

wichita art  
museum

strategic  
*plan*

2018 → 2023

build  
community

enrich  
lives





# MISSION

The Wichita Art Museum brings people, ideas, and American art together to enrich lives and build community.





# VISION

The Wichita Art Museum strives to be a national model of excellence as a regional museum devoted to American art.



## EXECUTIVE SUMMARY

THE WICHITA ART MUSEUM will celebrate its 85th anniversary in 2020. An early principle of its founding, one that continues to characterize the museum today, is the partnership between the museum and the City of Wichita. The museum has always taken seriously the need to fulfill a mission that serves the people of Wichita and contributes to the social, civic, and economic well-being of the city.

In the last five years, the museum has increased attendance by 40 percent and public program engagement by 165 percent. In 2017, 70,300 individuals and families attended museum exhibitions and programs, a high watermark in recent decades. The museum has reached out to families, seniors, students, and young people to cultivate relationships that are durable and extend beyond a single experience. The Art Garden, opened in 2015, has extended the museum beyond its walls with sculpture and landscaping that enliven the outdoor space around it. Open 24 hours, the Art Garden is a singularly inviting space, bringing people together to experience art and nature as an everyday part of life.

The museum is fiscally sound, having weathered the recession by carefully controlling costs. The City of Wichita supports important improvements to the museum building and appreciates the need to maintain an environment that protects the museum's collection. The museum has cultivated a loyal and generous donor base and benefits from an engaged and active board that takes its responsibilities seriously.

Over the course of the director's tenure, the quality and sophistication of exhibitions and programs have grown—attracting new audiences. New public programs and events, many taking place in the Art Garden, bring the community together. The museum's collection has also grown by 26 percent in the past five years, and the museum has notable collections of Americana, works on paper, glass art, holdings in the work of Edward Hopper and his circle, and 19th century American art. In spring 2018, the museum opened *Monet to Matisse: French Moderns from the Brooklyn Museum*, a stellar example of the caliber of art and of audience impact that the museum envisions for the community. 1,152 members joined or renewed during the run of the exhibition, and it attracted 67% more visitors than during the same period in 2017.



The Wichita Art Museum began the strategic planning process as a way to assess the museum's growth and development and respond to new opportunities. The planning process also provided a framework for appreciating the demands that the museum's growth placed on the capacity of staff, facility, and systems to maintain operational and programmatic quality, and the kinds of investments required to maintain core activities as well as plan for the future.

The museum entered into planning having engaged in two significant and deeply reflective activities in 2015 and 2016. One was an internal visioning process that challenged the board and director to look into the museum's future with imagination and ambition. The other was a listening tour that invited a broad array of community members to reflect on their experience of the museum, its perceived role in their lives and in the community, and ways in which that role could be strengthened.

| 5

The strategic initiatives that emerged reflect the museum's commitment to:

- extend the museum's reach and impact, particularly to audiences and places in the community that haven't traditionally engaged with the museum;
- raise the profile of the museum and increase national awareness of the quality of the collection and curatorial work in order to attract significant exhibitions, thought leaders, and artists to Wichita; and
- invest in the museum's core functions and build long-term financial stability through critical increases in endowment support.

Running through the plan is a commitment to pursue new partnerships and collaborations, particularly with organizations that serve children and young people. In addition, having expanded the number of visitors in the last five years, the museum is committed to making the museum an accessible and rewarding public space for the community, offering people great art and a great environment in which to enjoy it.



## STRATEGIC INITIATIVES

The Wichita Art Museum has identified five strategic initiatives to guide and inspire its work over the next five years:

**1 Expand WAM's long-term impact in the community, by focusing particularly on children and families**

The museum will focus on establishing life-long relationships with children and young people in the community, particularly those beyond the traditional museum-going public in Wichita. To achieve that, it intends to extend its work through new partnerships and collaborations with schools and community-based organizations in Wichita, and expand and enrich the educational resources available to families, teachers, and students.

