

Lial A. Jones

Mort and Marcy Friedman Director and CEO, Crocker Art Museum

Appointed executive director in 1999, Lial Jones has set the strategic vision for the Crocker Art Museum's emergence as the leading cultural institution in California's Capitol Region. She oversaw the planning, construction and opening of the 125,000 square-foot addition that tripled the Crocker's size. The Museum's growth during her tenure includes doubling the size of the collection, more than doubling attendance, and quadrupling membership.



She has expanded educational and public programming for people of all ages, launched new audience initiatives, strengthened the Museum's exhibition program, improved visitor access and experiences, and modernized and streamlined the Crocker's governance structure.

Jones' next steps in the evolution of the Museum are taking shape in the development of Crocker Next. When realized, Crocker Next will have added \$30 million to the Museum's Endowment, solved the Museum's parking and collections storage problems and seen construction of an outdoor art venue complete with gallery, program, and event space that will better connect the Crocker with Downtown Sacramento's core. Crocker Next will also further solidify the Crocker's identification as a Sacramento anchor institution that brings people together and connects them in unexpected ways with art, ideas, each other and the world around them.