

This plan supports the strategic plan of the Fashion Institute of Technology and the accreditation standards of the American Association of Museums

Mission Statement

Founded in 1969 by the Fashion Institute of Technology, The Museum at FIT educates and inspires diverse audiences with innovative exhibitions and programs that advance knowledge of fashion.

The Museum at FIT collects, conserves, documents, exhibits, and interprets fashion.

The collection policy of the museum focuses on aesthetically and historically significant fashion.

The museum is committed to achieving a world-class standard of excellence in the exhibition of fashion.

The museum supports and enriches the academic programs at the college by organizing classes, tours, lectures, and symposia for diverse audiences.

The museum is dedicated to an ambitious program of scholarly publication, new initiatives, and research opportunities for students, scholars and designers.

Vision Statement

The Museum at FIT will be a world-class fashion museum that fosters creativity and scholarship.

Strategic Goals

1. Educate and inspire diverse audiences through innovative, well-researched exhibitions together with scholarly publications, educational programs, and online initiatives, which position The Museum at FIT as a world-class museum of fashion, contribute to FIT's academic and creative excellence, and provide an empowering student experience.
2. Increase the visibility and recognition of the research and creative activities of the Museum at FIT and its partners, which position the museum as a think tank for fashion studies, and contribute to making FIT an innovation center for the creative industries worldwide thus building a powerful brand.
3. Improve the physical and technological infrastructure of the museum and ensure that its outstanding fashion collection is developed, conserved, documented, exhibited, and interpreted according to professional standards and best practices, which contribute to FIT's academic and creative excellence.

Strategic Goal 1: Educate and inspire diverse audiences through innovative, well-researched exhibitions together with scholarly publications, educational programs, and online initiatives, which position The Museum at FIT as a world-class museum of fashion, contribute to FIT's academic and creative excellence, and provide an empowering student experience.

Strategic Initiative 1A: Conceptualize, research and develop innovative fashion exhibitions that educate and inspire diverse audiences, including the core constituency of FIT students, faculty, staff, and alumni, as well as the creative professions, and a wider public.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|----------------------------------|--|
| Research and develop four major fashion exhibitions per year. | On-going | Attendance and Media Report | Director, Deputy Director, Curatorial Staff, Exhibitions Manager, Registrar, Senior Conservator, Curator of Education, Media Manager, Publications Coordinator, Executive Director of Public and Media Relations |
| Mount a variety of student exhibitions and campus projects and one faculty exhibition per year, working with the Deans of Art and Design and the Graduate School. | On-going | Attendance and Media Report | Director, Exhibitions Manager, Registrar, Sr. Conservator, Curator of Education, Media Manager, Assoc Curator of Accessories, Campus Exhibitions Coordinator, Publications Coordinator, Dean of Art and Design, Dean of Graduate Studies, Executive Director of Public and Media Relations |
| Develop collaborative partnerships with both internal and external organizations (college departments, other museums, non-profits, embassies, etc). | On-going | List of partnerships established | Director, Deputy Director, Curator of Education and Public Programs |

Strategic Initiative 1B: Collect, conserve, and document aesthetically and historically significant clothing, accessories, textiles, and visual materials by refining, focusing, and enhancing the permanent and study collections through inventory, condition assessment, strategic judicious de-accessioning, and strategic acquisitions.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|---|--|
| Identify gaps in the permanent collection. | On-going | Wish list | Director, Deputy Director, Curatorial Staff |
| Identify and address weaknesses in the permanent collection. | On-going | Number of objects reclassified or deaccessioned | Director, Deputy Director, Curatorial Staff |
| Monitor auctions, visit dealers, approach potential donors. | On-going | Number of significant acquisitions each year. | Director, Deputy Director, Curatorial Staff |
| Identify gaps in the study collection. | On-going | Priority list | Curatorial Staff |
| Identify and address weaknesses in the study collection. | On-going | Number of objects reclassified or deaccessioned | Curatorial Staff |
| Improve study collections. | On-going | Number of acquisitions and transfer from permanent collections each year. | Curatorial Staff |
| Create and begin implementation of new storage location numbering system of Permanent Costume Collection. | July 2015 | Number of Costume objects updated in TMS | Registrar, Conservator, Assistant Registrar, Assistant Collections Manager, Senior Curator |
| Create and begin implementation of new storage location numbering system of Permanent Textile Collection. | July 2015 | Number of Textile objects updated in TMS | Registrar, Conservator, Assistant Registrar, Assistant Collections Manager, Senior Curator |
| Create and begin implementation of new storage location numbering system of Permanent Accessories Collection. | July 2015 | Number of Accessories objects updated in TMS | Registrar, Conservator, Assistant Registrar, Assistant Collections Manager, Senior Curator |