**2 Raise WAM's reputation and prestige regionally and nationally**

The quality of WAM's collection and its curatorial work warrant greater recognition on a national scale. The museum will raise the bar for the museum and the city by becoming more active and visible in the museum community, enabling WAM to bring prominent exhibitions to Wichita, secure major loans of artwork for its projects, and engage with leading art-world speakers and innovators.

**3 Elevate the visitor experience**

The museum is committed to assuring that all members of the Wichita community see the museum as theirs. The museum will assure that a first-time visitor feels welcome and is motivated to return, and that long-time visitors continue to find the museum a rewarding experience.



#### **4 Expand the museum's capacity to work smarter and more strategically with targeted investments in technology**

To achieve its goals and maintain the quality and effectiveness of its current operations and programs, the museum must upgrade technology capacity across the organization. Technology investments will amplify the museum's public value through improvements to communications and greater access to its collections, programs, and educational resources.

#### **5 Build core organizational capacity**

The museum's long-term success relies on financial stability and sustainability, the ability to attract and retain the people it needs to reach its goals, and facilities that preserve the collection and serve the public. The museum intends to complete a major endowment campaign and continue to strengthen and diversify its sources of support. It will ensure that a strong board provides guidance and oversight as well as models generosity and engagement, and that the staff has the expertise and tools it needs to be effective.



## TIMING AND RESOURCE NEEDS

The strategic plan has a five-year horizon. Financial and operational plans will focus on initiatives to be undertaken or completed within a three-year period. The museum must retain the flexibility to pursue new opportunities that advance the mission and are consistent with the plan's overall goals and direction.

The museum has current resources and the confident anticipation of new resources for the majority of the activities envisioned in the plan. Over the most recent five-year period, WAM has experienced a 44 percent growth in its operating budget, a reflection of sustained increases in contributed income, particularly among individual donors and members, and growth in rental income and public events. The strategic plan includes the completion of a \$12 million endowment campaign. Additions to the endowment will increase the museum's unrestricted operating income and enable WAM to invest in staff and core operating expenses, including improvements to communications, curatorial activities, and development.

The plan envisions one-time investments to improve the visitor experience, including significant improvements to the museum's entrance and public gathering spaces throughout the building and Art Garden. Much of the projected growth in development as well as the commitment to a stronger, more responsive communications strategy rely on a museum-wide investment in technology and ongoing training and development of staff in its use.

To fund one-time investments in management capacity and significant improvements to the visitor's experience, the museum will draw on restricted funding in hand, and the use of a prudent percentage of accrued operating reserves. These investments are projected to total approximately \$2 million over the five-year span of the plan. The availability of resources enables WAM to implement these activities in years one through three.

Certain activities will be contingent on acquiring new funding; implementation of those activities will either be undertaken when funding is in hand, or they will be scaled to put a pilot effort in place to evaluate their feasibility and potential impact.







## THE CONTINUOUS AGENDA

The strategic plan highlights goals and activities that will “move the needle” for the museum. The plan will be achieved by expanding, extending, or initiating a range of activities that require specific, dedicated resources to accomplish and that rely on the focused engagement of staff across the museum for success.

The museum must also continue on a daily basis to accomplish critical work at high standards. This requires maintaining ongoing professionalism, expertise, commitment, and access to adequate human and financial resources. The activities comprising the continuous agenda are significant parts of the museum’s annual budgets and work plans.

In addition to working toward the achievement of the strategic initiatives set out in the plan, the museum will continue its work to:

- present the collection in new ways and offer high-caliber touring exhibitions
- maintain an active schedule of stimulating public programs that maintain the liveliness of the museum and campus
- continue core resource development activities, including membership and special events that raise funds and engage new supporters
- continue the positive alliance with the City to update and maintain excellent facilities
- strengthen collections management and conservation
- work collaboratively with the Friends on shared goals for the museum
- deepen the museum’s association with and regard for Wichita’s artists and creative community.



