

RISD

Admission

- \$15 adults
- \$12 senior citizens (age 62+)
RISD alumni (with alumni ID)
- \$8 college students (with valid ID)
- FREE youth age 18 and under

Always free for Museum members as well as students, staff, and faculty of member institutions (with valid ID).

Free admission every Sunday, 10 am–5 pm, and the third Thursday evening of each month, 5–9 pm.



MUSEUM





Letter from the Director



Photograph by Jo Sittenfeld

Dear Friends of the RISD Museum,

As we enter a new chapter in the RISD Museum’s 148-year history, I’m excited to share our five-year strategic plan. Rooted in our legacy of innovation and education, this plan sets a bold course for our future in the evolving landscape of art and design.

Our planning process was collaborative and comprehensive, involving input from museum staff; board members; RISD students, faculty, staff, and alums; and community stakeholders. We carefully examined our strengths, challenges and opportunities to create a roadmap that aligns with RISD’s educational mission and reinforces the museum’s role as a vital resource for creative exploration. As part of this process, we’ve also rewritten our mission, vision, and values to better reflect fundamental commitments and future aspirations.

The plan is structured around four key pillars: Activating the RISD Museum Way, Engaging Our Community, Strengthening Resources & Sustainability, and Transforming Spaces. These pillars support our commitment to innovation and inclusivity while addressing the practical aspects of museum operations and community engagement.

Our galleries will soon reflect our new emphasis on exploring immersive storytelling and leveraging technology for interactive experiences, and we are already strengthening our local and global partnerships. Internally, we’re fostering an environment that nurtures creativity and professional growth among our staff.

Your continued support and participation are critical as we make the RISD Museum a place of inspiration, education, and connection for all. Together, we’ll shape a future where art and design play a vital role in fostering creativity, understanding, and positive change in our world.

Thank you for being integral to the RISD Museum’s next adventure.

—Tsugumi Maki



Our Anchors





Our Anchors: RISD Museum + RISD

Shared Institutional DNA

Born together, the college and museum share a common DNA that has shaped the RISD Museum’s approach to art, design and education for generations. This symbiotic relationship between classroom and gallery has fostered a unique environment where creativity and learning intertwine, enriching the experiences of students and visitors alike. In developing our strategic plan, we deliberately aligned with the college to ensure cohesion between the museum and RISD’s current presidential priorities.

College Mission

The mission of Rhode Island School of Design, through its college and museum, is to educate its students and the public in the creation and appreciation of works of art and design, to discover and transmit knowledge and to make lasting contributions to a global society through critical thinking, scholarship and innovation.

Guiding Principles: RISD Presidential Priorities

Amplify

Increase the visibility, impact and reach of RISD’s community members and work by amplifying diverse voices and perspectives.

Evolve

Adapt and grow as an institution, embracing change and new ideas to stay at the forefront of art and design education.

Cultivate

Nurture talent, ideas and relationships by growing students’ skills, encouraging a supportive community, and developing new initiatives.

Engage

Actively participate in and work with the broader world beyond RISD.

Connect

Build relationships and promote collaboration, both within RISD and with external partners highlighting interdisciplinary work and community building.



Our Anchors: Constituent Feedback



<h2>Themes</h2> <p>In comprehensive discussions across our many audiences, we identified 12 consistent themes that could be grouped into 4 categories focusing on how the RISD Museum serves—or could better serve—its constituencies. Some of these opportunities were unexpected, while others validate or reinforce ongoing initiatives.</p>	<p>1. DEFINE & SHARE THE RISD MUSEUM'S UNIQUENESS</p>	<p>Lean into a sense of welcome Manifest what it means to learn in a museum today</p>
	<p>2. COMMUNITY CONNECTION & COLLABORATION</p>	<p>Grow awareness & close the perception gap Deepen & activate community ties in providence & RI Be a resource & showcase for local creatives</p>
	<p>3. VISITOR EXPERIENCE & ENGAGEMENT</p>	<p>Invigorate displays & amplify storytelling Expand the design focus Secure sustainable long-term finances & operations</p>
	<p>4. SUSTAINABILITY & INFRASTRUCTURE</p>	<p>Improve efficiency & communication in workflow Make the most of the building & start to address storage Reimagine Pendleton House Strengthen & make visible the link with the college</p>



Strategic Declarations





Strategic Declarations: Mission, Vision & Values

Mission

The RISD Museum unlocks the creative process, empowers audiences to participate actively in the meaning and making of art and design, and envisions a world where artistic innovation thrives.

Vision

The RISD Museum will build a future where art and design are integral to a more inclusive, vibrant and sustainable world, connecting a global community of creators and learners.

Values

Welcoming

We celebrate the vast spectrum of human expression and experience, creating spaces where everyone feels valued and empowered to engage with art. We embrace the gifts, voices and power of all, and we are changed by their presence.

Curious

We invite exploration, engagement, and joy. We want everyone to encounter art in new and unexpected ways, making the museum a place where learning is a playful and spirited adventure.

