



## 5 Year Plan: Strategic Objectives 2024 to 2029

In order to continue to realize its mandate and develop as a community resource, the Peterborough Museum & Archives (PMA) has five (5) strategic objectives:

1. To discover stories of Peterborough and beyond, recognizing that the meaning and impact of those stories is not the same for everyone, and to share those stories through inspiring long-term and temporary exhibitions and by offering engaging programs and services that are affordable, accessible, and inclusive.
2. To provide appropriate access to the collections in keeping with established museum practice and within a well-supported and integrated system of facility and conservation management.
3. To collaborate and share knowledge, experience, advice, and cultural capital with others including, but not limited to: the City of Peterborough, local businesses, students, researchers, and other community groups.
4. To embrace the role that the PMA campus plays within its surrounding neighbourhood as a safe and welcoming hub for the community and which celebrates and supports its neighbours and the contributions they make and have made to the broader community.
5. To encourage and support the ongoing development of staff to maintain and expand the PMA's role as a knowledgeable source of stories about Peterborough and as an agile and responsive leader within the museum profession, the City of Peterborough, and the community.

*Approved: Museum & Archives Advisory Committee, January 12, 2012*  
*Revised: Museum & Archives Advisory Committee, May 10, 2018*  
*Revised: Museum & Archives Advisory Committee, (pending)*