## ABOUT THE PLANNING PROCESS

Beginning in August 2017 and continuing through early April 2018, WAM engaged in an active, formal planning process. At the April board meeting, the board reviewed a strategic plan that identified five core strategic initiatives. Following, WAM's management team and board planning group continued to work through the end of April to determine the resources required to implement the plan, set out a timetable for undertaking new or significantly enhanced activities, and identify benchmarks to measure results and provide a framework for evaluation.

While the formal planning process took approximately nine months to complete, it was informed and influenced by a board-led visioning exercise undertaken in 2015, and a community-wide listening tour in 2016 that engaged a broad cross-section of the museum's constituencies. These activities activated a sense of possibility within the museum and provided instructive insights into how the museum was perceived and valued by the community.

Maureen Robinson, a planning consultant with a background in the museum field, facilitated the planning process. The process was designed to engage board and staff in meaningful ways at key points in the development of the plan, including a daylong retreat. It also engaged with a range of stakeholders. These included interviews with trustees and staff and meetings with business and civic leaders; long-time patrons, the Friends of WAM; representatives of the Murdock Society and other support entities; docents, teachers and artists.

The process was led by a carefully chosen board planning team and by a management team that represented key functions within the museum. The board planning team met regularly to reflect and comment on the elements of the plan as they evolved. The management team participated in a range of analytical exercises that considered the opportunities and constraints in the museum's immediate future, and scrutinized current programs for their alignment with mission as well as their relevance, impact and sustainability.

The members of the board and staff planning teams as well as a full list of stakeholder interviews can be found in Appendix B.







## MEASURES OF SUCCESS

Attendance growth from 70,000 to 100,000 annually,  
reflecting a **100% INCREASE** from 2012 to 2022

50,402 to 70,301 for 2012–2017 **40% INCREASE**

70,301 to 100,000 for 2018–2023 **42% INCREASE**

First WAM-organized nationally touring exhibition in over 20 years, last in 1997

Two large-scale, site-specific artworks gracing public spaces

Major endowment campaign completed

Major school initiative to inspire a community of museum-going and arts  
participation launched

Interactive Living Room as dynamic social space

Earned revenue growth from \$570,000 in 2017 to \$687,000 in 2023,  
reflecting a **20% INCREASE** from 2017 to 2022

\$320,000 to \$570,000 for 2012–2017 **77% INCREASE**

\$570,000 to \$687,000 for 2018–2023 **20% INCREASE**

Membership growth from 768 to 2,000,  
reflecting a **160% GROWTH** from 2012 to 2022

768 to 1,014 for 2012–2017 **32% INCREASE**

1,014 to 2,000 for 2018–2023 **97% INCREASE**

Three new collection publications nationally distributed, first in over 20 years

Critical facility upgrades—new HVAC, Audio Visual, Wi-Fi, gallery lighting

WAM transformed to welcoming, visitor-centered hub—new and improved  
Entry, Great Hall, Art Garden, signage, maps, engagement guides

