Marianna Kistler Beach Museum of Art
2025: The First 5 Years

October 10, 2016

Linda Duke, Director
2025 has not only inspired us to be aspirational. It has pushed us further to draft concrete plans, to set specific timelines, and to take personal responsibility for success.
First, some key accomplishments since 2011:

Under contract with the Midwest Conservation Center, treatment of 62 works by John Steuart Curry will be completed by the end of the 2017.
Key accomplishments since 2011

Acquisition of 73 photographs by Gordon Parks, made in and around Manhattan, KS., from the Manhattan Arts Center.

Contract forged with the Gordon Parks Foundation to replace 128 permanent collection photographs by Gordon Parks with expertly printed images from the original negatives. Work to be completed by the end of December, 2016.
The museum has continued to develop relevant and diverse exhibitions and programs - regional, international, historical, and contemporary in theme and in various media - that offer varying degrees of challenge for viewers.

For example during spring 2016, two exhibitions allowed us to reach out to a range of communities in new ways. These were:
MINIDOKA ON MY MIND
Paintings and Prints by Roger Shimomura
April 5 – July 17, 2016

Behind the Glass Eye
Photographs by Toyo Miyatake
April 5 – July 31, 2016
Talks and panel discussions with audience participation allowed themes of racism, civil rights, and fear of otherness to be explored.
Performances, some including K-State students, helped open doors to cross-cultural understanding and respect.
A hip-hop dance workshop followed by a photo shoot immersed K-State students in a relationship between art forms – dance and photography - that was key to the Miyatake exhibition.
Some exhibitions were conceived to help viewers see our region, the prairie and Flint Hills, in new ways.
Some exhibitions and programs were developed to strengthen connections with the teaching and research of K-State faculty.

Exhibition: Civil War Era Drawings from the Becker Collection
Sept 10 - Dec 17, 2016


Francis H. Schell, *Rebel Cavalry Officers Driving Back the Skulkers*, September 17, 1862, Becker Collection, Boston, Mass.
Key accomplishments since 2011

Live video streaming of selected public programs allowed audiences at community colleges in Liberal and Dodge City, KS to participate. Videos of these continue to be available on museum’s website.

Film screening and panel discussion
Fall 2015

When the Well Runs Dry
Film screening, commentary by the filmmaker, K-State faculty members, and audience discussion
Thursday, October 22, 5:30 pm
UMB Theater, Gallery Level, Marianna Kistler Beach Museum of Art
701 Beach Lane at 14th & Anderson, Manhattan, KS 66506

Watch the trailer at: https://vimeo.com/143654400

Panel discussion
Spring 2016

YOU PEOPLE
mistrust of the ether
A Panel Discussion
Organized by Marianna Kistler Beach Museum of Art in conjunction with two exhibitions:

Mistakes are Made Paintings and Prints by Roger Brown
April 8 – July 17, 2016

Beyond the Glass Eye Photographs by Tanya Hijazi
April 3 – July 31, 2016

This program is presented by: Prairie Studies Initiative, Global Campus, Marianna Kistler Beach Museum of Art, and Chapman Center for Rural Studies
Key accomplishments since 2011

We accomplished our goal to phase out use of plastic and Styrofoam hospitality ware by the end of 2015

We now use:
- Hot & cold compostable cups
- Biodegradable sugarcane plates
Visual Thinking Strategies (VTS) has continued to be a key tool in the museum’s programs with public schools and K-State students. Its effectiveness is being studied with various audiences, such as children on the autism spectrum.
Key accomplishments since 2011

The museum exploits regular channels of collaboration, publications, research, and marketing with peer institutions, regionally and nationally, by touring exhibitions, sharing invited speakers, and in other ways.

