



MT PLEASANT  
**DISCOVERY**  
MUSEUM



## **STRATEGIC PLAN**

**2021-2024**

Board Approved May 2021



# TABLE OF CONTENTS

Introduction	3
Vision	4
Mission	4
Guiding Values	5
Strategic Imperatives	6
Goals & Objectives	7-8
Strategic Initiatives	9-11



## Introduction

### STRATEGIC PLAN

This report outlines the Strategic Plan for the Mt. Pleasant Discovery Museum for the years 2021-2024. It covers the key areas of:

- Vision
- Mission
- Guiding Values
- Strategic Imperatives
- Goals & Objectives
- Strategic Initiatives

The Strategic Plan identifies what the Museum's top priorities are, serving as a road map to lead the organization from where it is now to where it needs to be in 3 years.

The Strategic Plan is not to be confused with the Action Plan and therefore the Action Plan is not included in this goal setting document.



## Vision

*How will the world be different as a result of our work?*

A world where educational discovery enhances the life of every child.

## Mission Statement

*What is the organization's unique purpose for existing?*

The Mission of the Mt. Pleasant Discovery is to enhance the community by inspiring creativity, learning, and curiosity.





## Guiding Values

*What are the ideals that guide how we accomplish our mission?*

### **Stewardship**

We are accountable to our community by being socially, financially, and environmentally responsible.

### **Innovative**

We infuse our work with imagination and creativity.

### **Child-Focused**

We honor the development of every child.

### **Inclusive**

We embrace individuality.



## Strategic Imperatives

*What is absolutely necessary for the organization to fulfill its mission?*

### **I. Be a Resource**

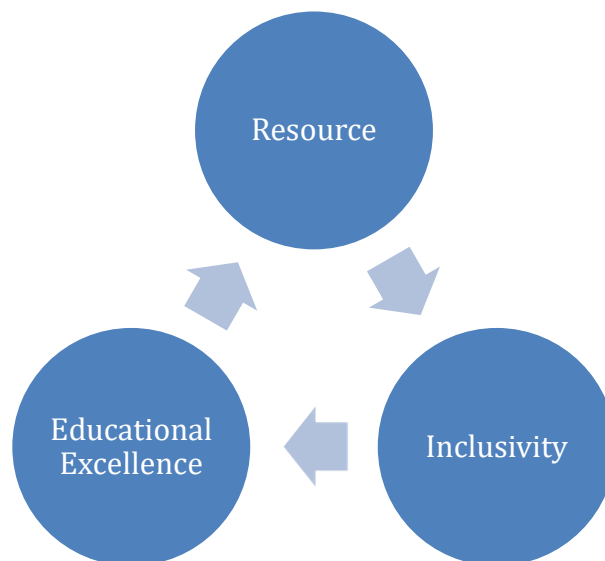
We will provide tools and facilities for children, caregivers, community groups, and schools to spark creativity, nourish learning, and inspire curiosity.

### **II. Be Inclusive**

We strive to serve all children regardless of socio-economic status, sensory constraints, or other needs.

### **III. Provide Educational Excellence**

We will provide state of the art learning environments.





## Goals & Objectives

*What is the organization trying to achieve and what are the implementation steps to attain the identified goals?*

### **I. Be a Resource**

We will provide tools and facilities for children, caregivers, community groups, and schools to spark creativity, nourish learning, and inspire curiosity.

**Goal 1: To be considered a community destination.**

#### Objectives

- a. Increase attendance through membership sales and general admission.
- b. Maintain the vibrancy of the museum.
- c. Utilize facility to serve the community's needs.
- d. Provide platform for parent/child engagement.
- e. Establish community partners to elevate Museum presence.

**Goal 2: To be the field trip destination in Mid-Michigan.**

#### Objectives

- a. Curriculum and presentations to align with exhibits for school groups.
- b. Serve all Head Start centers in the surrounding counties.
- c. Increase attendance through field trips.
- d. Strengthen school partnerships.

### **II. Be Inclusive**

We strive to serve all children regardless of socioeconomic status, sensory constraints, or other needs.

**Goal 1: Provide opportunities for schools and families in need to visit the Museum.**



### Objectives

- a. Raise funding required to serve families and schools in need.
- b. Offer financial opportunities for all Head Start centers.
- c. Create partnerships to have a long-term funding plan.

### **Goal 2: Expand Museum experiences to support various learning needs.**

#### Objectives

- a. Develop additional programming for various sensory needs.
- b. Considering ADA standards for accessibility.

## **III. Provide Educational Excellence**

We will provide state of the art learning environments.

### **Goal 1: Maintain and enhance exhibits and gallery.**

#### Objectives

- a. Invite, listen to, and incorporate the voices of children and families into facility, exhibits (e.g., focus groups, children's advisory boards, and surveys).
- b. Raise funding to increase educational opportunities for exhibits.

### **Goal 2: Programs that cultivate knowledge for ages 0-10.**

#### Objectives

- a. Invite, listen to, and incorporate the voices of children and families into programs (e.g., focus groups, children's advisory boards, surveys).
- b. Listen and understand programmatic needs for constituents.
- c. Develop camp offering infrastructure.