Strategic Initiative 1C: Share with multiple audiences the content and knowledge revealed in exhibitions through superior publications.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|-------------------------------|--|
| Produce brochures to accompany every exhibition. | On-going | Printed Brochures | Director, Deputy Director, Curatorial Staff, Publications Coordinator, Communications and External Relations |
| Produce at least two scholarly publications based on research on the museum's collections and exhibitions. | On-going | Publication reviews and sales | Director, Deputy Director, Curatorial Staff, Publications Coordinator, Assoc Curator of Education |

Strategic Initiative 1D: Develop innovative and educational programs (lectures, tours, classes, symposia) that advance knowledge of fashion and serve the FIT community and a diverse general public.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|--|---|
| Host an annual Fashion Symposium in tandem with a special exhibition. | On-going | Published calendar of events | Curator of Education and Public Programs, Director, Deputy Director |
| Present at least eight cutting edge public programs a year aimed at ensuring academic and creative excellence. | On-going | Produce Program and gather audience response | Curator of Education and Public Programs, Director |
| Continue bi-annual meetings with the Programming Committee (selected deans and professors) to improve outreach to the college community. | On-going | Meetings held | Director, Curator of Education and Public Programs, Media Manager |
| Work closely with the faculty and Deans to ensure that the study collection classes and tours in the museum contribute to the creative and academic excellence of the College and provide an empowering student experience. | On-going | Meetings held, evaluation reports, and number of FIT classes and tours conducted | Senior Curator, Curatorial Staff, Curator of Education and Public Programs |
| Collaborate with the school of Graduate Studies to host an annual alumni event and/or a program for high school students in relation to the Museum Practice exhibition. | On-going | Date and number of attendees | Associate Curator of Accessories, Curator of Education and Public Programs, Dean of Graduate Studies |
| Develop at least one initiative a year with collaboration from members of the Programming Committee. | On-going | Produce Program | Curator of Education and Public Programs, Director, Media Manager |
| Collaborate once a year with a foreign organization on a public program aimed at positioning the museum as an innovation center for creative industries worldwide. | On-going | Produce Program | Curator of Education and Public Programs |
| Host programs for alumni | On-going | Produce Program | Curator of Education and Public Programs, Manager of Alumni and Faculty Relations |
| Host a special program for Chelsea community. | On-going | Produce Program | Curator of Education, Director of Government and Community Relations, Executive Director of Media Relations, Curatorial Staff |
| Strategize on how best to engage teens and launch a pilot program. | Fall 2015 | Media Plan component and pilot program | Media Manager, Curator of Education and Public Programs |
| Develop one innovative pilot program for a rotation exhibition in the Fashion & Textile History Gallery. | Spring 2016 | Produce Program | Curator of Education and Public Programs, Curatorial Staff, Media Manager |

