



MICHAEL C. CARLOS MUSEUM STRATEGIC PLAN EXECUTIVE SUMMARY

Great universities have great museums. The preservation and exploration of the achievements of the human mind and hand provide the foundation for humanistic inquiry and kindle the spark of creative discovery. Emory University's prestigious Museum stands on the cusp of greatness. Its renowned exhibitions, collections, and programs have brought international recognition to Emory and have greatly enriched the cultural landscape of the University and the region. However, relative to other world-class university museums, the Carlos Museum is below adequate in terms of acquisitions support, program funding, and facility space.

In order to continue the trajectory of the Carlos, three major goals are highlighted in the Museum's strategic plan: 1) to continue to enhance the quality of collections, exhibitions, and related programs, and to seek expanded space to accommodate growth; 2) to lead in the development of interdisciplinary educational programs; and 3) to strengthen the Museum's role in teaching and research activities at Emory.

To realize these goals and to create a sustainable program of excellence, the Museum must establish a \$25 million operating endowment and raise an additional \$10 million for facility improvements and technological initiatives. Endowment funds will allow the Museum to enhance the overall quality of its permanent collections, exhibitions, and publications and provide the highest quality scholarly resource for the University. Endowment funds also will facilitate the continued development of innovative, interdisciplinary programs that enable the Museum to lead its peers in museum education. Facility and technology funding will support the needed infrastructure improvements in order to ensure the University's collections are accessible for research and community service.

For more than 100 years, Emory University has demonstrated a commitment to acquiring, conserving, displaying, and interpreting art and artifacts that reflect the history of world cultures. Emory's collections date to 1876 when a general museum was established on the original campus in Oxford, Georgia. The growth of the Museum since that time has matched the growth of the University as a teaching and research institution. From the 19th-century acquisitions of Asian material by Methodist missionaries, to the early 20th-century acquisitions by Theology Professor William A. Shelton, to the more recent acquisitions developed to support the University's strengths in Latin American, African, Classical, and Middle Eastern Studies, the Museum has a long and distinguished history of providing opportunities for scholars in many disciplines to expand their work and for students to learn by participating in academically rigorous projects. The Carlos Museum has grown to become one of the Southeast's premier art museums with major collections of Classical, Ancient Egyptian, Near Eastern, Ancient American, African, and Asian art, as well as a collection of works on paper from the Renaissance to the present.

In addition to holding one of the most comprehensive art collections in the region, the Carlos also is recognized for presenting one of the most international and distinguished exhibition calendars of any university museum, operating a teaching laboratory and conservation center, publishing important scholarly catalogues, developing highly-regarded educational programs for the University and community, garnering international publicity, and maintaining the highest professional standards in collections care and exhibition design. The Museum serves as a portal where the University and the community meet, physically and intellectually. More than 150,000 visitors annually come to Emory

by visiting its Museum, and public demand for exhibitions and programming has increased exponentially. Similar growth in media attention and impressive critical reviews focused on the Museum have brought unprecedented positive publicity to the University and enhanced its international reputation.

By 2015, the Michael C. Carlos Museum will be an international destination for scholars, students, and visitors seeking to study the art and history of world cultures and will:

- ◆ Hold collections led by world-renowned curators comparable to peer university museums in order to bolster Emory's teaching and research and enrich the Atlanta and tourist communities;
- ◆ Stand as one of the region's premier centers for the conservation and preservation of material culture;
- ◆ Create expanded and enhanced facilities to accommodate special exhibitions, larger permanent collections, and more visitors; and
- ◆ Provide the highest quality cultural and educational programming for the city and region, serving the University, the community, and area schools and teachers, with access to scholarship and resources.