



Mission

The Westmoreland Museum of American Art offers meaningful and engaging cultural experiences that build community and inspire creativity, new ideas, and action through the power of art.

Vision

We strive to connect an ever-expanding audience to American art.

Values

WELCOMING

We create an environment where everyone feels valued and included, embracing diverse backgrounds and perspectives to foster mutual respect and a sense of belonging.

INSPIRING

We are inspired by American art and culture to fuel imagination, aiming to spark creativity in others.

INNOVATIVE

We encourage experimentation and innovation, embracing new ideas and approaches to push the boundaries of art and culture.

COLLABORATIVE

We work together internally and with individuals and organizations to create shared experiences and solutions, valuing teamwork and mutual support.

AUTHENTIC

We stay true to our mission and vision, holding ourselves accountable for values and goals.

THE WESTMORELAND
MUSEUM of AMERICAN ART



Strategic Priorities 2025–2027

BUILDING the Museum's Audience

- Expand programs and inspire visits through engaging art experiences
- Invest in the next generation of art enthusiasts

COLLABORATING with the Community

- Deepen and expand regional partnerships
- Support local cultural and economic growth

STRENGTHENING Operational Sustainability

- Diversify revenue sources to ensure long-term stability
- Implement operational agility to adapt to changing needs

FOSTERING Inclusivity

- Create a welcoming environment that fosters belonging
- Ensure representation and inclusivity across all activities

ADVANCING Board Excellence

- Build a diverse Board to support leadership and growth
- Leverage Board's skills to advance the mission