# STRATEGIC INITIATIVES

I. Expand WAM’s long-term impact in the community by focusing particularly on children and families	
STRATEGIES	ACTIONS
<p><b>a.</b> Develop partnerships with community and youth-serving organizations to reach those with traditionally limited access to the museum</p>	<ul style="list-style-type: none"> <li>■ Prioritize community organizations that serve an under-represented audience</li> <li>■ Develop off-site programs and activities that serve new audiences where they live and play</li> <li>■ Introduce more children and young people to the museum experience</li> <li>■ Create a staff position dedicated to cultivating and supporting an expanded network of community partners</li> </ul>
<p><b>b.</b> Enrich the education experience for:</p> <p>(1) Families</p>	<ul style="list-style-type: none"> <li>■ Make the Living Room a resource-rich destination for families at the start and at the end of museum visits, enabling children to experience art in meaningful and enjoyable ways</li> <li>■ Create family guides and gallery resources for use with permanent and temporary exhibitions</li> <li>■ Develop hands-on components in galleries</li> </ul>
<p>(2) Teachers</p>	<ul style="list-style-type: none"> <li>■ Develop teacher advisory committee</li> <li>■ Develop online tools for richer tour experiences— pre- and post- tour classroom activities</li> <li>■ Hold 1-2 teacher events at museum per year, connected to new exhibitions</li> <li>■ Offer free admission to all K-12 teachers</li> </ul>
<p>(3) Youth (students)</p>	<ul style="list-style-type: none"> <li>■ Expand and enrich programs and experiences for high school students</li> <li>■ Provide every student visiting WAM on school tours with a special family pass— for a return visit</li> <li>■ Collaborate with Wichita youth-serving organizations to develop afterschool partnership programs that incorporate regular activities at WAM</li> </ul>



<p>C. Provide every student in one primary grade in Wichita with an enriched experience of the museum</p>	<ul style="list-style-type: none"> <li>■ Develop a pilot program to identify the elements, including optimum grade level, needed to successfully scale a city-wide program in partnership with K-12 Wichita schools</li> <li>■ Create a planning group of educators, school-system and community leaders to advise on the pilot school-based program</li> <li>■ Build alliances with the Wichita school district and the City supportive of the initiative’s goals</li> <li>■ Launch teacher outreach for developing resources and methodology for using the museum in core curriculum</li> <li>■ Evaluate the experience of teachers and principals in participating schools to improve and expand the initiative</li> </ul>
---	---

**BENCHMARKS**

- Increase the community collaboration partners by 65% from 30 in 2017 to 50 in 2023.
- Increase off-site partner activities by 400%, from 10 annually in 2017 to 50 annually in 2023.
- New online classroom teaching materials available in 2021.
- Increase youth education program attendance onsite by 20% from 9,825 in 2017 to 10,022 in 2023.
- Increase school tour attendance by 20% from 3,385 in 2017 to 4,062 in 2023.
- New major city-wide, school-based museum tour initiative launched in 2023.

**II. Raise WAM’s reputation and prestige regionally and nationally**

STRATEGIES	ACTIONS
<p>a. Organize exhibitions for national travel</p>	<ul style="list-style-type: none"> <li>■ Develop a touring exhibition of the Americana collection</li> <li>■ Explore development of regional tours for distinct collection strengths</li> </ul>
<p>b. Publish and disseminate publications focused on key collections</p>	<ul style="list-style-type: none"> <li>■ Identify scholarly and curatorial expertise to produce a series of publications on collections strengths [Early modern American painting; American works on paper; Edward Hopper and his circle; 19th century American art; glass art]</li> <li>■ Engage a publishing partner to expand distribution of the series</li> </ul>
<p>C. Strengthen curatorial capacity</p>	<ul style="list-style-type: none"> <li>■ Invest resources to expand participation in professional conferences and training programs</li> <li>■ Invest in regional networking</li> <li>■ Add additional curatorial staff to execute ambitious projects and collection research</li> </ul>