### **Goal 3: Create a learning framework for exhibit and program development.**

#### Objectives

- a. Educate staff and board on learning objectives.
- b. Evaluate our effectiveness in reaching learning framework objectives.
- c. Create teacher advisory committee to develop and understand exhibit and program needs for the Museum.





## Strategic Initiatives

*What are our major programs, projects and services undertaken to meet the identified goals and objectives?*

### **BE A RESOURCE**

#### **Goal 1: To be considered a community destination.**

- a. Increase attendance through membership sales and general admission.
  1. Provide a great experience for our guests.
    - i. Maintain a cleaning schedule.
    - ii. Train staff in appropriate topics and skills
  2. Create a plan to boost attendance.
    - i. Update marketing materials.
    - ii. Create an annual marketing plan.
    - iii. Create opportunities for “pop-up museum” or “museum on the road”.
    - iv. Using Social Media to build an online community.
    - v. Update and maintain website to drive visitors to museum.
    - vi. Develop events.
    - vii. Provide benefits for memberships and market it as a club.  
(newsletter, reciprocal benefits)
- b. Maintain the vibrancy of the museum.
  1. Maintain the facilities improvement plan.
  2. Create a plan to repair/replace current exhibits.
- c. Utilize facility to serve the community’s needs.
  1. Hold focus group to identify needs and how we can serve them.
  2. Continue to use our community rooms for community events (Blood Drive, Foster Closet Christmas party)
- d. Provide platform for parent/child engagement.
  1. Train staff in parent/child engagement techniques.
  2. Provide programming for parents and children to connect.
  3. Provide written material for engagement.
- e. Establish community partners to elevate Museum presence.
  1. Work with CDLL and MMCC to develop relationships for early childhood education.
  2. Work to provide Head Start programs with field trips.
  3. Seek business partners for sponsorships.
  4. Seek business partners for Marketing.



## **Goal 2: To be the field trip destination in Mid-Michigan.**

- a. Curriculum and presentations to align with exhibits for school groups.
  - 1. Create presentations for the Luminary Lab and PleasANT Park.
  - 2. Update current presentations to be age appropriate.
  - 3. Create lesson plans for schools to distribute before school field trips.
- b. Serve all Head Start centers, in the surrounding counties.
  - 1. Create partnerships to have a long-term funding plan.
  - 2. Develop research on Head Start's learning framework.
- c. Increase attendance through field trips.
  - 1. Create marketing tools for schools.
  - 2. Create funding plan for schools in need.
- d. Strengthen school partnerships.
  - 1. Meet with school administration to find out needs.
  - 2. Create a database of up-to-date contacts at schools in our service area.

## **BE INCLUSIVE**

### **Goal 1: Provide opportunities for schools and families in need to visit the museum.**

- a. Raise funding required to serve families in need.
  - 1. Create a long-term fundraising plan.
- b. Offer financial opportunities for all Head Start centers.
  - 1. Gather lists of Head Start centers and contacts.
  - 2. Reach out to local banks for Community Reinvestment Act.
  - 3. Create lists of local businesses and contacts for funding.
  - 4. Apply to United Way's and Community Foundations for support.
- c. Create scholarship language/infrastructure.
  - 1. Research other museum scholarship initiative
  - 2. Create forms and management plan.
  - 3. Define staff person responsible for scholarships.

### **Goal 2: Expand Museum experiences to support various learning needs.**

- a. Develop additional programming for various sensory needs.
  - 1. Partner with CMU groups and Community Groups to provide exceptional programming and resources.
  - 2. Research best practices for meeting sensory needs
- b. Considering ADA standards for accessibility.
  - 1. Create an exhibit plan that keeps ADA compliance in mind when building or updating.



## **PROVIDE EDUCATIONAL EXCELLENCE**

### **Goal 1: Maintain and enhance exhibits and gallery.**

- a. Invite, listen to, and incorporate the voices of children and families into facility, exhibits.
  - a. Host focus groups, children's advisory boards, and conduct surveys.
  - b. Seek to work with a third-party evaluator to measure the effectiveness of our exhibits.
- b. Raise funding to increase educational opportunities for exhibits.
  - a. Include fundraising for exhibits in Development Plan.
  - b. Plan for new exhibits/repairs in budget annually

### **Goal 2: Programs that cultivate knowledge for ages 0-10.**

- a. Invite, listen to, and incorporate the voices of children and families into programs.
  - a. Host focus groups, children's advisory boards, conduct surveys.
- b. Listen and understand programmatic needs for constituents.
  - a. Communicate with educators and receive feedback regarding programs.
  - b. Research local data for test schools, needs, etc.
- c. Provide quality camp offerings during spring break, summer, and holiday breaks.
  - a. Develop camp offering infrastructure.
  - b. Research best practices for camps.
  - c. Provide appropriate staff training.

### **Goal 3: Create a learning framework for exhibit and program development.**

- a. Educate staff and board on learning objectives.
  - a. Provide appropriate trainings and discussion opportunities.
- b. Evaluate our effectiveness in reaching learning framework objectives.
  - a. Partner with a third-party evaluator to measure effectiveness.
  - b. Continue to provide ways for guests and community members to provide feedback.
- c. Create education committee to develop and understand exhibit and program needs for the Museum.
  - a. Hold biannual meetings to evaluate the framework and programming.