The New Bedford Whaling Museum ignites learning through explorations of art, history, science, and culture, rooted in the stories of people, the region, and an international seaport.

**WELCOME**

Visits to the museum are engaging, rewarding, accessible, comfortable and fun for all

- Create a space and feeling that actively invites all visitors to participate in a dynamic, customized and engaging experience
- Represent our community and express that through a commitment to Diversity, Equity, Accessibility and Inclusion (DEAI)
- Position the museum widely with an identity that is clear and compelling
- Increase family engagement with programs and spaces designed to meet interests and needs

**ENGAGE**

Stimulate audiences, mobilize community conversations and create meaningful connections to the museum and its content

- Create inclusive, accessible, and exciting opportunities and programs for all audiences and our community
- Design unparalleled exhibitions, education and programs for all to broaden our reach in art, history, science and culture
- Increase platform related to environmental stewardship and other critical issues
- Expand digital engagement

**STEWARD**

Collections are expertly cared for, safeguarded for future and shared widely with audiences to inspire deeper learning

- Enrich and diversify public understanding of our stories through scholarship and research
- Assess our Narratives, History, and Collections through lens of DEAI
- Develop our collections and ensure high standards of stewardship
- Increase and enhance access to collections

**THRIVE**

The museum has the facilities, resources and visibility to grow and implement this plan

- Grow the capacity and diversity of the team: staff, volunteers and board
- Sustain a governance model that supports the work of the museum
- Grow sound fiscal health
- Increase financial supporters and partners
- Grow Reputation