

DRAFT STRATEGIC PLAN

The Children's Museum of Tacoma
Celebrates the Power of Play in the Lifelong Journey of Learning by:

1 Increasing Capacity, Audience & Access

- Become a natural gathering place for families
- Establish a connection to every city, town, tribal government and military institution in Pierce County
- Increase commitment to access while changing the earned/contributed ratio to 70%/30%

2 Promoting Fun, Learning & the Wonder of Childhood

- Showcase the natural connection of playing and learning in programs, events and environments
- Influence community development, business practices and educational systems

3 Demonstrating Innovation, Playfulness & Excellence

- Build a playfully efficient business model
- Create processes that set ambitious standards for excellence

By 2015 we will do that with:

1 A New Facility

2 Play Based School Readiness Efforts

3 Open Access & Program Stabilization Funds

4 Investment in Staff Education, Training & Expertise

We'll know we're successful when:

- Open in late 2011/early 2012
- Surveys indicate facility reflects the Museum's personality and visitors rank the experience well above average
- Assessment proves the efficacy of play based learning in an informal setting
- Museum is recognized as a model play based environment by educators and the early learning community as evidenced by surveys, inclusion in curriculum and partnerships
- Number of Pierce County zip codes served increases, with goal of 100%
- Play to Learn serves all of Pierce County with programs within a 30/40-minute car ride, prioritizing areas of density and poverty
- Assessment shows participants, and possibly community, change in attitudes and behaviors around the importance of the power of play
- Target under served groups
- Surveys, collaborations and/or funding shows Play to Learn as key partner with consortiums, government and educational institutions
- Create comprehensive data management system to build Museum support, increasing membership and individual giving 10% per year
- Raise \$1 million Access fund
- Raise \$1 million Play to Learn fund
- Surveys indicate the Museum is accessible and affordable
- All staff create annual learning plans
- Budget for learning increases annually
- Museum is represented with staff in all notable early learning groups
- Lead or key floor staff are credentialed in early childhood education
- Select staff have formal education or training in early learning, museums, or non profit development
- Museum values, personality and high productivity are measured and rewarded in annual process

We are guided by values:

Respect
Inspiration
Lifelong Learning
Play!

We honor the time, talents and intentions of others by giving compassionately of our own.
We dream, seek and are receptive to innovation.
We progress through inspiration, discovery and reflection.

We model a personality:

Honest
Professional
Responsive
Inviting
Progressive
Inclusive
Playful

We courageously communicate with transparency to move the Museum forward.
We always do our best work. We do what we say, when it's promised and it engenders a collective sense of pride.
We listen carefully and reply with professional consideration.
We strive to make people feel welcome and comfortable.
We implement change and share new approaches.
We strategically collaborate and thoroughly communicate for the common good.
We embrace joy and lightheartedness as essential elements in our work and message.

WE DO ALL OF THIS TO LEAD THE COMMUNITY IN USING PLAY-TO LEARN, TO GROW AND TO THRIVE!