Collaborative

We encourage vibrant conversations and collaborations, making the museum a dynamic hub where ideas flourish. Through shared experiences and dialogue, we recognize the interwoven power of art, design, and community.

Bold

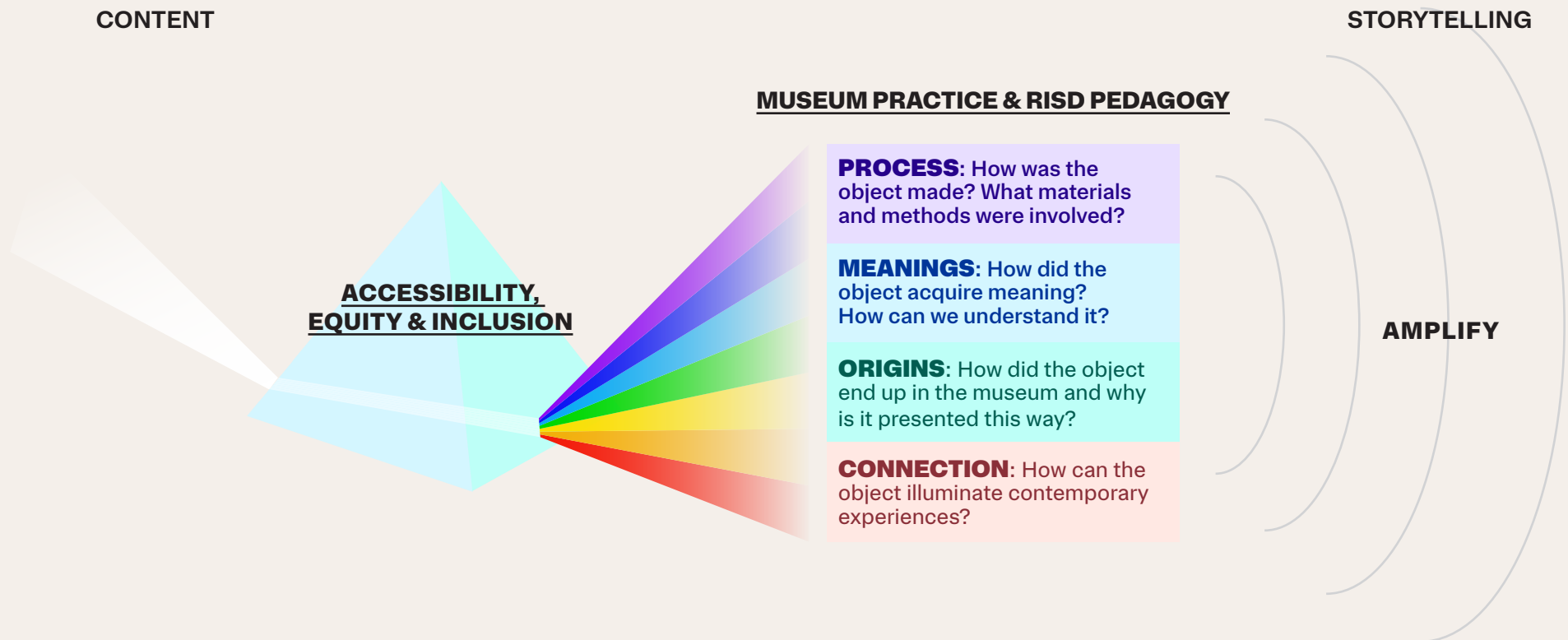
We champion the new, the fearless, and the unexplored, fostering a spirit of experimentation and innovation. We appreciate art as a catalyst for social, political, and personal change, inspiring action. We challenge assumptions, explore new ideas, and push the boundaries of creative expression.

How We Engage





How We Engage: The RISD Museum Way



The RISD Museum’s approach to presenting art and design mirrors RISD’s rigorous, interdisciplinary teaching pedagogy, which blends studio practice with a liberal arts education to encourage critical thinking and creativity. The RISD Museum is a vital resource for students offering access to objects in the collection, both on view and in storage, so they can engage directly with diverse materials and concepts.

The RISD Museum Way is our distinctive approach to art engagement and learning through four key principles: **Process, Meanings, Origins** and **Connection**. We dissect materials and techniques to understand how objects are made; delve into how objects acquire significance; trace their journey to the museum; and connect them to today’s world. This approach bridges museum practice with RISD’s teaching pedagogy, **making art accessible and engaging for everyone, from students to our broader community.**

Strategic Framework





Strategic Framework: Pillars & Initiatives

1

Activating the RISD Museum Way: Empowering Creativity & Learning with Our Distinctive Approach

We will lean into what makes the RISD Museum unique. We will develop and implement innovative exhibitions and programs to unlock the creative process and the museum. We commit to creating an environment where the museum is not just a place to view art and design, but a laboratory for learning, participation, and connection through storytelling.

We build a world where art and design are essential to shaping a meaningful future.