<p><b>d.</b> Improve access and content of the art collection online</p>	<ul style="list-style-type: none"> <li>■ Develop greater content about the significant works in collection and on areas of collections strength</li> <li>■ Research software to link collection data with website platform</li> <li>■ Implement improved collection management database</li> <li>■ Produce new high-resolution photography of the collection to meet contemporary standards and demands</li> </ul>
<p><b>BENCHMARKS</b></p> <ul style="list-style-type: none"> <li>■ Americana Collection exhibition on national tour with accompanying catalogue in 2022.</li> <li>■ Two WAM collection publications distributed nationally by 2023.</li> <li>■ Murdock Collection, Prairie Print Makers, Americana Collection, and other significant works with high-resolution photography on website in 2022.</li> <li>■ New Collection Management System installed allowing better collection access and images of WAM artwork in 2022.</li> </ul>	
<p><b>III. Elevate the Visitor Experience</b></p>	
<p><b>STRATEGIES</b></p>	<p><b>ACTIONS</b></p>
<p><b>a.</b> Transform the experience of entering the museum</p>	<ul style="list-style-type: none"> <li>■ Improve the admission and visitor service areas, including initial visitor amenities and information</li> <li>■ Activate the lobby area, make the immediate experience engaging (daily schedule; signage; promotion of current exhibitions, the restaurant and store)</li> <li>■ Commission a major art work for the lobby</li> <li>■ Modify the (entrance) east door to improve physical accessibility to the museum for visitors who need to be accommodated</li> </ul>
<p><b>b.</b> Create visitor-friendly spaces throughout the museum</p>	<ul style="list-style-type: none"> <li>■ Create “hang out” areas in the Great Hall with flexible seating, wifi access, extended restaurant seating</li> <li>■ Redesign the Living Room to offer families and general visitors a comfortable space for enrichment and interaction</li> <li>■ Refresh and enliven the Art Studio</li> <li>■ Incorporate learning and hands-on components into the design of galleries</li> </ul>





<p><b>C.</b> Create a more engaging and sympathetic experience for visitors as they begin their visit</p>	<ul style="list-style-type: none"> <li>■ Improve signage and way finding throughout the museum</li> <li>■ Provide visitors with a map and other navigation guides that are easy to read and use (physical, online, interactive)</li> <li>■ Offer resources and suggestions that support a range of experiences (highlights of the permanent collection, guide for families with children)</li> <li>■ Create a museum-wide culture of welcoming and engaging visitors</li> </ul>
<p><b>d.</b> Use the exterior and approach to the museum to draw visitors</p>	<ul style="list-style-type: none"> <li>■ Install exterior signage that announces the museum and its hours of operation</li> <li>■ Improve signage for parking and entering the museum</li> <li>■ Improve exterior signage to promote temporary exhibitions, community activities</li> </ul>
<p><b>e.</b> Enhance the use and enjoyment of the Art Garden</p>	<ul style="list-style-type: none"> <li>■ Offer programs and activities that invite the public to spend time in the Art Garden (refreshments, public activities)</li> <li>■ Highlight the Art Garden in visitor information shared at the museum entrance</li> <li>■ Provide a map and other information about the art works and native plants</li> </ul>
<p><b>BENCHMARKS</b></p> <ul style="list-style-type: none"> <li>■ Museum entry transformed to welcoming space in 2020.</li> <li>■ Farha Great Hall transformed to inviting hang out with good wayfinding in 2020.</li> <li>■ Boeing Foyer artwork completed in 2020, and Ruffin Rotunda artwork completed in 2023.</li> <li>■ Living Room and Art Studio renovated and activated as interactive, busy areas with high-volume usage in 2020.</li> <li>■ Art Garden in constant use during good-weather seasons with leisure furniture in 2020.</li> </ul>	
<p><b>IV. Expand the museum’s capacity to work smarter and more strategically with targeted investments in technology</b></p>	
<p>STRATEGIES</p>	<p>ACTIONS</p>
<p><b>a.</b> Create a plan for the acquisition and implementation of museum-wide investments in technology</p>	<ul style="list-style-type: none"> <li>■ Retain consulting expertise to audit the museum’s technology uses and needs and recommend appropriate investments</li> <li>■ Research art museum “best practices” in technology use and investment to guide investments</li> </ul>

