American Precision Museum

Mission, Vision, and Values

Mission
We engage audiences in the stories of human ingenuity through the lens of manufacturing —learning from yesterday, exploring today, and imagining tomorrow.

Vision
All will feel inspired, capable, and welcomed to participate as problem solvers and innovators to help make a positive difference in the world.

What We Value

   Sense of Place
We take pride in our historic roots as a birthplace of precision manufacturing, our influence on the evolution and growth of the Nation’s manufacturing industry, and our role in industrial history.

   Innovation—Past, Present & Future
We believe the future of innovation is inextricably linked to the past, including our deep, rich history and impact on the evolution of manufacturing in America and abroad. Our collections and programs highlight the work of manufacturers and the industry’s continued innovative solutions and contributions to society.

   Joy of Making
We believe that everyone can engage in making and manufacturing and should have opportunities to be immersed in hands-on problem solving and innovative thinking. The act of making and producing provides opportunities for creativity, inventiveness, skill-building, contribution, pride, and joy.

   STEM + M
We create engaging and relevant STEM learning experiences in our programs, exhibition galleries, and online resources that directly connect with manufacturing technologies and careers. At APM, we add a second M, for Manufacturing, to the acronym for Science, Technology, Engineering and Mathematics.

   Interconnection
We share how manufacturing and innovation are both an influencer to and influenced by our history, culture, and economy. We take pride in using our historic collection to weave together the stories of the people involved in these innovations across time and technologies.

   Inclusive and Welcoming
We strive to create experiences that are inclusive and relevant to everyone, and aspire to provide an environment that is welcoming, accessible, and inspiring.

   Collaboration
We find success for all through collaborations with our local, regional, and national community members and organizational partners.
Strategic Planning Process

APM has engaged in a robust strategic planning process that identifies six strategic priorities that will best help achieve our mission over the next five years, while building a strong foundation securing the organization’s long-term future. The process launched in the spring of 2022, when APM’s Board conducted a SWOT analysis, followed by a one-year tactical plan to address priority opportunities. In 2023, APM hired consultants Greg DeFrancis, Molly Loomis and Lisa Martin to build on this process by convening board and staff for a strategic visioning session, engaging Roto Group to develop a museum experience masterplan, and conducting a listening tour with local stakeholders to glean community insights on the Museum’s future direction. Throughout the process, APM gathered feedback from industry specialists, workforce development experts, manufacturers, donors and members, educators, community members, municipal leaders, historians, youth advocates, museum and exhibit experts, and APM stakeholders representing our national reach with industry leaders and manufacturing trade organizations about their visions for the Museum’s future.

Stakeholders across groups described a shared vision for the future of APM, focused on four overarching strategic goals.

Strategic Goals: 2023–2028

1. APM becomes a sought-after destination that is relevant and meaningful to all audiences, from machine tool enthusiasts and historians, to local, regional, and national youth and adults who are new to our story.

2. The future Museum showcases its unique building, history, and collection through highly interactive experiences, engaging more people in the stories of innovators past and present, the joy of making, and the wonder of understanding how things are made.

3. APM’s STEM+M education and career awareness initiatives are woven into the regional STEM education ecosystem and enhance national efforts through unique partnerships and digital learning resources.

4. APM actively participates in the regional and national manufacturing workforce development ecosystems that are reshaping the narrative of manufacturing and filling vital workforce needs across communities.
5-Year Strategic Plan: 2023–2028

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Strategic Priorities: 2023–2028

To successfully reach our strategic goals, bring our new vision to fruition, and meet the Museum’s mission, APM identified six strategic priorities for action over the next five years, 2023–2028.

1. **Leverage the Historic Building and Collections**
   Keep the unique stories and artifacts of Precision Valley and precision manufacturing vital and to engage audiences more deeply with the physical site. Within the limits of a National Historic building, APM will invest in education and meeting spaces, public rentable spaces, and presentation space.

2. **Change the Narrative and Focus on the Future**
   To inspire the next generation to understand, value, and participate in manufacturing technologies, APM will help visitors experience the present and future of manufacturing, work with youth influencers to inspire career interest, link hands-on STEM and making experience to manufacturing, and promote manufacturing as a relevant, accessible and rewarding career path.

3. **Expand our Education and Visitor Experiences to Spark and Capture the Innate Innovator**
   To connect a wider audience to the stories of innovation in manufacturing, APM will create vibrant museum spaces, exhibits, and programs that embrace the experience of “making”, provide relevant STEM + M education opportunities for all ages, and expand learning beyond the Museum’s physical location.

4. **Build Our Brand and Grow Our Audience**
   APM will invest in marketing, brand awareness, audience research, and visitor-focused amenities and procedures to demonstrate that the Museum – along with the industry – are friendly, accessible, and relevant to all.

5. **Create a Foundation for the Future**
   APM will develop the human and operational resources required to meet our mission and ensure long-term sustainability, through initiatives such as a capital campaign, member and donor expansion, corporate membership engagement, diversifying and building Board capacity, and creating the financial, reporting, and operational systems needed to support the strategic plan.

6. **Partner for Impact**
   APM will build high-impact partnerships with national and regional manufacturing, workforce development, education, and STEM-rich organizations to amplify our reach and impact beyond what one Museum can do alone.
5-Year Strategic Plan: 2023–2028
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Strategic Objectives: Years 1 and 2

Our Mission, Vision, Values and Priorities provide guidance for establishing our Objectives for the next two years, using “SMART” planning principles. Objectives will be Specific, Measurable, Achievable, Relevant, and Time-Bound and directly support the four strategic goals.

1. Working with Roto, create a museum master plan by February 2024.
   - Plan will include overall exhibit concept, storyline, and conceptual rendering of new gallery experiences that include interactive exhibits, demonstration areas showcasing historic and modern machine technologies, and support APM’s goal of reshaping the narrative of manufacturing.
   - The Museum master plan to include anticipated new spaces, including an education and conference center on the second floor, and expanded public exhibit spaces on the second floor.

2. Successfully complete the STEM+M Pathways education project funded by the Farley Family Charitable Foundation by December 2025.
   - By December 2025, APM will have delivered:
     o Seven teacher professional development sessions.
     o Implemented a Teacher Advisory Committee that meets three times/year.
     o Six STEM+M maker camps.
     o A suite of four annual family-friendly special event days celebrating engineering, STEM+M, and Manufacturing Day.
     o 6,000 STEM+M kits delivered reaching students in 25 schools.
     o 2,175 4th-6th grade students impacted by multiple touchpoints of STEM+M.

3. Complete plans for Education and Conference Center (supported by Vermont CRRP Grant) by March 2025.
   - Complete preliminary architecture and engineering study by December, 2023.
   - Develop RFQ for architecture and contract A&E firm by May, 2024.
   - Complete 80% drawings, ready for contractor bids, by September, 2024.

4. Grow our Board to 13 Trustees by May 2024.
   - Create committee and process for identify needs and areas of expertise and experience needed to be filled by new Board members by November 2023.
   - Appoint Treasurer position on Board of Trustees by February, 2023.
   - Add four new members of the Board, include at least three who are residents of Vermont and New Hampshire, and a minimum of two from the greater Upper Valley region by May, 2024.

5. Add a full-time Development Manager by February 2024.
   - Create 3-year plan for donor cultivation by April, 2024.
   - Increase the number of individual donors at the $10,000+ level by 20% by March, 2025.
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6. Commence a capital campaign by June 2024.
   ▪ Complete capital campaign plan by April, 2024.
   ▪ Create case statement and campaign collateral by May, 2024.
   ▪ Launch a multi-million dollar capital campaign by June, 2024.