

# ROWMAN & LITTLEFIELD

## *Mission Matters* *Relevance and Museums in the* *21<sup>st</sup> Century*

By Gail Anderson

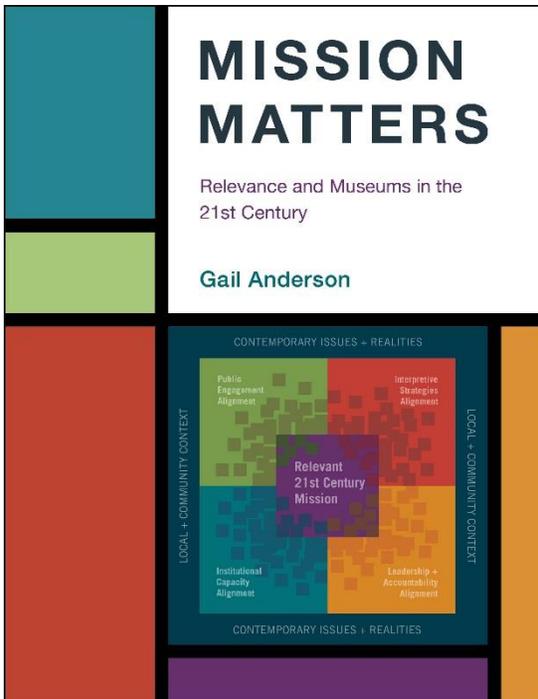
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### About the Book

*Mission Matters* sheds a fresh light on how to envision relevant and impactful museums. Anderson takes the understanding of mission relevance to a new level. The premise of the book makes direct links to external contemporary realities and the need for museums to better position themselves as leaders and change agents in the greater landscape and diversity of people of our times.

Features include thought essays by David Fleming from the UK who tackles the importance of mission and social issues, and Charmaine Jefferson who frames the complexities of cultural competence in the 21<sup>st</sup> century. Twenty museum leaders each share their institution's story of transformative change tied to reframing their mission. Anderson's central tool for the book, the Mission Alignment Framework, helps reference the thinking about missions and the subsequent changes within museums as they redirect their work. Complementing these examples are: guidelines about how to rethink mission; a questioning strategy based on the Mission Alignment Framework; and, a range of useful tools from museums and leading thinkers in the field.

### About the Author

**Gail Anderson** has dedicated much of her time over her 40+ year career researching, amassing and sharing resources and new ideas to advance the museum field. Anderson, president of Gail Anderson & Associates (GA&A) works with museum leaders facilitating institutional transformation, building institutional and leadership capacity, and expanding community and global relevance. GA&A works with museums on strategic planning, organizational restructuring, institutional assessment and development, board development, as well as individual coaching.

### Praise for the book

“This book is right on the money. The world is making ever-increasing demands of museums leading to all sorts of tensions and controversies. Strong missions are increasingly important in order to help museums cope with these pressures. I cannot recommend this book highly enough to all who are involved in museum management.”

— **David Fleming, Ph.D., Professor of Public History at Hope University in Liverpool, England, and former Director of the National Museums Liverpool**

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