Strategic Initiative 1E: Assess success of exhibitions and programs.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|---|--|
| Evaluate all educational projects. | On-going | Evaluative survey reports | Curator of Education and Public Programs |
| Review and, if necessary, redesign MFIT programming based on evaluations of previous programs. | On-going | Written assessment | Curator of Education and Public Programs |
| Apply for NYSCA grant to engage consultant to improve measurement tools for web. Using determined objectives, revise analytics methods and measurement strategies to streamline harvesting of social data and to better extract meaning from data. | Summer 2015 | Consultant report of recommendations from NYSCA Get Set Grant | Director, Deputy Director, Media Manager |
| Incorporate a final evaluation step to assess FIT and non-FIT classes and tours. | Fall 2015 | Year-end assessment report | Curatorial Staff, Administrative Secretary for Costumes, Curator of Education and Public Programs, Media Manager |
| Incorporate a final evaluation step into all exhibition projects to assess project success. (Internal and/or external) | Fall 2015 | Implement and collect evaluation reports | Curator of Education and Public Programs, Media Manager |
| Test out an online evaluation pop-up for website | Fall 2015 | Pilot pop-up tested | Curator of Education and Public Programs, Media Manager |
| Apply for NYSCA grant to conduct public evaluation of MFIT brand visibility and/or its exhibitions | Summer 2016 | Consultant report from NYSCA Get Set Grant | Director, Deputy Director, Media Manager, Curator of Education and Public Programs |

Strategic Initiative 1F: Utilize the internet and other media technologies to develop initiatives that foster public awareness of exhibitions and engagement with the museum and its collections online.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|---|---|
| Create exhibition websites and periodically update design template. | On-going | Attendance & Media Rpt | Media Manager |
| Maintain presence and foster engagement on social networking sites. | On-going | Attendance & Media Rpt | Media Manager |
| Continue to enhance the content of the Online Collections by adding images and objects to TMS/eMuseum and enhancing with new scholarship from exhibitions and publications. | On-going | Number of objects / images | Registrar, Curatorial Staff, Media Manager, Photographer |
| Create exhibition-based videos. | On-going | At least 1 video created a year | Media Manager |
| Implement live-tweeting at most events in collaboration with Education and Media Departments. | Fall 2014 | Evaluate tweeting success with engagement reports | Curator of Education and Public Programs, Media Manager |
| Investigate partnerships with FIT departments, such as Film and Media. | Fall 2015 | Written assessment | Media Manager, Director, Dean of Liberal Arts |
| Investigate reinstating cell phone photography in History Gallery. | Fall 2015 | Meeting and assessment | Media Manager, Director, Assistant Curator of Costume and Textiles, Ann Coppinger, Director of Security |
| Investigate new digital initiatives. (Museum app, Crowdsourcing, fashion wiki, oral histories, mapping, Synthescape, etc). | Spring 2017 | At least one original digital project | Media Manager, Information Management Specialist |

Strategic Initiative 1G: Work closely with the Dean of Art and Design to ensure successful coordination of student and faculty exhibitions and installations, which contribute to FIT's academic and creative excellence and provide an empowering student experience.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|------------------------------|--|
| Continue regular meetings with the Dean of Art and Design to develop student and faculty exhibitions. | On-going | Meetings held | Director, Dean of Art and Design, Exhibitions Manager, Senior Curator, Coordinator of Campus Projects, Asst Dean of Art and Design |

Strategic Initiative 1H: Work closely with the Dean of the Graduate School to develop creative and academically rigorous graduate student exhibitions and explore new collaborative initiatives.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|---|--|
| Continue regular meetings with the Dean of Graduate Studies. | On-going | Meetings held | Director, Dean of Graduate Studies, Curator of Education, Assoc Curator of Accessories |
| Investigate feasibility of hosting an NEH summer Institute. | Summer 2015 | Meeting held and feasibility determined | Director, Dean of Graduate Studies, Media Manager, Curator of Education |

Strategic Goal 2: Increase the visibility and recognition of the research and creative activities of The Museum at FIT and its partners, which position the museum as a think tank for fashion studies, and contribute to making FIT an innovation center for the creative industries worldwide thus building a powerful brand.

