

Sacramento Children's Museum

Strategic Plan 2014 – 2017

Executive Summary

At Sacramento Children’s Museum (SCM), our mission is to spark a passion for life-long learning. We are accomplishing our mission by providing a place where children are encouraged to think for themselves, expand their problem-solving abilities through creative exploration, and exercise both their bodies and their minds. SCM strongly believes that play is an essential part of a child’s “work.” Imaginative, hands-on environments provide children with a gateway for opening up their minds to developing new abilities, building confidence, and making connections between their dreams and real world experiences. SCM provides a variety of challenging direct experiences for children that help shape their growth and learning capabilities. Our visitors come to the Museum for stimulation, for education, for social interaction, and of course, for fun! We are providing a place in the Sacramento region for integrated experiences for young children with all types of learning styles. The continued success and growth of SCM means that the children of our region, who are our future, are given the best start in life and given a strong foundation to learn and grow their intelligence as they develop into adults. Children are our future doctors, engineers, artists, teachers, and leaders, and our goal is to provide them with a space to cultivate their interests, give them a foundation for learning, and build confidence at a young age.

SCM opened on August 25, 2011. Sound practice requires the development of a strategic plan, especially considering the success of SCM and the anticipated growth and expansion in the future. This plan emerged after detailed input from museum and community partners, the SCM Board of Directors and staff, Advisory committee members, and shaping by the strategic planning committee.

This strategic plan covers four critical areas (in prioritized order):

1. Manage and Build Financial Stability
2. Manage and Enhance Programming / Exhibits
3. Maintain and Enhance Marketing / Community Connection
4. Determine Potential Expansion / Relocation Plans

Each section of the plan defines our goals and objectives. Ultimately, our sustainability and growth depends upon building upon existing trust that comes from the careful building of community relationships and of having awesome programs and exhibits.

Introduction and Overview of Process

SCM opened on August 25, 2011. Sound practice requires the development of a strategic plan, especially considering the success of SCM and the anticipated growth and expansion in the future. This plan emerged after detailed input from museum and community partners, the SCM Board of Directors and staff, Advisory committee members, and shaping by the strategic planning committee.

The strategic planning process included:

- A seven-member committee task force that worked on the creation of this strategic plan. This strategic planning committee consists of the Board President and three additional Board members, Museum Director and Assistant Director, and Advisory Council member;
- Board and strategic planning committee brainstorming sessions to review our mission and values, as well as strengths and weaknesses;
- A museum and community member survey;
- Monthly strategic planning committee meetings;
- Presentation of draft plans to the Board and museum staff; and
- Plan revision based upon feedback.

Short summary of survey results. Please see the Appendix 1 for additional survey details.

Mission, Vision, and Values

Mission

To spark a passion for life-long learning.

Vision

To be the premiere destination in the Sacramento Metropolitan Area for young children.

Values

- **Play-based Learning:** We believe that play is an essential part of a child's "work" and we continually look for ways to provide engaging and educational exhibits and programming.
- **Exploration:** We strive to provide an environment that encourages creativity, innovation, and exploration through diverse learning experiences.
- **Community:** We are committed to building a community with our members and the surrounding metropolitan area.
- **Sustainability:** We are committed to both environmental and process sustainability through green, environmentally-friendly policies, procedures, and partnerships throughout all aspects of the Museum, as well as human sustainability focusing on health and wellness and healthy living.
- **Accessibility:** We are committed to being accessible and open to all children.

Strategic Goals and Objectives

SCM continually strives for excellence and engages in a strategic planning process to guide our growth and development over the next three years.

The strategic plan has four goals (not in prioritized order):

Goal 1: Manage and build financial stability

Objective 1: Create and implement a fundraising plan and develop resources to generate sustainable annual funding (non-membership revenue)

Objective 2: Create auditing processes and balanced budget plan

Objective 3: Grow membership and maximize retention rate

Goal 2: Provide visitors with excellent experience by maintaining and enhancing programming and exhibits

Objective 1: Create plan for following maintenance and enhancement of programming and exhibits

Objective 2: Investigate other options for programming / exhibits

Objective 3: Gather information from the public/other museum visits for ideas and best practices

Goal 3: Maintain and enhance marketing / community connection to promote relationships and connections among regional community

Objective 1: Extend the ability of the museum to communicate the excitement of the museum and to make all constituents of the museum more aware of its content, services, and special programs

Objective 2: Enhance website

Objective 3: Connect with the community/region by introducing and strengthening programs targeted for special audiences

Goal 4: Determine potential expansion / relocation plans in order to remain competitive in the region providing a superior set of exhibits and programs

Objective 1: Research other comparable expansions (museums of similar size and regional population)

Objective 2: Explore non-traditional ways to expand

The strategic planning committee, Board, Advisory Council, and staff will build a clear implementation plan for each of the goals during the summer of 2014. Although responsibility for the success of the

strategic plan rests on all stakeholder shoulders, the strategic planning committee assigned the following stakeholder groups to lead implementation of each goal.

Goal	Primary Stakeholder Group(s) Involved
1: Manage and Build Financial Stability	Board and Director
2: Manage and Enhance Programming / Exhibits	Director, Staff, and Education Committee
3: Maintain and Enhance Marketing / Community Connection	Director, Staff, and Marketing Committee
4: Determine Potential Expansion / Relocation Plans	Board