



## STRATEGIC PLAN 2025-2028

### VISION

**Inspire! Educate! Excite!** Our vision is to transform the Edward Hopper House Museum & Study Center into more than a historic house. We will be a nationally regarded artist home-studio museum that deepens and expands the global community's connections to Edward Hopper's creative arc in Nyack and to his iconic legacy by engaging and educating our audiences in exciting, innovative ways.

### MISSION

Edward Hopper House Museum and Study Center explores the intersection of place, memory, and creativity in Edward Hopper's early life and artistic career. We cultivate a community of learning and appreciation of the arts inspired by Hopper's enduring local, national, and global legacy.

### VALUES

**Respect:** We promote the life and work of Edward Hopper and his artist wife Josephine Nivison Hopper, their inspirations, and those they inspired.

**A Sense of Place:** We advance the narrative on the connectedness of our landmark site and the local environment of the Hudson River village of Nyack, where Edward Hopper's creative impulses were nourished, and which stimulated his ideas about light, color and artistic subject matter.

**Engagement:** We share Edward Hopper's legacy, welcoming all who are curious about the artist, his art and his journey.

**Responsibility:** We preserve Hopper's first home and steward our art and archive collections to protect and cherish them as a vital part of America's cultural history, with sound governance and leadership of our non-profit organization.

**Innovation:** We embrace new technologies and platforms as tools and creative ways to share our narrative, collections and programs, enhancing experiences of our audiences to create long-lasting relationships, and to broaden our reach to new and more diverse audiences without geographical, physical, or time limitations.

## STRATEGIC GOALS

### 1. Mission Based Programs

**Goal:** We will inspire audiences to explore Edward Hopper's early life in Nyack, understand its impact on his legacy, and engage with us more fully.

*Working Strategies:*

- Develop the narrative arc that effectively captures and communicates the origin story that shaped Hopper's artistic vision, life, and legacy
- Prioritize initiatives that will significantly enhance the experience of visitors to our museum and social media platforms
- Develop exhibitions, programs, and events that interpret and exemplify the themes that are integral to Hopper's life and art
- Expand youth programs and other activities that encourage emerging artists

### 2. Archives and Collections

**Goal:** We will expand access and enhance the stewardship of our art and archival collections.

*Working Strategies:*

- Prioritize needs and seek resources to implement the recommendations of the archival needs assessments
- Establish a workplan for effectively sharing the museum's collections with the public and serving as a scholarly resource
- Develop and implement a plan for the interpretation and display of objects in our collections

### 3. Constituent Engagement

**Goal:** We will engage broader and more diverse audiences and cultivate strategic partnerships with local, regional and national organizations.

*Working Strategies:*

- Expand strategic outreach and cultivate more partnerships with arts, educational, historical and non-profit organizations for collaboration and mutual benefit
- Establish an advisory board with members who can provide expertise, broaden our perspective, propose useful synergies and help us shape future plans
- Create more opportunities for underserved communities to explore and engage with our offerings

#### 4. **Resource Development**

**Goal:** We will generate the resources needed to advance our mission and vision.

*Working Strategies:*

- Develop a culture of philanthropy and enhance donor stewardship
- Identify elements in the story of Hopper’s youth and family home that inspire donors to invest in our future
- Forge sustainable public relations and marketing campaigns and initiatives to raise revenue advancing our mission and organization
- Use a strategy of differentiation to emphasize Hopper’s significance to contemporary art and culture
- Align development initiatives with the strategic goals and the distinct mission to which the museum has committed
- Pursue grants, donor-advised funds, legacy giving and corporate sponsorships

#### 5. **Organizational Capacity**

**Goal:** We will expand our planning, governance, staffing, and overall capabilities to support a growing and evolving organization.

*Working Strategies:*

- Prioritize preservation of the historic Hopper House while also exploring options for greater accessibility and space for future growth in programming and archival facilities
- Develop board knowledge, ambition, and networking to position our organization for a vibrant future
- Grow staff and volunteer capacity to meet current and future needs
- Invest in the professional development of staff and trustees to enhance museum operations and board governance
- Ensure that up-to-date technology is available to support museum operations, communications and marketing needs today and tomorrow
- Ensure that organizational policies and practices are current, compliant, and comprehensive

Approved by the Board of Trustees:  
9/26/2024 (Mission); 10/24/2024 (Vision, Strategic Goals); 1/23/2025 (Working Strategies)