Mississippi Children’s Museum

Strategic Plan Summary
2020 – 2024

Strategic Plan Platform
Inspiring Children. Transforming Mississippi.

Mission
The Mississippi Children’s Museum will create unparalleled experiences to inspire a lifelong joy of learning.

Vision
To inspire Mississippi’s children from all backgrounds to discover and achieve their potential.

Core Values

Core Value 1: We take fun seriously
Core Value 2: We provide children innovative learning experiences that tap their curiosity and creativity
Core Value 3: We reach diverse populations throughout the state
Core Value 4: We develop partnerships that empower children and those who care for them
Core Value 5: We are responsible stewards of our resources

Priority One: Innovative Learning Leadership
Priority Two: Community Connectedness and Accessibility
Priority Three: Sustainability and Capacity
**Priority One: Innovative Learning Leadership**

- Position ourselves as the statewide thought leaders in inquiry-based learning, as well as other topics related to childhood wellbeing.
- Launch a lab school with an early childhood focus
- Complete exhibit enhancements and remediations
- Continue and expand statewide-recognized speaker’s series on children’s development, education, parenting, and play

**Exemplify a culture of innovation and excellence.**

- Launch a consulting function on creating experiential learning environments
- Maintain and further develop museum programs, exhibits, customer service, and staffing
- Implement full-scale, ongoing evaluation of exhibits, programs, and initiatives

**Enhance experiences for children ages 9-12.**

- Secure funding to construct a 3,000 square foot, state-of-the-art STEM Center - a gallery which will focus on workforce development opportunities
- Develop resources for STEM education outreach and afterschool programs

**Priority Two: Community Connectedness and Accessibility**

- Strive to remove barriers to access and positions ourselves to reach every child in Mississippi, cultivating connectedness to our community.
- Cultivate and formalize longterm partnerships for literacy and public school engagements that advance our mission
- Identify future constituencies, locations, and delivery mechanisms
- Expand resources and experiences for the child's circle of influence
- Promote equality in childhood education and cultural access

**Expand our geographic reach and impact with our satellite camp in Meridian, traveling exhibitions, and offsite programs.**

- Provide innovative exhibits, museum programming, and offsite programming for the children and families of East Mississippi and West Alabama
- Secure funding for and develop additional traveling exhibition pieces and offsite programming

**Priority Three: Sustainability and Capacity**

- Develop ambitious, long-range plans for sustainability and capacity.
- Formalize core business practices that maintain and transmit our culture of innovation and excellence
- Maintain and enhance our exhibits and facilities as we mature and expand services through a thoughtful master planning process
- Maintain nationally recognized standards for fiscal responsibility by prioritizing the stewardship of our resources
- Invest in retention, recruitment, and succession planning for museum staff and board members

*(Approved by MCM Board of Directors April 2018)*