<p><b>b.</b> Increase staff capacity and expertise in using 21st-century technology</p>	<ul style="list-style-type: none"> <li>■ Add staff with expertise to maintain and trouble-shoot technology across museum functions</li> <li>■ Provide in-depth training and support for the full utilization of new software and equipment by managers and front-line staff</li> <li>■ Provide ongoing training and professional development to maintain overall staff competence in using technology</li> <li>■ Emphasize the expectation across the museum that staff must be proficient in using the technology necessary for their work</li> </ul>
<p><b>C.</b> Improve critical museum functions</p> <p>(1) Communications Change the pace, quality, and originality of how the museum communicates and draws people to it</p>	<ul style="list-style-type: none"> <li>■ Develop an institutional marketing plan that reflects and prioritizes technology investments</li> <li>■ Implement communications efforts across multiple platforms, including print/digital/social media, with an emphasis on repurposing content across multiple channels</li> <li>■ Train and encourage staff across the museum to regularly report on museum activities using social media</li> </ul>
<p>(2) Access Improve the access of public and targeted audiences (families, teachers, art historians/curators) to information</p>	<ul style="list-style-type: none"> <li>■ Reimagine the museum’s website with more attention paid to functionality</li> <li>■ Integrate technology into the visitor experience</li> <li>■ Develop information and content in web-friendly formats</li> <li>■ Improve and increase access to collections data</li> <li>■ Enhance web-based educational resources</li> </ul>
<p>(3) Resource development and data management</p>	<ul style="list-style-type: none"> <li>■ Improve visitor and member data collection for planning and evaluation purposes</li> <li>■ Unify donor, member, visitor, and event sales into a central data base</li> <li>■ Improve financial and programmatic analytic tools</li> <li>■ Add staff position to centralize and streamline data entry and management</li> </ul>

**BENCHMARKS**

- Develop and implement an institutional marketing plan aligned with new communication platforms in 2019.
- Create and launch new website design and promotion system in 2020.
- Increase social media likes on Facebook by 100% from 12,806 in 2017 to 25,612 in 2023.

- Increase social media likes on Instagram by 100% from 2,087 in 2017 to 4,174 in 2023.
- Increase social media followers on Twitter by 100% from 6,572 in 2017 to 13,144 in 2023.
- Increase unique website visitors by 30% from 55,437 in 2017 to 72,068 in 2023.
- Increase website page views by 30% from 208,183 in 2017 to 270,638 in 2023.
- Upgrade donor/member/ticket data collection and analysis in 2021.

## V. Build Core Organizational Capacity

STRATEGIES	ACTIONS
<p><b>a.</b> Complete major endowment campaign</p>	<ul style="list-style-type: none"> <li>■ Develop case, funding options, materials</li> <li>■ Begin the silent phase of project</li> <li>■ Develop and implement the public phase with community outreach</li> <li>■ Successfully raise \$10-\$12 million for long-term sustainability</li> </ul>
<p><b>b.</b> Increase financial sustainability</p>	<ul style="list-style-type: none"> <li>■ Increase revenue from current earned income activities (café, museum store, events, facility rentals)</li> <li>■ Target growth in individual giving (number of donors, giving levels, annual giving)</li> <li>■ Grow Murdock Society, Contemporaries, and Moderns to increase their financial impact</li> <li>■ Grow membership in key categories (family, certain levels or giving circles)</li> <li>■ Retain a grant writer to increase grants from foundations and federal arts/humanities programs</li> </ul>
<p><b>c.</b> Strengthen governance</p>	<ul style="list-style-type: none"> <li>■ Establish a Board Development Committee</li> <li>■ Increase strategic focus on building a diverse, inclusive board</li> <li>■ Undertake regular board assessments</li> </ul>
<p><b>d.</b> Strengthen governance</p>	<ul style="list-style-type: none"> <li>■ Complete critical facility improvements</li> <li>■ Replace the HVAC system</li> <li>■ Update audio-visual technology in Farha Great Hall, Beren conference room, and front entry</li> <li>■ Replace gallery lighting</li> <li>■ Improve wifi access throughout the building</li> </ul>