Strategic Initiative 2A: Improve museum brand and visibility on campus, locally, nationally, and globally.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|--------------------|--|---|
| Work with Communications and External Relations to develop press outreach for programs, exhibitions, collections, and publications. | On-going | Press Coverage | Director, Deputy Director, Curator of Education, VP for Communications and External Relations, Asst VP for Communications, Exec Director of Media Relations, Media Manager |
| Work with Communications and External Relations to extended visibility and reach through strategic advertising (traditional and web). | On-going | Ad buys/placements | Director, Deputy Director, Curator of Education, VP for Communications and External Relations, Asst VP for Communications, Exec Director of Media Relations, Media Manager |
| Work with Communications and External Relations to use FIT communication channels to promote the museum to the FIT community. | On-going | At least 2 media features a year. | Director, Curator of Education, VP for Communications, Exec Director of Media Relations, AVP of Communications |
| Send out monthly newsletter. | On-going | Newsletter performance | Media Manager |
| Promote MFIT on web and social platforms. | On-going | Press links and press images posted | Media Manager |
| Develop collaborations with sponsors and other partners. | On-going | Number of partnerships | Director, Deputy Director, Curator of Education, Curatorial Staff, Media Manager, VP for Communications & External Relations, VP for Advancement, Grants Officer |
| Promote our legacy of exhibiting fashion with Google Open Gallery. | On-going | Number of past exhibitions launched online | Media Manager |
| Investigate adding MFIT collections images to Wikimedia through cross-departmental partnership or internship. | Summer 2015 | Meeting held and feasibility determined | Director, Dean of Graduate Studies, Media Manager, Curator of Education, VP for Communications & External Relations, Asst VP for Communications, Exec Director of Media Relations |
| Plan a special section of the FIT website to aggregate and highlight original research conducted around campus. | Summer 2015 | Meeting held and wireframe created | Director, Dean of Graduate Studies, Media Manager, Curator of Education |
| Emphasize MFIT's role as a leader in fashion education via social media. | Initiate Fall 2015 | Tweet #fashionfacts for each exhibition | Media Manager, Curatorial Staff |
| Strategize and articulate branding issues. | Fall 2016 | Meetings | Director, Deputy Director, Curator of Education, Media Manager, VP for Communications and External Relations, Asst VP for Communications, Exec Director of Media Relations, Manager of Digital Strategy |
| Celebrate 50 years of MFIT and 75 years of FIT. | Spring 2019 | To be determined | Director, Media Manager |

Strategic Initiative 2B: Establish MFIT as a significant authority on fashion history by improving resource sharing with departments, instructors, researchers, scholars, artists, and designers.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|--------------------------|---|---|
| Conduct a survey with FIT professors and students about awareness and usability of Online Collections. | Spring 2015 | Survey completed | Media Manager, Curator of Education |
| Publicize academic contributions and original research. | Spring 2015 and On-going | New web pages | Director, Curator of Education, Media Manager, Dean of Graduate Studies |
| Investigate collaboration with the library making videos using oral histories and MFIT images. | Fall 2015 | Meetings held and feasibility determined | Media Manager, Asst Head of Research & Instr Svcs |
| Institute one lecture per year on MFIT collections and their relationship to fashion history. | Fall 2015 | Program instituted | Media Manager, Curator of Education |
| Promote the museum's Online Collections as a resource to fashion instructors. | Fall 2016 | Create and implement plan to promote Online Collections | Media Manager, Curator of Education |
| Investigate online learning and how to integrate MFIT collections and exhibitions scholarship for a range of ages. | Fall 2016 | Learning objectives identified and vendors/platforms identified | Director, Media Manager, Curator of Education |
| Emphasize museum's role as a leader in fashion history education. | Initiate Fall 2016 | One lesson plan per exhibition | Curatorial Staff, Media Manager, Curator of Education |
| Conduct a pilot project involving instruction from the Online Collections. | Fall 2017 | Create and implement plan to promote Online Collections | Media Manager, Curator of Education |

Strategic Initiative 2C: Actively encourage scholarship and publication and build a strong and vibrant staff through professional development and connecting them to the best practices in their field.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|--|--|
| Engage museum curatorial staff to research and write scholarly essays for MFIT exhibition publications, as well as essays for external books, magazine, or journals. | On-going | Essays published | Director, Deputy Director, Curatorial Staff |
| Engage museum staff to give papers at conferences or publish on museum exhibitions, programs, or and other specialized museum activities. | On-going | Papers given / published | All staff |
| Provide museum staff with on-going opportunities for professional development by encouraging staff to attend conferences, lectures, or receive specialized training. | On-going | Number of conferences, lecture or training sessions attended | Director, Deputy Director |
| Increase staffing to improve and expand the work and scope of the conservation department, exhibitions department, online media, and director's office. | Summer 2019 | Number of staff positions added | Director, Deputy Director, HR Generalist, VP for Human Resources |