*Art for Every Home: Associated American Artists*, developed at the Beach Museum of Art, traveled to NYU’s art museum in New York City and will open at Syracuse University spring 2017.
Art for Every Home: Associated American Artists

- Traveling to two additional museums before its tour ends this March 2017.
- Accompanied by a scholarly catalogue and an online illustrated index.
- Press release by the AP resulted in coverage in over 50 publications.
Our 5-year goal was to see the museum’s online collection and other Digital Humanities assets more widely accessed regionally, nationally, and internationally. We surpassed our goal!

Key accomplishments since 2011

Sessions initiated by users based on Google analytics:

FY16 July 1, 2015 - June 30, 2016
Total sessions: goal 40,000; actual sessions 46,122
Outside US: goal 1,500; actual sessions 2,099.
Outside KS in US: goal 12,000; actual sessions 13,042.

beach.k-state.edu/explore/collection/
Key accomplishments since 2011

Work to develop a more innovative, high-functioning, and user-friendly website and collection search tool is making good progress.

Videos are offered in a more easily searchable format.

The staff has developed an MoU with Hale Library to collaborate on the creation of an improved visitor interface with the collection database.

Work will begin as soon as funding is secured in December and be complete by January 2018.
Key accomplishments since 2011

*Touch the Prairie* is one of the Digital Humanities/Visitor Assets we pledged to develop.

It has been pilot-tested in our galleries and is currently in the final phase of development.
Key accomplishments since 2011

Our goal was to transition the Museum’s Advisory Board to an Advisory Council, adopting new bylaws, and recruiting members strategically to more effectively advise and advocate.

Transparency
The Council makes visible the museum’s commitment to openness in its processes and decision making.

Advising
Members of this body bring important knowledge and experience to bear as museum affairs are considered.

Vetting and Ethics
The Council considers and vets acquisition and de-acquisition decisions in line with best practices and museum ethics.

Advocacy
Members communicate the museum’s activities and significance in their own professional and community spheres.

The new body held its first meeting on Sept 28, 2016.
# Marianna Kistler Beach Museum of Art
## 2011-2016 Strategic Implementation Plan - keyed to K-State’s 2025 plan

