CWAM Mission As an integral part of The College of Wooster, the primary mission of The College of Wooster Art Museum (CWAM) is to support and enhance the College’s goals of teaching, research, service, and global engagement through exhibitions, scholarship, and collection preservation.

Vision The CWAM acts as a catalyst for creative engagement between students, staff, and faculty by promoting campus-wide collaborations and interdisciplinary dialogue.

Value Guided gallery tours, collection use in the classroom, and course-embedded exhibition projects encourage the development of critical thinking and visual literacy through both experiential and object-based learning.

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Goal 1
Develop Collection Management System

Strategy
Develop CMS with front (web) and back end (collection record) functions.

Actions
Determine best CMS for the permanent collection size and use.
Produce schedule, budget, and staffing necessary to begin production and implementation of CMS by 2018.

Outcomes
Searchable database makes the collections more transparent to faculty and students, thereby negating the curator as gatekeeper.
Merges web presence, exhibitions, and collections management into a single database.

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Goal 2
Re-brand CWAM to better convey teaching mission to campus.

Strategy
Demonstrate object-based learning more clearly through the CWAM website.

Actions
Review website organization.
Adapt website and publicity to better show CWAM mission and how an academic art museum functions.
Strongly consider improved website design for CWAM functions.

Outcomes
By filtering CWAM actions through the lens of museum operations, faculty and students better visualize how they can utilize object-based learning in their discipline.

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Goal 3
Align CWAM ambitions with staffing levels.

Strategy
Review CWAM positions relevant to programming and number of roles assumed.

Actions
Benchmark current CWAM staff levels with both GLCA schools and the field at large with a focus on similar size programs.
Assess efficacy of staffing to achieving CWAM strategic plan goals.

Outcomes
Either add a part-time academic museum educator to sustain and nurture campus teaching interaction by offering student internships and increasing interdisciplinary or strategically align current CWAM program with existing staff levels.

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Goal 4
Initiate teaching focused acquisitions.

Strategy
Use intentionality of supporting teaching in the collection acquisition process.

Actions
Determine what deficits exist in the permanent collection that could be better served with focused collecting.
Identify funding for focused collecting (e.g. Dennis Fund).

Outcomes
With focused collecting the CWAM can better support faculty in their teaching.