



MUSEUM STORE ASSOCIATION

2019 – 2021 MSA Education Strategic Plan

Adopted March 2019

Executive Summary

Based on surveys, board and stakeholder interviews, and data gathered prior to the strategy plan work, clear themes emerged regarding the future direction of MSA education. These themes led to the establishment of key strategic focus areas and key areas of operational focus.

Strategic Focus Areas:

- Update and increase usage of Knowledge Standards
- Build a learner-focused suite of professionalized programming based on the ongoing identified needs of the community. Identified needs for 2019 include: Strategic Management, Merchandise Planning, Visual Merchandising, and Technology in the Retail Market
- Design and launch a dynamic online-learning store that is accessible, searchable, organized, and aligned with the Knowledge Standards to ultimately drive increased traffic, sales and membership
- Ensure adult learning principles and instructional design best practices are part of educational offerings

Key Areas of Operational Focus:

1. Secure funding for educational content
2. Evaluate existing education content and resources
3. Source new educational content for use in multiple instructional methods
4. Improve usability of website
5. Ensure marketing of educational programs reach the target audience

Goals of MSA Education

The objective for the Museum Store Association (MSA) education is to provide member value through targeted professional development opportunities. The goal of MSA's education strategy is to have direction for the planning, design, development and analysis of all educational offerings for the association. This year-round education approach strives to provide the quality and depth of offerings that will expand the MSA community. Overall goals of MSA education are:

- **Provide a strong educational program that increases member value, engagement, and retention, and drives membership growth**
- **Build programs, products and services to support MSA members at all levels of their careers, but specifically targeted to essential and advanced levels**
- **Develop professionalized programming defined as high-quality, results-driven, applicable, innovative and intentional**
- **Provide online and in-person programs in both synchronous (real-time; live) and asynchronous (self-paced) formats**
- **Expand online asynchronous programming to meet member needs for on-demand access**
- **Ensure the MSA *Knowledge Standards* serve as a foundation for all educational offerings including live and on-demand content**

2019 – 2021 Education Goals

Goal 1: *Update and increase usage of Knowledge Standards*

Key Objectives:

1. Create an Education Advisory Group (EAG) task force to evaluate and update current Knowledge Standards to verify skills are accurate and relevant
2. Update skills in Knowledge Standards with level 1 and level 2 to differentiate competencies needed for both essential and advanced training
3. Create a training video on how to leverage *Knowledge Standards*
4. Create and use new icons to map all education to the *Knowledge Standards*

Goal 2: *Build a learner-focused suite of professionalized programming that includes:*

- Online learning
- In person learning at MSA FORWARD annual conference
- Learning via print articles in Museum Store Magazine and other relevant publications
- Online Resource Center for essential skills and new employees

Key Objectives:

1. Create a task force to evaluate all existing MSA educational content and determine continued relevancy, obsolescence, or need for updating
2. Source, develop and acquire new educational content for all learning platforms that is aligned with the *Knowledge Standards* and focuses on identified member needs including current and emerging industry issues, technologies, and trends, with a focus on the future of non-profit retail
3. Launch at least one new educational webinar per quarter, with the goal of increasing frequency to one per month
4. Create training sessions to coach volunteer conference speakers on best practices in adult learning and facilitation for learner engagement and retention
5. Create a “tool box” for new and emerging employees and managers which includes templates, formulas, tools, “How To” guides, and case studies.

Goal 3: *Design and launch a dynamic online-learning store that is accessible, searchable, organized, and aligned with the Knowledge Standards to ultimately drive increased traffic, sales and membership*

Key Objectives:

1. Determine scope: identify needs, project objectives, resources, budget and schedule
2. Identify, map and tag content by each *Knowledge Standards* domain
3. Create product “bundles” based on key competencies/topic
4. Plan implementation and launch
5. Develop a comprehensive marketing campaign to launch the learning store to members, potential members, and non-members
6. Track and evaluate results of all content purchased (or otherwise) and continually evaluate what products/mediums are resonating with members and potential members

Goal 4: *Ensure adult learning principles and instructional design best practices are a part of educational offerings*

Key Objectives:

1. Ensure clear and SMART (specific, measurable, attainable, relevant, and timely) learning outcomes are a part of all professional development opportunities
2. Offer speaker orientations and preparation calls to leverage adult learning best practices
3. Educate relevant committees and staff on adult learning retention and programming engagement
4. Build an online speaker resource page
5. Research latest trends in adult learning and conference engagement for application to association educational offerings