Strategic Initiative 2D: Maintain and develop the museum's high professional standards, museological practice, and reputation by building partnerships with professional museum organizations, and adhering to best practices in the field.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|---|--|
| Maintain professional / institutional memberships (AAM, AAMD, MANY, SUNY CGMD) and attend conferences | On-going | Dues and conference/travel fees paid | Director, Deputy Director |
| Strengthen SUNY partnership and relationship with SUNY Council of Gallery and Exhibition Directors. | On-going | Mtgs attended | Director, Media Manager, Curator of Education and Public Programs |
| Review strategic plan annually. | On-going | Annual Performance Report | Director, Deputy Director, Conservator, Curator of Education, Exhibitions Manager, Media Manager, Registrar, Senior Curator |
| Compile a digital archive of scholarship and photographs from museum exhibitions and publications. | On-going | Archive master files to mat drive | Photographer, Publications Coordinator, Media Manager |
| Improve collections documentation. | On-going | Number of documentary images of permanent and study collection objects added to TMS | Curatorial staff, Associate Registrar |
| Continue to work with FIT partners to ensure compliance with all policies, procedures, rules, and regulations of the College, including the President's Office, Human Resources, the Office of the General Council, and others. | On-going | Completion of contracts, budgets, etc, as per college regulations. | Director, Deputy Director, museum Senior Staff, General Counsel, Executive Assistant to the President, VP for Finance and Administration, Controller, VP for Human Resources |
| Review and revise, if necessary, collections plans and policies. | Fall 2015 | Collections Policy revised / Collections Plans revised | Director, Deputy Director, Senior Curator, Registrar, Conservator |
| Institute a metric report for exhibition sponsorship. | Fall 2015 | Sponsor metric report | Media Manager, Registrar, Assistant to the Director |
| Perform an audit of digital assets in preparation for de-duping records. | Fall 2016 | Duplicate files deleted / Media Plan | Media Manager, Registrar, and other applicable staff |

Strategic Goal 3: Improve the physical and technological infrastructure of the museum and ensure that its outstanding fashion collection is conserved, developed, documented, exhibited, and interpreted according to professional standards and best practices, which contribute to FIT's academic and creative excellence.

Strategic Initiative 3A: Improve the physical and technological infrastructure of the museum's 3rd-floor storage facilities.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|-----------|------------------------|---|
| Renovation of 3rd-floor storage completed. | Dec 2014 | Construction completed | Director, Deputy Director, Registrar, and Conservator |
| Move collections so that 3rd-floor storage becomes operational. | May 2015 | Objects re-housed | Director, Deputy Director, Registrar, and Conservator |

Strategic Initiative 3B: Improve the physical and technological infrastructure of the museum's 2nd-floor storage facilities.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|-------------|---------------------------|---|
| Renovation of 2nd-floor storage begins. | May 2015 | Construction commences | Director, Deputy Director, Registrar, Conservator |
| Construction is completed. | Dec 2015 | Construction is completed | Director, Deputy Director, Registrar, Conservator |
| Move collections so that 2nd-floor storage becomes operational. | Mar 2016 | Objects re-housed | Director, Deputy Director, Registrar, Conservator |
| Dismantle temporary storage area in lower galleries. | Summer 2016 | Storage area dismantled | Exhibitions department |

