The New Children’s Museum Strategic Plan

**MISSION**
To stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art.

**VISION**
To address a critical need in our society and become a leader in engaging children through contemporary art in order to develop the skills needed for the 21st century.

**THEORY OF CHANGE**
We unlock children’s innate creativity by exposing them to art and the creative process:
- Artistic Engagement
- New Perspectives + Learning
- Skills
- Creativity • Confidence • Problem solving • Interpersonal skills • Critical thinking • Collaboration • Optimism • Resiliency

**OBJECTIVE**
To increase our impact and value for visitors, members, donors, staff and the community.

**STRATEGIES**

**Achieve Financial + Operational Excellence**
- Strive for excellence in museum programs, visitor experience and operations
- Build individual giving program, expand donor base and increase multi-year gifts
- Sustain and expand corporate, foundation and government relationships and support
- Expand alternate ways to give, including corporate matching and planned giving options through a new Legacy Society program
- Evaluate and introduce new programs to drive earned revenue

**Infuse Our Exhibitions + Programs with Our Education Learning Framework**
- Introduce, implement and sustain a rolling 10-Year Exhibitions and Programs Plan
- Commission artists to create art installations that resonate with children and families
- Demonstrate the educational value of the arts and its connection to other subject matter

**Strengthen + Maintain Our People**
- Expand Membership program and benefits
- Build employee satisfaction through professional development, training and organizational culture
- Strengthen connection between Board of Directors and staff by aligning shared purpose and goals
- Optimize strategic Board growth through continual engagement and succession planning
- Prioritize Diversity, Equity, Accessibility and Inclusion for Board of Directors and staff, and incorporate in operations, programs and communication

**Core Beliefs + Values**
- That all children should have access to the creative process and arts of the highest quality
- That the arts play a critical role in the creative, emotional, and intellectual development of children
- That early childhood engagement results in lifelong appreciation and involvement of the arts
- In embracing cultural diversity, all types of loving families and children from all walks of life
- In modeling sustainable practices and educating all generations in thinking green
- In retaining, training, and growing our employees to leverage their full potential
- In continually examining our impact to ensure relevancy with our donors and visitors
- In being committed to providing an enriching experience for visitors

**Strengthen Core Business**

**Substantiate Our Work**
- Formally evaluate Museum programs to better inform our work
- Define and implement areas of potential new research in the arts, education and child development
- Identify and engage new potential donors, supporters and community partners

**Expand Reach + Disseminate**
- Actively publicize the Museum’s work locally, regionally and nationally
- Increase the Museum’s footprint (physically and/or virtually)
- Formally engage with San Diego County education systems
- Secure funding to further disseminate our work through partnerships
- Stay abreast of trends and community needs to better support San Diego’s children and families (health and wellness, art therapy, new parent support)

Updated January 2021. Adapted in 2015 and updated annually to guide our work.