

## DISCOVERY CHILDREN'S MUSEUM STRATEGIC PLAN EXECUTIVE SUMMARY

### **EXHIBITS AND FACILITIES**

- I. Through the examination, prototyping and design of gallery spaces, DISCOVERY Children's Museum will be known for state-of-the-art facilities and exhibits that are aligned with current trends in education, represent diverse perspectives, and serve diverse audience needs.
  - a. Conduct museum-wide master planning to identify areas in need of refurbishment, new content or retirement with a focus on broadening cultural programming and partnerships.
  - b. Engage visitors in future exhibit and workshop planning.
  - c. Increase awareness of museum's accessibility offerings.

### **LEARNING EXPERIENCES AND COMMUNITY OUTREACH**

- II. Design and pilot new museum and outreach programs that consistently deliver an immersive and interactive visitor experience, serve schoolchildren of all ages and abilities, and invite new community members to become engaged with DISCOVERY Children's Museum.
  - a. Grow caregiver awareness and understanding of the learning experience goals at the museum.
  - b. Expand learning experience offerings to serve more pre-K, special needs, culturally diverse, and older audiences.
  - c. Strengthen DISCOVERY Children's Museum's role as a leading education resource locally and nationally.

### **BRANDING AND VISIBILITY**

- III. Increase awareness of DISCOVERY's mission and offerings in order to strengthen our reputation as a world-class, non-profit children's museum, grow attendance, membership and other earned revenue streams, as well as diversify our messaging to be more inclusive of the audiences that we serve.
  - a. Utilize storytelling and mission case-making to inspire our target audiences to visit or donate to the museum.

**FINANCIAL STABILITY AND GROWTH**

- IV. Monitor expenses and revenue projections, grow annual contributions to the museum, and increase endowment funds for museum operations in order to achieve a balanced budget, keep admission prices competitive, and expand our exhibit and program offerings.
  - a. Develop and implement comprehensive annual giving and major giving programs to increase philanthropic support from individuals.
  - b. Grow membership program and increase member retention to offset reliance on admission revenue.

**STAFF AND VOLUNTEERS**

- V. Broaden the diversity of the organization’s staff and volunteers through recruitment and training, and create an exciting and rewarding workplace environment.
  - a. Improve employee retention and engagement through professional development, training and established reward and recognition programs.
  - b. Expand volunteer programs to grow the number of teen participants.
  - c. Offer diversity, equity and inclusion training for staff and volunteers.