<p>e. HR development (training, professional development)</p>	<ul style="list-style-type: none"> <li>■ Invest in new staff to achieve goals in curatorial, education, technology and management initiatives</li> <li>■ Provide resources for ongoing staff development</li> </ul>
<p><b>BENCHMARKS</b></p> <ul style="list-style-type: none"> <li>■ Major Endowment Campaign completed in 2023.</li> <li>■ Grow number of donors through gifts and annual fund by 50% from 160 (145 individuals and 15 organizations) in 2017 to 240 in 2023.</li> <li>■ Grow membership by 100% from 1,014 in December 2017 to 2,000 members in 2023.</li> <li>■ Grow Moderns Membership with 25 new members.</li> <li>■ Increase Murdock members by 15% from 184 Murdock members in December 2017 to 210 in 2023.</li> <li>■ Increase WAM Contemporaries event attendance 20%, from 500 people in 2017 to 600 people in 2023.</li> <li>■ Complete critical facility improvements—HVAC, AV, renovations, gallery lighting by 2023.</li> </ul>	







# PHASING

## 2018

- Find and contract technology consultant
- Design and planning for Living Room
- Start Teacher Advisory Committee—Start Teacher events
- Start new Moderns membership
- Update AV in Farha Great Hall and Beren Room
- Add administrative support staff

## 2019

- Technology audit—determine new software with consultant
- Contract consultant and develop WAM marketing plan
- New navigation print materials—cool building map, Do-You-Get-It guides, What To Do @ WAM guide
- New education materials—family guides, gallery stations, Art Garden map
- HVAC construction begins in fall—Lobby renovation construction
- Lobby renovation and new lounge furniture for Lobby and Great Hall
- Living Room renovation plus Art Studio refresh
- Add Partnership Coordinator, Add Curatorial Assistant, Add IT technology support

## 2020

- \$12 million Endowment campaign completed
- Adopt and implement new software
- Expanded, updated website
- HVAC construction continues through spring—climate testing through fall
- Start new partnership programs in community
- New commissioned artwork in Lobby
- Wayfinding study completed and new signage inside and outside
- First WAM collection publication completed
- Conservation survey of Americana collection

## 2021

- New online classroom materials for pre-and-post school tours
- Start photography of high-resolution images for most of collection
- Submit federal grant application for major school initiative

## 2022

- Americana collection exhibition opens and starts national tour—Americana publication completed
- New collection database

## 2023

- New commissioned artwork in Rotunda by Beren Room
- Second WAM collection publication completed



# LEADERSHIP AND INTERVIEWS

## Board Strategic Plan Group

Sondra Langel, chair  
Paula Downing, secretary  
Jeff Kennedy  
Mike Michaelis, immediate past chair  
Chris Shank, treasurer  
Jeff Van Sickle, vice chair

## Board interviews

Ann Bauer  
J. Eric Engstrom  
Chris Angel Gomez  
Sonia Greteman  
Helen Healy  
Robert Layton, Manager, City of Wichita  
Martha Linsner  
Becky Middleton  
Todd Ramsey  
Debbie Sinclair  
Marni Vliet Stone  
(facilitated the 2016 community listening tour)  
Gil Trout  
Sue Watson

## Management Team

Patricia McDonnell, director  
Kourtney Carson, director of development  
Kirk Eck, imaging and installation manager  
Jan Harper, assistant museum director,  
finance and human resources  
Tera Hedrick, curator  
Courtney Spousta, curator of education  
Leslie Servantez, registrar  
Teresa Veazey, PR manager

## Staff interviews

Teri Poynter, assistant to the director  
Neva Thiessen, Art Start coordinator  
Liz Webb, education coordinator

## Volunteer and support organizations

WAM docents  
Friends of the Wichita Art Museum Board  
Suzie Ahlstrand, Murdock Society

## Meetings with stakeholders and community representatives

Artists  
Board of Friends of the  
Wichita Art Museum  
Wichita City School District:  
High school art department  
heads and faculty  
Elementary school teachers

