partnerships
- Goal 4. Acquire and maintain quality collections
 - Finalize the Museum's strategic Collections Plan for growth and development of the collections
 - Increase pro-active collecting activities
 - Augment collections management activities with technological advances

Goal 5. Institute environmental sustainability

- Formalize recycle program
- Develop a sustainability plan
- Seek Leadership in Energy and Environmental Design (LEED) certification for new construction

Goal 6. Sustain high standards of museum professional practices

- Maintain American Alliance of Museums accreditation status
- Maintain American Society of Mammalogists accreditation status
- Maintain Texas Historical Commission Curatorial Facility certification status
- Exceed current accreditation standards