

STRATEGIC PLAN 2011 - 2015

MISSION Sparking children's learning through play

VISION A community that embraces the essential role of play in fueling the imagination, creativity and love of learning that prepares children for success in school and life.

Minnesota Children's Museum

Smart Play

COMMUNITY IMPACT GOALS BY 2015



| Strategies | I. Expand Reach through Decentralized Growth | II. Champion the Essential Role of Play in Early Learning | III. Strengthen and Sustain the Museum's Core |
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| Actions | <ul style="list-style-type: none"> 1-1 Open satellite museums around Minnesota 1-2 Provide learning environments to non-Museum locations 1-3 Grow Museum-to-Go program 1-4 Leverage technology to extend the Museum's early-learning experience | <ul style="list-style-type: none"> 2-1 Raise awareness around the importance of learning through play and spark deeper engagement across Museum audiences 2-2 Establish the P.L.A.Y. Academy to expand professional development offerings for educators statewide 2-3 Build parent capacity to engage in their children's learning 2-4 Collaborate in lower-income communities to positively impact the school readiness of children | <ul style="list-style-type: none"> 3-1 Expand and renovate Museum to increase children served and enhance the learning experience 3-2 Extend families' learning-through-play involvement over more years 3-3 Grow and diversify financial support through continuous improvement of existing programs and development of new revenue streams 3-4 Build evaluation capacity to measure impact and continuously improve learning outcomes in exhibits and programs 3-5 Attract, invest in, and retain an excellent team of staff, board and volunteers |
| Outcomes | <ul style="list-style-type: none"> • Provide opportunities for more children to learn through play • Extend learning experiences beyond the St. Paul Museum visit into communities around the state | <ul style="list-style-type: none"> • Encourage parents, educators and early-learning influencers to recognize and tell others about the critical role of play in children's development • Improve early-learning outcomes for under-included children • Strengthen brand value by enhancing awareness of the Museum's unique role in early learning | <ul style="list-style-type: none"> • Achieve a fully funded capital campaign • Broaden our base of supporters and ambassadors • Enhance Museum experience to exceed the expectations of visitors • Generate awareness of play's contribution to learning • Recruit and retain a highly engaged staff, board and volunteers |