Strategic Initiative 3C: Explore how best to improve physical and technological infrastructure in the exhibition galleries.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|-------------|--------------------------------------|--|
| Improve label lighting in the Fashion & Textile History Gallery. | Spring 2015 | Label lights purchased and installed | Conservator, Exhibitions Manager |
| Investigate lighting improvements for the Fashion & Textile History Gallery. | Spring 2015 | Written assessment | Conservator, Exhibitions Manager |
| Improve / replace HVAC in the lower galleries. | Spring 2016 | HVAC is upgraded | Director, Deputy Director, Conservator, Exhibitions Manager, Senior Curator, VP for Finance and Administration, Asst VP for Administration, Finance & Operations |
| Investigate HVAC for the Fashion & Textile History Gallery. | Summer 2016 | Meetings held | Director, Deputy Director, Conservator, Exhibitions Manager, Senior Curator, VP for Finance and Administration, Asst VP for Administration, Finance & Operations |

Strategic Initiative 3D: Improve physical facilities, visitor experience, safety, and the museum's visual impact.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|---|---|
| Continue to work with Buildings & Grounds and Security to maintain facilities. Identify operational needs to accomplish the museum's mission and vision. | On-going | Meetings held, best practices maintained. | Director, Deputy Director, Director of Security, Registrar, Conservator, Senior Curator, VP for Information Technology, VP for Finance and Administration, Asst VP for Administration, Finance & Operations |
| Identify and meet with new janitorial engineer. | Fall 2014 | Written assessment | Conservator, Exhibitions Manager |
| Improve loading dock. | Summer 2018 | Mezzanine level built | Exhibitions department |

Strategic Initiative 3E: Enhance collections and exhibitions security.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|--|---|
| Continue regular monthly meetings with FIT Security, B&G, and IT to strategize best practices. | On-going | Meetings held and implementation of best practices | Director, Deputy Director, Conservator, Registrar, Exhibitions Manager, Senior Curator, Director of Security, VP for Information Technology |
| Identify most valuable objects. | Spring 2015 | Object List | Registrar, Senior Curator, Conservator |
| Update Disaster Preparedness Plan. | Fall 2015 | Disaster Preparedness Plan | Registrar, Conservator |
| Update security protocols. | Dec 2015 | Security protocols document | Director, Deputy Director, Director of Security, Registrar, Conservator, Senior Curator, VP for Information Technology, VP for Finance and Administration, Asst VP for Administration, Finance & Operations |
| Upgrade security for collections storage areas, including new access controls, alarms, and video monitoring. | Dec 2015 | New security system is in place | Director, Deputy Director, Director of Security, Registrar, Conservator, Senior Curator, VP for Information Technology, VP for Finance and Administration, Asst VP for Administration, Finance & Operations |

Strategic Initiative 3F: Make technological improvements in infrastructure, software, and digital projects.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|---|--|
| Update backend of website to accommodate new responsive design. | Fall 2014 | Responsive website | Media Manager, Manager of Digital Strategy, Communications and External Relations |
| Revise metadata procedures for images. | Spring 2015 | Metadata procedures added to Media Plan | Registrar, Media Manager, Photographer |
| Redesign eMuseum to match new responsive theme. | Spring 2015 | Online Collections redesigned | Media Manager, Manager of Digital Strategy, Communications and External Relations |
| Strategize and launch Museum blog. | Fall 2015 | Blog online | Media Manager |
| Improve media equipment needs for exhibitions. | Fall 2015 | List created and items purchased | Deputy Director, Media Manager, Exhibitions Manager, Campus Exhibitions Coordinator, IT Dept |
| Determine and address long-term IT needs (i.e. long-term storage solutions, data ports). | Spring 2016 | Dataports installed in Gallery FIT & F&T Gallery / Shared storage space increased | Media Manager, Information Management Specialist, Registrar, IT Dept |
| Upgrade eMuseum platform. | Spring 2016 | New TMS / eMuseum installed | Director, Registrar, Media Manager, Information Management Specialist, IT Dept |
| Investigate cost and vendors for new central media control system for lower galleries. | Summer 2018 | List of vendors | Exhibitions department, IT Dept |
| Strategize web development, content, and technology. | Summer 2018 | Media Plan | Director, Media Manager, Communications and External Relations |

Strategic Initiative 3G: Work to provide leadership to the Couture Council and its membership and fundraising activities.

