



Sacramento Children's Museum Strategic Plan 2023 - 2025

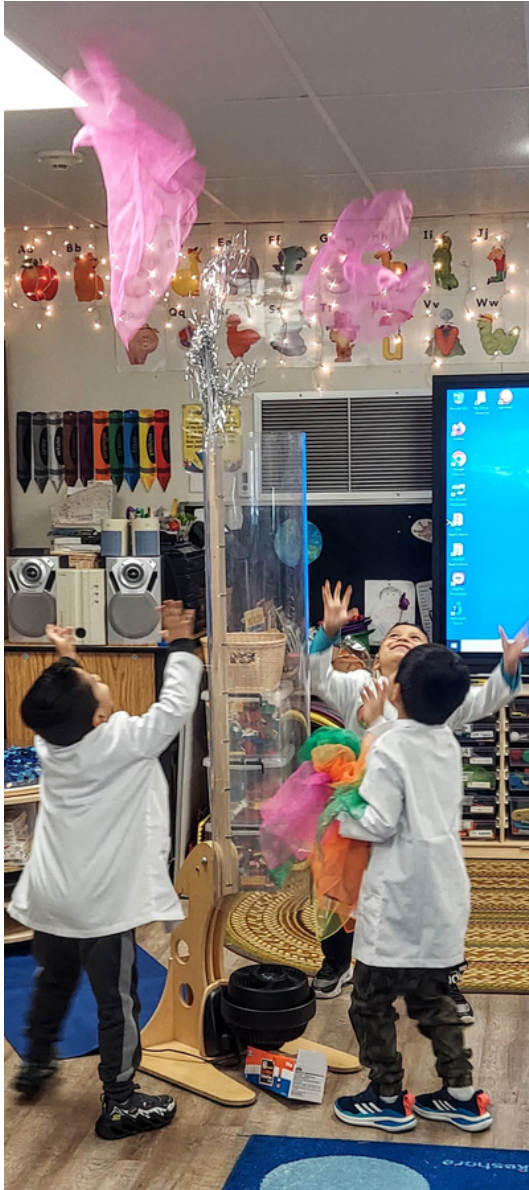


Introduction

The board and staff of Sacramento Children's Museum engaged in a multi-month planning process in which we looked critically at our internal situation and the external environment. A series of analytical exercises were conducted with board, staff and museum members. A review of our 2017- 2020 feasibility study and 2020 capital campaign feasibility study was also concluded.

Our conclusions are:

- The Museum is in a moment of positive expansion with strong leadership and forward momentum.
- Programs are consistently strong. The addition of Leo's Learning Lab is a positive and welcome addition.
- The Museum has a reputation as a well-established part of the community.
- The Museum's staff members are dedicated and are committed to the Museum's success.
- Collaboration with other community organizations and cultural groups and outreach efforts have been largely successful and will continue to develop.
- There are numerous grant and funding sources that the Museum can access.
- The Museum has a strong track record of enjoyable and engaging events, and more can be planned to help expand our audience.
- The facilities need a makeover, particularly the entrance to the museum.
- Outdoor space is vital to continued growth.
- The Museum must expand staffing capacity to meet its operational and programmatic needs.
- The Museum must recruit and retain board members who will personally support the Museum financially, actively promote audience development by inviting and bringing guests to Museum events, and work with staff to identify and solicit prospects.
- An effort needs to be made to engage the community beyond the walls of the Museum.



Approved September 2023

Mission, Vision and Values

Mission

To spark a child's passion for life-long learning.

Vision

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

Guiding Values

- Child-Focused: We provide an environment that encourages creativity, innovation, and exploration through diverse learning experiences.
- Inclusive: We serve our community by being inclusive, respectful of all, kind, courteous, and loyal.
- Stewardship: We are accountable to our community by being socially, financially and environmentally responsible throughout all aspects of the Museum.
- Joyful: We promote playful learning in a safe and supportive environment



Strategic Goals



Provide Outstanding Guest Experiences

- Be welcoming and accessible to all
- Deliver quality exhibits and programs
- Recruit and retain quality staff



Be Resourceful

- Communicate clearly and openly with our community
- Leverage existing relationships and develop new partnerships
- Grow all revenue funding streams



Expand Our Reach

- Explore options to utilize our expanded footprint
- Increase museum offerings and audience
- Utilize facility to serve the community's needs



Provide Outstanding Guest Experiences

Be welcoming and accessible to all children

- **Serve low income families**
 - Fundraise to support Museum for All program
- **Introduce and strengthen programs targeted for special audiences**
- **Provide opportunities for schools to visit the museum**
- **Embrace individuality**

Deliver quality exhibits and programs

- **Plan multi-year schedule of traveling exhibits**
- **Plan multi-year schedule of new or refurbished exhibits**
- **Utilize evaluation tools to review experiences on the Museum floor and to enhance decision making**
- **Raise funding to increase educational opportunities**

Recruit and train quality staff

- **Educate staff on mission and values of the Museum**
- **Increase professional development opportunities**
- **Strive to align staff pay and benefits with comparable institutions**
- **Host annual staff and board retreat for long-term planning**



Be Resourceful

Communicate clearly and openly with our community

- Use audience feedback, market research and news from our field to drive change to our marketing and communications
- Evaluate Museum signage and explore ways to improve information accessibility
- Staff to seek leadership opportunities in the community and present at conferences
- Board to serve as Museum ambassadors in the community

Leverage existing relationships & develop new partnerships

- Seek new ways to collaborate with cultural institutions
 - Ensure culturally diverse audiences are represented in our exhibit and programs
- Review current partners, sponsors and supporters
 - Identify areas to strengthen and identify untapped opportunities

Grow all revenue funding streams

- Increase membership and ticket sales
- Increase earned-revenue funding streams

Expand Our Reach

Explore options to utilize our expanded footprint

- Research construction options
- Research other comparable expansions (museums of similar size and regional population)

Increase museum offerings and audience

- Increase mobile museum and outreach opportunities
- Board regularly invites guests to the Museum for play, events, and fundraisers
- Share early learning tips and trends through social media and blogs

Utilize facility to serve the community's needs

- Loan facility for community events
- Seek new ways to collaborate with cultural institutions



Land Acknowledgement



We acknowledge the Nisenan people, on whose traditional lands we gather in Rancho Cordova, CA. We also acknowledge all indigenous people of California. Thank you for your past and present care of the water, plants and animals of this area.

IDEA (Inclusion, Diversity, Equity, and Accessibility) Statement

Sacramento Children's Museum (SCM) welcomes all children and their adults to visit the museum. We invite everyone to learn, create, and explore together.

At SCM, we are committed to:

- Listening and responding to the needs of the children in our community
- Providing a safe space for all children
- Offering accessible exhibits, play spaces, programming, and events
- Celebrating the diversity of families, especially in our region
- Exploring cultures and traditions that may be unfamiliar
- Taking steps towards a more equitable admissions process
- Acknowledging the land where our museum sits to recognize and honor Indigenous peoples.
- Conducting an inclusive and bias-free hiring process that recognizes diversity and embraces a wide range of qualities and perspectives that candidates bring to the organization
- Utilizing pronoun best practices
- Establishing guidelines for tracking diversity of board, staff, and visitors and defining diversity set metrics.
- Learning and growing with our community.