STRATEGIC PLAN
2019–2021
ASSOCIATION FOR ART HISTORY
STRATEGIC PLAN 2019 – 2021

The Association for Art History’s three-year strategic plan builds upon the recent changes to our name, visual identity and governance structure which positioned this organisation more strongly as a subject association with relevance to those in all aspects of the broad field of art history.

Together with this previous work, our vision, mission and values set the stage for our long-term strategy and for our work over the next three years.

Our priority and first over-arching objective of our strategic plan is to contribute to and promote the subject of art history. Having a subject that is continually invigorated by new scholarship and by those entering the field is the essential work of the association. Highlighting the value of art history in education to policy makers and educators is integral to our support of the subject and forms the basis of our advocacy initiatives.

Subjects are made up of people. The broad field of art history includes scholars, educators, students, those in the museum and gallery sectors, in the art market and artists, designers and architects who engage with the subject. In our plan we set about ways to best reach these audiences and support them throughout their careers.

Gregory Perry, CEO, Association for Art History
VISION & MISSION

Our Vision

Our vision is for a world in which art history thrives and through it we gain a deeper understanding of art and human culture.

Our Mission

The Association for Art History leads the collective effort in the UK to advance the study and practice of art history.

We connect those engaged with art history, aid scholarly research and develop professional practice.

We advocate on behalf of a broad and inclusive subject, stressing its importance in a well-rounded education and influencing relevant policy.
WHAT WE VALUE

**Inclusivity**
We invite participation from those in the field to help create an organisation that is responsive, and is most beneficial to the subject and its practitioners.

We strive to reach broad audiences within the UK and those from areas beyond our traditional spheres of scholarship, readership and involvement.

We work to reduce barriers to engagement with art history that may exist as a result of economic or social strata, location, age, capacity, race or ethnicity, gender or sexual orientation.

**Excellence**
The highest standards of excellence and academic rigour underpin all of our work be it in our journal, our annual conference or in our programmes for professionals, educators and for the interested public.

**Advocacy**
We keep a watchful eye over issues, legislation and social, cultural and pedagogical trends that effect our subject. We seek opportunities to promote the subject, increase participation, and support practitioners.
THE NEXT THREE YEARS

What our goals and objectives look like over the next three years.

Contribute to and promote the subject of art history.

We will focus on:
- Advocacy
- Teaching & Learning
- Scholarship & Publications
- Annual Conference

Increase relevance and service to those who study, practice and engage with art history

Achieve financial sustainability & resilience

Implement optimal governance and staff structures to achieve our goals
How are we going to contribute to and promote the subject of art history?

Over the next three years we will focus on scholarship & research, advocacy and teaching & learning.

Scholarship & Research
Through our leading academic journal ‘Art History’ we will further our editorial vision, foregrounding critical race studies as a central discourse within the field of art history as it is practiced in the UK. We will extend our readership and authorship internationally, particularly with those from and those working on material concerning the Global South.

Advocacy
Through a clear and purposeful advocacy agenda the Association for Art History will assume an active role on issues which affect the discipline. We will have in place expanded networks of influence, and effective ambassadors for the subject, at ground and policy level. Among other issues, we will engage with diversity in our field, casualisation of the workforce in the higher education sector and affordable publishing and image access.

Teaching & Learning
Through partnerships with schools, universities and with external funders, we will increase the teaching of art history at the secondary and primary school levels. We will create resources for educators and students in art history and in cognate subjects in the visual arts and humanities.

Annual Conference
We will broaden the offer and audiences for our Annual Conference to attract those who study a greater range of historical periods and more of those from among our professional audiences. A reconsideration of organization and administration will lead to an increased financial contribution to our work.
**GOALS AND OBJECTIVES**

**INCREASE RELEVANCE**

How are we going to increase relevance and service to those who study, practice and engage with art history?

Over the next three years we will be focusing on enhancing and expanding our **Audience Engagement** via our programmes and initiatives, our membership and our communications.

**Engagement**
We will directly involve and learn from those who we want to serve and will create a suite of programmes that effectively reach our intended audiences. These will include continuing professional development, networking and information-sharing opportunities and community building events.

**Profile Raising**
We will conduct a marketing and communications review to create a clear strategy for engagement. We will increase marketing activities for specific programmes and for the organisation and will raise the awareness of art history through directed campaigns.

**Membership**
We will consult broadly with members and non-members to help inform new membership and recruitment strategies. We will introduce a fellowship programme that will recognise and reward significant achievements in the field of art history and contributions to the objectives of the Association.

**Grants & Bursaries**
We will develop a new grants programme to further our institutional values and support research, programming and professional development in the field. We will offer bursaries to our Annual Conference to make this event more accessible to students and young scholars.
ACHIEVING OUR GOALS AND OBJECTIVES

How are we going to achieve long-term financial resilience?
We will look to increase earned and raised income to complement the revenue from the sales of our journal. We will create and implement a fundraising strategy for the Association and invest in opportunities to make the Association viable into the future, particularly in light of changes to the scholarly publication model.

How will we ensure optimal management and governance structures to achieve our goals?
We will conduct regular board and staff reviews and offer training for volunteers and staff where those needs are indicated. We will create plans for the ambassadorial and community building work of trustees and other volunteers to help attract others to support our mission.
The work of the Association is led by its vision and informed by its audiences. We serve those who are involved with art history in a number of ways, and we create programmes to best meet their varying interests and needs. Those who we currently reach and those who we intend to reach more effectively include the following:

**People in education**
Academics and students of art history, visual culture, critical theory or practice-led subjects in the higher education sector are a priority for the Association. We also have a commitment to promoting the teaching of art history in secondary and further education, as well as introducing the subject at primary level.

**Professional People**
We strive for increased relevance to those who care for, display, research and create art. These professionals work in public museums and galleries as curators, educators, conservators and researchers. We support those in the commercial sector such as gallerists, auction house experts, and collectors. Our work also focuses on those in the creative sector who employ and rely on art history such as artists, designers and architects.

**Life-Long Learners**
Those who engage with art history within a formal education environment and who may pursue a deeper engagement with the subject outside of or after their primary careers will find our offerings of interest.

**Interested Public**
This broader group includes people who have a less formal interaction with art history. They enjoy museums, galleries and the visual arts and have an interest in deepening their engagement with the visual arts through our subject.
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