

Mission

The vehicle by which we pursue our aspiration.

Inspire Learning Through Creative Play & Discovery



Strategic Objectives

What we do to best pursue our aspiration

Provide multidimensional educational experiences,

Continually invest in the healthy development of our children,

Offer hands-on interactive learning that activates curiosity,

Be a community mainstay for families.

Strategies: what we will do to accomplish our strategic objectives and values.

Core Ideology - our aspiration

We seek to inspire curiosity



Strategic Framework

Vision

Be the primary community destination for children and families,

Develop financial strength, Be valued as a great place in which to work and volunteer,

Be recognized as a leader in innovative education for children and their parents, and

Foster strong, mutually beneficial partnerships with local businesses and nonprofits.

Core Values - our essential beliefs and their signal behaviors.

Because we value

Community

Support community needs, accept public comments, support honest communication, champion diversity and appreciate our natural environment.

Creative Learning

Ask questions, experiment, make (new) mistakes, share ideas, innovate, play imaginatively, touch, see and hear.

Strategic Values

How we do what we do to best pursue our and their signal behaviors

Accessibility

Listen to audiences we're trying to reach, adopt proactive practices to increase staff, foster visitor and volunteer diversity, offer sustainable programs that attract underserved audiences, have more floor staff to stay open longer and be accessible to all children.

Sustainability

Promote and maintain fiscal responsibility, identify and meet community needs.

Our People

Have a flexible workplace, listen and communicate openly, compensate fairly, encourage people to grow in their jobs and provide tools to do the job.

Accountability

Develop and report on measures of success for all activities, develop innovative performance evaluation based on core and strategic values, identify consequences and follow through and set reasonable, clear goals and expectations.

- 1. Increase employee and board development.
- 2. Provide educational opportunities for adults and children.
- 3. Evaluate how well we serve our community.
- 4. Develop a cohesive volunteer program.
- 5. Implement exhibits that inspire learning and encourage healthy development of children and are accessible.
- 6. Deepen and broaden our audience
- 7. Integrate nature and cultural aspects into learning activities and events.
- 8. Increase net revenue and implement healthy accounting practices.
- 9. Increase Museum operational capacity (staff and systems).