## Business leaders

Jeff Turner

Colby Sandlian

Jason Gregory, Wichita Downtown Development

## Cultural and education leaders

Bob Workman, Ulrich Museum of Art, Wichita State University

Lou Heldman, vice president, strategic communications,  
Wichita State University

Mark McCormick, The Kansas African American Museum

Jan Luth, Exploration Place

Eric Cale, Wichita-Sedgwick County Historical Museum



# WICHITA ART MUSEUM BOARD OF TRUSTEES

## 2018 Executive Committee

Sondra Langel—Chair (Philanthropist)  
Jeff Van Sickle—Vice Chair (Retired GLMV Architecture)  
Chris Shank—Treasurer (Insurance Executive—USI Midwest)  
Becky Middleton—Secretary (Community Volunteer)  
Mike Michaelis—Immediate Past Chair (Former Chair – Emprise Bank)

## Members At Large

Sonia Greteman (CEO—The Greteman Group)  
Robert Layton (City Manager—City of Wichita)  
Jeff Kennedy (Attorney—Martin Pringle Attorneys at Law)

## Board of Trustees

Prisca Barnes (Executive Director—Storytime Village)  
Ann Bauer (Community Volunteer)  
Lathi de Silva (Managing Director—Sullivan Higdon & Sink)  
J. Eric Engstrom (Retired Attorney—Fleeson Gooing)  
Sharon Fearey (Independent Civic & Social Organization Professional)  
Toni Gates (Philanthropist)  
Chris Angel Gomez (Celebrity Cruises)  
Helen Healy (Philanthropist)  
Lou Heldman (VP for Strategic Communications—Wichita State University)  
Trish Higgins (Art Advisor—Trish Higgins Fine Art)  
Martha Linsner (President—TCK, The Trust Company of Kansas)  
Megan Lovely (Communications & Special Events Manager—City of Wichita Mayor’s Office)  
Gayle Malone (Community Volunteer)  
Naama Marcos (Creative Director—Visual Fusion Graphic Design Studio)  
Jill D. Miller (Finishing School for Modern Women)  
Richard Overby (Realtor—Weigand)  
Todd Ramsey (Founder—Apples & Arrows)  
Adriene Rathbun (Chef)  
Debbie Sinclair (Community Volunteer)  
Elizabeth Stevenson (Artist and Architect—Fisch Haus)  
Marni Vliet Stone (President—Marni Vliet Strategy)  
Gil Trout (UMB Bank)  
Martha Walker (Philanthropist)  
Sue Watson (Community Volunteer)  
Alex Williams (President & CEO—Halstead Bank)







## ABOUT THE CONSULTANT

Maureen K. Robinson is the author of *Nonprofit Boards that Work: The End of One-Size-Fits-All Governance*, published by John Wiley & Sons. She is a consultant and speaker on topics relating to the leadership, governance and management of the nonprofit sector. In her work with nonprofit organizations, she focuses on strategic planning, governance, organizational development, and board and management assessments.

Ms. Robinson founded the education program at the National Center for Nonprofit Boards, now BoardSource. During her eight-year tenure, she brought information, ideas and services to a broad cross-section of nonprofit organizations in the U.S. and abroad about the value of governance and its role in strengthening the effectiveness of the independent, nongovernmental sector. Among the programs she created are an international consulting practice, an annual conference with a unique focus on nonprofit governance, and training programs for consultants and management assistance providers.

Prior to joining BoardSource, Ms. Robinson held a variety of positions in the museum field. She was the director of legislative affairs at the American Association of Museums, and served in the Office of the Assistant Secretary of Museums at the Smithsonian Institution, where she conducted executive-level searches and managed special projects.



# WICHITA ART MUSEUM

1400 West Museum Boulevard  
Wichita, Kansas 67203  
[wichitaartmuseum.org](http://wichitaartmuseum.org)  
Instagram: @wichitaartmuseum  
Twitter: @WAMinWichita