

**Our Mission:**  
*the vehicle by which we pursue our aspiration.*

Inspire the life-long love of learning by engaging the minds, muscles and imaginations of children.

**Core Ideology:**  
*our aspiration.*

We seek to inspire  
**curiosity**

**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 Framework  
November 2006**

**Strategic Objectives:**  
*what we do to best pursue our aspiration in the next 3-5 years.*

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.

**Vision**  
*in the next 5 years.*

- ✓ 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.

**Strategic Values:**  
*how we do what we do to best pursue our aspiration in the next 5 Years and their signal behaviors.*

**Accessibility**  
*Listen to our target audiences; adopt proactive practices to increase staff; foster visitor and volunteer diversity; offer sustainable programs that attract underserved audiences; increase floor staff for longer opening hours; and be accessible to all children.*

**Sustainability**  
*Promote fiscal responsibility; make decisions on the triple bottom line (\$/people/environment); and 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.*

**Strategies:**  
*what we do, how we do it and how we allocate our resources to blend strategic objectives and strategic values over the next 5 years.*

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