

PURPOSE & MISSION STATEMENT TEMPLATE

Department/Unit: Strategic Cultural Partnerships (Other Units)

Purpose/Mission Statement – The Purpose/Mission Statement clearly describes the unit within the context of the university and links it to the university's mission.

The Office of Strategic Cultural Partnerships catalyzes W&M's cultural and historic resources and those of our partner organizations, museums, and historic sites to generate new knowledge, ignite innovative teaching and learning experiences, and advance understanding. Through partnership we bridge divides and create common ground in order to build a more just world.

Core Functions – Enter your unit's core functions. What are your main responsibilities for the university? What are the key programs and services for which your office is responsible? What is your reason for being? Core functions can typically be represented in 3-5 succinct statements.

External Partner Relationships: Advance relationships with Colonial Williamsburg and other external partners to maximize cultural opportunities, promote shared priorities, and develop joint initiatives to increase visibility and impact. Cultivate new and steward existing partnerships to offer innovative education, elevate civic engagement, and ensure belonging.

Bray School Lab: Establish and develop William & Mary's Bray School Lab and partner with Colonial Williamsburg in the collaborative Williamsburg Bray School Initiative. Advance research and community engagement related to the re-discovered Bray School structure and history and the related goal of creating a more complex, nuanced and inclusive story of our nation's founding that includes the history and legacy of African American education. Model inclusive history and reconciliation through partnerships to establish common ground across differences.

2026 Commemoration: Lead convenings to prepare William & Mary, Virginia, and the United States for the 2026 commemoration of the 250th anniversary of the adoption of the Declaration of Independence. Leverage partnerships to provide learning opportunities and strengthen understanding of our nation's history and the process of history-making, demonstrating a commitment to knowledge as a public good and positioning Williamsburg as a hub for this significant moment.

Cultural Assets at W&M: Oversee the Muscarelle Museum of Art, the Omohundro Institute of Early American History & Culture, and research at James Monroe's Highland. Support efforts to steward the preservation and interpretation of William & Mary's historic campus.

Cultural Heritage-Based Learning: Translate the unique historical and cultural resources of William & Mary and its partners into accessible and impactful teaching and learning for William & Mary students and cultural heritage professionals. Develop innovative pedagogical approaches with museum and cultural heritage site partners and create opportunities in applied learning to educate for impact, promote career pathways, forge sustainable partnerships, and enhance the value of the W&M experience for our students.