| Task | Timeframe | Performance Indicator | Responsible Party |
|--|------------------|---|--|
| Consult with the Couture Council Advisory Committee to identify and contact new potential award recipients for the annual Artistry of Fashion Award. | On-going | Prestige Awardees | Director, Deputy Director |
| Meet with the Couture Council Board Members to identify and contact new potential members, plan events, raise funds for MFIT, and increase visibility of MFIT and FIT. | On-going | Number of Couture Council members and Board members | Director, Deputy Director, Couture Council Chair, Asst to the Director |
| Continue to work with consultant to refine the Couture Council Awards Ceremony and related events, materials, and coverage. | On-going | Number of attendees at Benefit Luncheon. Event generates significant press and revenue. | Director, Deputy Director, Couture Council Chair, Asst to the Director, Consultant |

Strategic Initiative 3H: Build long-term financial sustainability.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|----------------------------------|--|--|
| Work with the FIT Foundation to grow endowment fund. | On-going | Increased Funds | Director, Deputy Director, Internal Auditor, VP for Finance and Administration, VP for Development |
| Research and approach potential granting/funding organizations. | On-going | Number of grant applications and successful funding occasions. | Director, Deputy Director, Curatorial Staff, Curator of Education, Media Manager, VP for Development, Grants Officer |
| Review report of museum budgets, endowments, and restricted funds annually with the FIT Foundation and the VP for Administration. | Implement July 2015 and on-going | Date annual report is received | Director, Deputy Director, VP for Development, Controller, VP for Finance and Administration |

Strategic Initiative 3I: Build the museum Acquisitions Fund.

| Task | Timeframe | Performance Indicator | Responsible Party |
|---|------------------|------------------------------|---|
| Apply for grants and conduct fund-raising. | On-going | Amount of funds raised. | Director, Deputy Director, Grants Officer |
| Continue to obtain monies from tours and the sale of deaccessioned objects. | On-going | Amount of funds raised | Director, Deputy Director, Registrar |

Every component of The Museum at FIT's finances is directly tied to its institutional plan (a.k.a. strategic plan). One hundred percent of the operating budget supplied by the College, as well as the grants and gifts, corporate sponsorships, endowments, membership dues, fund-raising activities, and in-kind gifts are used solely to advance the museum's mission and to achieve the goals and activities outlined in the plan.

Strategic goal number one — to educate and inspire diverse audiences through innovative, well-researched exhibitions — is funded by multiple sources. The College covers the salaries of MFIT staff, facilities costs, and some operating expenses, but a large portion of exhibition costs come from fundraising activities. The museum's Couture Council is a primary source of revenue, as its annual membership dues and the net from its annual Artistry of Fashion award go to help fund museum exhibitions, public programs, as well as the acquisition of objects for the permanent collection. The lead curator for each major exhibition also works to secure funding from private sponsors. The Museum at FIT generally raises between \$50,000 and \$150,000 per corporate sponsor or foundation per exhibition; in some cases exhibitions have more than one sponsor. Granting organizations (i.e. Student/Faculty Corporation, Diversity Council, Coby Foundation) often provide additional funding for museum programming & initiatives, such as the annual symposium. Additionally, all funds raised from de-accessioning go directly into a fund to purchase new objects for the museum's permanent collection, and individuals and institutions donate objects for the study and permanent collections.

The second goal of MFIT's institutional plan — to increase the visibility and recognition of the research and creative activities of the museum — is not associated with many costs other than those covered by the College (i.e. staffing, general operating expenses). An exception to this is advertising, which relates comes out of an exhibition's budget and professional development which comes from various sources.

The third goal — to improve the physical and technological infrastructure of the museum — is also funded by multiple sources: the College (i.e. staffing, facilities, conservation, security), as well as grants and other public and private funding sources (i.e. improvements to galleries, storage facilities). For major renovations, some monies are taken from museum endowments.

The private sources listed under goal one provide funding to further other strategic goals including, but not limited to: educating and exposing professional staff to best and new museum practices and standards; improving the Museum's technological infrastructure; upgrading the physical plant; marketing the museum; and expanding fund-raising.