ExplorationWorks 2020-2024 Strategic Plan
Executive Summary

ExplorationWorks’ mission is to ignite a lifelong love for science to enrich Montana's future. We accomplish this through our hands-on STEM (science, technology, engineering and math) exhibits, programs, camps, classes and outreach events. Each year we serve over 40,000 people of all ages from Montana and beyond.

We welcome and are inclusive of everyone and strive to be accessible to all families. We provide the community with affordable membership and admission options including discounted memberships and free admission passes.

Starting in 2020, we will enter a new phase focused on innovation and expansion, both of our exhibits and programs, with the goal to bring the joy of science to more people. We have established ourselves in the community as a trusted resource for STEM education. This next phase will challenge us and push us in a new direction. Our overarching goals are:

1) Expanding and Innovating STEM
   To expand exhibits and programs, emphasizing early childhood education, Montana place-based science, and earth and space science.

2) Accessibility and Inclusion
   To ensure ExplorationWorks is accessible for all who wish to visit and participate in programs.

3) Expand Awareness and Participation
   To expand regional and state-wide awareness and outreach to impact more people.

4) Financial Growth
   To achieve a sustainable financial status, with surplus revenue to re-invest in staff and capacity building.

5) Staff and Board recruitment and retention
   To recruit and retain excellent staff and board members who have fun working together.
Realizing that it's difficult to envision the future, our strategic plan is viewed as a living document. Created collaboratively by our board and staff, planning began by envisioning where we want ExplorationWorks to be in 2023 and beyond. As we progress toward our goals, staff and board will adjust strategies and tactics annually as needed.

**Expanding and Innovating STEM**
Goal #1 To expand STEM exhibits and programs, emphasizing early childhood education, Montana place-based science, and earth and space science.

1. Build a Tech Lab to allow us to expand programming in the areas of tech and engineering.
2. Acquire a mobile planetarium and/or telescope which would allow us to incorporate astronomy education, both onsite and offsite.
3. Enclose the 2nd floor deck attached to the building with the goal to expand preschool education opportunities as well add earth and space science exhibits and programs.
4. Create more STEM exhibits in-house or in partnership with other museums with the ability to become rentals.
5. Encourage earth conscious choices by setting positive examples at ExWorks while also providing education and resources on how to make choices that will have a positive impact on the environment.
6. Incorporate Next Generation Science Standards (NGSS) into exhibits and programs.
7. Expand our exhibit/program space outside of the museum walls. This may include a mobile unit or satellite location.

**Accessibility**
Goal #2 To ensure ExplorationWorks is accessible for all who wish to visit and participate in programs.

1. Increase scholarship funds so we can award more scholarships to families in need.
2. Bring back School Nights, either onsite or at schools.
3. Use a new mobile unit to reach new communities with a focus on rural and underserved populations.
4. Use more inclusive language in student forms and signage.
5. Add sensory sensitive admission days/programs.
6. Address transportation barriers that keep community members from being able to visit ExWorks and participate in camps and classes.
Expand Awareness and Participation
Goal #3 To expand regional and state-wide awareness and outreach.
1. Create statewide partnership with other science centers.
2. Expand outreach programs to include Townsend and Boulder.
3. Expand weekend programs to include Sundays.
4. Develop greater collaboration with higher education.
5. Establish a program for building teacher relationships and training.
7. Add attention grabbing mascot on top of the building.
8. Rebrand and launch visibility campaign.

Financial Growth
Goal #4 To achieve a sustainable financial status, with surplus revenue to re-invest in staff and capacity building.
1. Launch 1M endowment campaign; Identify Board Member to chair the campaign.
2. Work with the City to establish 100% ownership of the building.
3. Identify and apply for larger federal and state grant opportunities.
4. Expand Fund Development committee and increase fundraising efforts.

Staff and Board recruitment and retention
Goal #5 To recruit and retain qualified staff and board members who have fun working together.
1. Expand staff training experiences including attendance at industry specific conferences.
2. Ensure succession plan is in place for robotics program.
3. Increase Education Staff.
4. Increase Exhibit Staff.
5. Fill all Board seats.
6. Make improvements to the building to create a better environment for staff and visitors.