<table>
<thead>
<tr>
<th>Key Activity # from 2025</th>
<th>Key Activities &amp; Outcomes</th>
<th>Action Step</th>
<th>Staff Responsible</th>
<th>Date of Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Work toward sustainable gallery lighting</td>
<td>1. Adjust current gallery motion sensors during Spring-Summer, 2016. 2. Replace 60% fixtures for use with efficient led bulbs by late Summer of 2016. 3. Add new sensors to make efficient lighting more effective.</td>
<td>Lindsay, Luke, Marvin, Tony, Robin</td>
<td>Adjustment of sensors complete, fixture replacement on target: 60% complete as of Sept., 2016. New sensor purchase &amp; install on hold because of cost.</td>
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<td>2</td>
<td>Continue offering balanced, relevant and diverse exhibitions and programs</td>
<td>1. Hold regular long-range exhibition planning meetings. 2. Continue to develop exhibition schedule that is balanced. 3. Execute major reinstallation of permanent collection. 4. Research. 5. Connect with faculty/students</td>
<td>Linda, Liz, Aileen, April, Lindsay, Luke, Kathrine, Abby</td>
<td>Re-install of collection complete Oct., 2016. Temporary exhibitions change frequently each year &amp; represent variety of cultures/perspectives, academic tours increased from 59 to 138</td>
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<td>1</td>
<td>No longer acquiring giant Curry Map painting. Just borrowing.</td>
<td>Will return to lender summer (June) 2017</td>
<td>Liz, Aileen, Sarah, Theresa</td>
<td>Will return to lender summer 2017</td>
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<td>2</td>
<td>Initiate discussion of fundraising for endowments for exhibition and programs</td>
<td>1. Meeting and discussion with KSU Foundation officer 2. Discuss relationship of this fundraising with other funding goals.</td>
<td>Linda, Tracy Robinson, Jackie Hartman, Abby, Robin</td>
<td>Original goal: by end of 2016 still holds</td>
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<td>3</td>
<td>Develop a plan for fundraising for $3 M endowment for cross-disciplinary research and presentation projects (PSU, the Meadow, Touch the Prairie...)</td>
<td>1. Initiate meetings to set up the plan for fundraising</td>
<td>Linda, Tracy Robinson, Jackie Hartman, Abby, Robin</td>
<td>Original goal: by end of 2016 still holds</td>
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<td>3</td>
<td>VTS Programs: Funding for ongoing trainings, Building collaborations to work with area school districts, social service/special populations, college of education, and other campus departments etc.</td>
<td>1. Research 2. Meetings with area schools led to Spring, 2016 award of $5000/annually for 3 years to bring VTS to 3 schools designated as 21st C. Learning Communities</td>
<td>Katherine, Linda, Tracy Robinson, Kim</td>
<td>Original goal: end of 2016, 21st Century project run date July 2016 through June 2019. Long term partnership with USD 383 began in 2011 with pilot program, 1 full VTS workshop 2015 and one ½ workshop 2016, and 30 teachers using VTS. In addition introduction to VTS to education and early childhood students each semester; interdepartmental work with Vet Med, Pre-Med Club, Leadership Studies, and graduate researchers; VTS research in conjunction with the K-State Autism Research Team/Flint Hills Summer Fun Camp. VTS programs being used with Sunflower CASA, and the public Memory Support Program at Meadowlark Hills E19</td>
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<td>7</td>
<td>Articulate museum’s professional aspirations/identity among peer (national) institutions.</td>
<td>Through a series of meetings. 1. Define exhibition plan 2. Define scholarly publication plan 3. Define role of online collections. 4. Visitor Studies: Track, evaluation and report these in a way that can be compared to other peer institution</td>
<td>Linda, Liz, Abby, Sarah, Theresa, Luke, Lindsay, Katherine, Kim</td>
<td>Original goal: end of 2017. Update: AIA exhibition tour ends in March of 2017. AIA Press release picked up by the AP resulted in coverage in over 50 publications. Additionally over 10 publications including Art in America, The Village Voice, New York Times, and Wall Street Journal covered the traveling exhibition. Online index and catalogue widely praised by scholars. Research on use of VTS with children on autism spectrum well underway. Members of the Education staff have participated in Visitors Studies Training (KWS VSA, VIsto AAM) Continuous tracking of attendance allows us to compare to peer institutions. Evaluation of exhibitions, galleries, and programs allows us to track quality, respond to audiences.</td>
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<td>8</td>
<td>Define our practices and way of using online collections, attended Fair use summit April 2016</td>
<td>1. Research peer standards. 2. Draft policy statement. 3. Network with peers</td>
<td>Sarah, Theresa, Liz, Aileen, Linda External: Cheryl Streecker and other KSU attorneys</td>
<td>Invited to participate in College Art Assoc. of Amer. Fair Use Summit April 2016</td>
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<td>9</td>
<td>Phase out the use of styrofoam and pastic hospitality ware</td>
<td>1. Use eco-friendly hospitality ware for all Beach public programs. 2. Set policy for programs held in museum by external departments that encourages the use of recycled or eco-friendly hospitality ware.</td>
<td>Kelsey</td>
<td>Original goal of 2015 successfully reached.</td>
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<td>10</td>
<td>Increase KSU annual student attendance and participation</td>
<td>Develop more strategic marketing and PR strategies, better use of social media.</td>
<td>Katherine, Kim, Linda, Abby, Jui, Kelsey</td>
<td>Over 5 year period student attendance increased from 4,191 to 6,905, 131.</td>
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<td>11</td>
<td>Improve access to website</td>
<td>Improve design features and content, better use of social media that points to websites.</td>
<td>Abby, Kelsey, Luke, Linda</td>
<td>FY16 July 1, 2015 - June 30, 2016 Total sessions: 40,020; actual sessions: 46,122 Outside US: goal 1,500; actual sessions 2,098. Outside K-State: goal 12,000; actual sessions 13,092.</td>
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