A

DEFINING
THE
RISD
MUSEUM
WAY

B

CENTERING
THE
EDUCATIONAL
ROLE OF THE
RISD MUSEUM

C

EXPANDING
&
DIVERSIFYING
THE
COLLECTION

D

DESIGNING
UNIQUE
EXHIBITIONS
& EDUCATION
PROGRAMS

2

Engaging Our Community: Amplifying Inclusion, Reach, & Impact

We will enhance community engagement by deepening existing relationships and creating new ones across our diverse audiences. We will ensure that our museum centers inclusive practices, embracing our role as an indispensable community resource, an anchor institution in southern New England, and a museum-industry leader. To do this, we will enhance our outreach, partnerships, and communication.

We connect the museum’s innovative practices with the world, bringing a global perspective to our communities.

A

DEEPENING
COMMUNITY
TIES AT RISD, IN
PROVIDENCE AND
ACROSS
SOUTHERN NEW
ENGLAND

B

PROMOTING
ACCESSIBILITY
&
A SENSE OF
WELCOME
FOR ALL

C

STRENGTHENING
THE
RISD MUSEUM’S
PUBLIC
PROFILE



Strategic Framework: Pillars & Initiatives

3

Strengthening Sustainability & Resources: Cultivate a More Responsible Future

We will match our ambitions with our resources. Becoming financially and environmentally sustainable will require enhancing our fundraising and revenue-generation and increasing efficiencies in workflow. This means working smarter, not harder.

Investing in the museum’s resources is a commitment to our communities and to future generations of creative thinkers.

A

FORTIFYING THE MUSEUM’S FINANCIAL POSITION

B

CULTIVATING A PREPARED, MOTIVATED, AND COORDINATED TEAM

C

PROMOTING ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

4

Transformative Spaces: Evolving the Museum Experience

Mindful of the emerging climate crisis, we will be prudent stewards of our buildings. This means addressing space and storage issues, conducting deferred maintenance and essential upgrades. Our galleries will be more vibrant, welcoming and easier to navigate, reflecting our position as a flourishing arts institution.

The museum will lead in experimentation, creating dynamic spaces that inspire creativity and reflect our commitment to sustainability.

A

ENHANCING GALLERY AND PROGRAMMING SPACES

B

REDESIGNING ENTRY POINTS TO ENHANCE VISITOR EXPERIENCE

C

REIMAGINING PENDLETON HOUSE

D

EXPANDING STORAGE AND AMPLIFYING COLLECTION CARE

E

TRANSFORMING THE MUSEUM’S DIGITAL SPACES



Strategic Framework: Monitoring & Evaluating

By 2030, the RISD Museum will . . .

Place accessibility and inclusion at the forefront of our strategies. In five years, the RISD Museum will be a recognized leader in art and design, achieving 50% growth in local attendance and experiencing a 25% increase in community partnerships and digital engagement. This will be accomplished while fortifying our endowment and fostering a motivated, well-prepared team with robust professional-development initiatives.

Monitoring

The plan will be revisited and assessed in the following ways:

Quarterly

- Senior staff conduct reviews during department meetings
- Senior management team reviews KPIs

Biannually

- Museum-wide review in all-staff meetings
- Report progress to the Advisory Committee

Annually

- Report progress in the museum's annual review
- Director reports to college leadership
- Staff alignment on goals and the strategic plan, integrated into performance reviews

Metrics

Key performance indicators (KPIs) in the following areas will be monitored to demonstrate alignment with the priorities, values, and vision of the strategic plan:

- Exhibitions and programming featuring the RISD Museum Way
- Local attendance numbers and repeat visitors
- Net promoter score
- Partnerships with community organizations
- Press and recognition
- Expansion and diversification of audiences, staff, and governance
- Membership numbers
- Endowment growth
- Donations and acquisitions (following collection strategy)
- Expanded digital engagement



Next Steps





Next Steps: Immediate Actions

1

Activate the RISD Museum Way

- Finalize and disseminate our new strategic plan, including mission, vision, and values to align all stakeholders with our direction.
- Conduct an audit and assessment of our current operations, programs, and resources to establish baselines and identify areas for improvement.

4

Transform Spaces

- Initiate a space-utilization study to identify areas for improvement and innovation in our physical environment.

2

Engage Our Community

- Strengthen outreach efforts to deepen relationships with diverse audiences, ensuring our programs and exhibitions resonate with and reflect our community.

5

Strategic Implementation

- Establish working groups for each strategic pillar to oversee the implementation of targeted initiatives and projects.
- Develop key performance indicators (KPIs) to measure progress and success in each strategic area.

3

Resources & Sustainability

- Reactivate internal task forces to support creativity, collaboration, and growth within our team, aligning with our strategic goals.

6

Communication & Feedback

- Create a robust communication plan to inform all stakeholders about our progress and initiatives.
- Implement a feedback mechanism to gather insights from staff, visitors, and partners throughout the implementation process.

What you can do:



Share this document with colleagues and friends.



Provide feedback on the plan and implementation at musdir@risd.edu.



Visit us and experience the RISD Museum Way.

Thank you for joining us on this journey.



The RISD Museum Strategic Plan 2025–2030

