We acknowledge and are mindful that CSU, Chico stands on lands that were originally occupied by the first people of this area, and we recognize the Mechoopda and their distinctive spiritual relationship with this land and the waters that run through campus. We are humbled that our campus resides upon sacred lands that once sustained the Mechoopda people for centuries.

Dr. Janet Turner, late emeritus faculty in the Department of Art and Art History, had an unwavering commitment to diversity, equity, access, and inclusion. Since its foundation in 1981, the Janet Turner Print Museum at California State University, Chico has enhanced our campus and community by affording the public free and open access to the museum’s extensive art collection. This strategic plan, a product of many months of conversation and consultation, celebrates and furthers Dr. Turner’s goal of making the widest variety of art accessible to the widest possible audience.

Dr. Tracy Butts
Interim Dean, College of Humanities and Fine Arts

THE TURNER IS COMMITTED TO THE STRATEGIC PRIORITIES OF CSU, CHICO:
• EQUITY, DIVERSITY, AND INCLUSION
• CIVIC AND GLOBAL ENGAGEMENT
• RESILIENT AND SUSTAINABLE SYSTEMS

MISSION STATEMENT
STRATEGIC PRIORITIES
COLLECTION & PROGRAM
ORGANIZATION & COMMUNITY
IDENTITY
PROCESS & PARTICIPATION
The Janet Turner Print Museum at California State University, Chico advances the art of printmaking by making its international collection accessible to the people of Northern California and beyond. We engage a diverse public through stimulating exhibitions, programming, and study to inspire reflection, collaboration, and action.

Adopted October 22, 2019
COLLECTION
Acquire purposely to enhance the diversity of the print collection and uphold museum founder Janet Turner’s intention to honor the wealth of printmakers’ voices. Invest in the care of the collection, and expand access and education by completing a digital archive.

PROGRAM
Encourage exploration through innovative exhibitions, public events and educational opportunities that celebrate the print collection and contemporary printmaking. Work collaboratively, build partnerships, and invite diverse perspectives to enrich interpretation of and experience with the collection, widening the audience for and conversations about art.

ORGANIZATION
With leadership and support from the College of Humanities and Fine Arts, ensure appropriate museum staffing to meet the needs of the Museum and Archive. Develop and strengthen a diverse Advisory Board of Directors who are at the forefront of comprehensive fundraising and advocacy for The Turner.

COMMUNITY
Foster an inclusive environment that inspires exploration, reflection, and connection with art, warmly welcoming audiences of all ages, cultivating a spirit of civic and global engagement.

IDENTITY
Build a Museum identity that expands recognition of and support for The Turner Print Museum across Northern California, and beyond.
Acquire purposely to enhance the diversity of the print collection and uphold museum founder Janet Turner’s intention to honor the wealth of printmakers’ voices. Invest in the care of the collection, and expand access and education by completing a digital archive.

- Complete a digital archive of all prints and additional resources (selected steps, plates, blocks, etc.) to increase access and facilitate exploration of the collection.
- Broaden the Archive Study Program to include public programming and events.
- Build the Acquisition Endowment to allow for the annual purchase of significant prints.
- Annually award the Janet Turner Print Prize for Excellence in the Arts to a worthy individual, group or organization by purchasing an important print for the collection.
- Purchase appropriate storage systems and equipment to store framed and oversized prints.
- Update the Collection Management Policy and create a Collection Plan.
- Share the collection beyond campus by taking prints to schools and other outreach sites, as well as actively explore possibilities to loan prints for traveling or collaborative exhibitions in regional galleries, museums and other facilities with appropriate display conditions.

Encourage exploration through innovative exhibitions, public events and education opportunities that celebrate the print collection and contemporary printmaking. Work collaboratively, build partnerships, and invite diverse perspectives to enrich interpretation of and experience with the collection, widening the audience for and conversations about art.

- Mount five major exhibitions each academic year, including three that are primarily collection-based, a juried student exhibition, and an exhibition that creates connections with external contemporary printmakers and/or collectors.
- Collaborate with the Jacki Headley University Art Gallery, and other regional museums and galleries to develop diverse programming that expands the role of printmaking in the arts.
- Present public lectures and discussions about exhibitions and host a minimum of two socially-engaged auxiliary events each academic year.
- Develop online educational resources to expand the use of the collection and the Archive Study Program.
- Provide curricular opportunities to study prints, including museum-field education for Chico State students and hands-on arts experiences for K-12 students.
- Facilitate a traveling-print program for use at local schools and other outreach sites, and pursue collaborative exhibitions with other galleries, museums, and institutions to loan prints from the Turner collection.
With leadership and support from the College of Humanities and Fine Arts, ensure appropriate museum staffing to meet the needs of the Museum and Archive. Develop and strengthen a diverse Advisory Board of Directors who are at the forefront of comprehensive fundraising and advocacy for The Turner.

- Create and hire a full-time Curator and Head of Archive position.
- Expand the Collection Manager position to full time.
- Diversify the Advisory Board of Directors.
- Seek and obtain accreditation by the American Alliance of Museums.
- Pursue grants, focusing on increasing educational outreach staffing.
- Engage Chico State students in the work of the Museum and Archive as part of their academic and cultural university experience.

Foster an inclusive environment that inspires exploration, reflection, and connection with art, warmly welcoming audiences of all ages, cultivating a spirit of civic and global engagement.

- Decrease obstacles to museum attendance by offering variable programming on select weekends and afternoons, including hands-on activities for visitors of all ages.
- Provide opportunities to actively engage with printmaking by expanding access and volume of participatory events.
- Continue and deepen local partnerships with arts, business, education, and non-profit community groups. Make The Turner Print Museum welcoming for all by increasing accessibility to exhibition materials, including large-print catalogs and online voice-activated exhibition guides.
- Expand The Turner Print Museum’s educational outreach by increasing experiential learning opportunities and access to the after-school art program Kids at The Turner.
B uild a Museum identity that expands recognition of and support for The Turner Print Museum across Northern California, and beyond.

- Conduct visitor surveys to learn audience needs and interests to improve visitor experiences.
- Increase The Turner’s national presence by annually supporting the Curator and/or other museum staff in professional development activities (including participation in conferences, workshops and professional networks).
- Perform a collateral audit on all printed and online materials to improve consistency and inform the marketing and publicity plan.
- Initiate community advocacy programs to develop volunteer energy and knowledge and increase community participation.
- Continue a culture of stewardship by warmly acknowledging donors, partners, and volunteers.
Museum Assessment Program | 2017-18
Self study workbook, board activities, and peer reviewer site visit by Lisa Tremper Hanover (retired Director and CEO of the James A. Michener Art Museum).

Peer Reviewer Final Report | 2018
Reviewed and discussion by Advisory Board of Directors, museum staff and university staff.

Strategic Planning Committee | 2018-2019
Comprised of Advisory Board Members, museum and university staff, the committee reviewed the final MAP report to clarify priorities and draft key documents, including the mission statement and strategic priorities. The Committee provided regular reports to Governance Committee and Advisory Board meetings.

Strategic Planning Retreat | October 2019
22 October meeting of the Advisory Board of Directors, University staff, and Humanities and Fine Arts leadership resulting in the adoption of a new mission statement, and productive feedback on strategic priorities.

Discussion of Draft Strategic Plan | January 2020
Draft prepared by the Strategic Planning Committee presented and discussed by the Board of Directors at the 24 January meeting.

Voting on Strategic Plan | February 2020