



OMAHA  
**children's**  
MUSEUM

# Strategic Plan

2021 - 2023

# Sustainability Goal



To increase the sustainability of the museum by improving the diversity of revenue sources.

## STRATEGIES

1. Establish an endowment to support operations
2. Increase contributed revenue to decrease reliance on earned revenue
3. Establish a facility maintenance reserve designated for unplanned operating and capital repairs and improvements

# DE&I Goal



To elevate diversity, equity and inclusion in our mission and in our organization.

## STRATEGIES

1. Create Director of Diversity and Access position to recruit a diverse workforce, support an inclusive culture, develop relationships with organizations of serving diverse populations, and reach under-resourced communities through programs and outreaches
2. To promote inclusive attitudes amongst families by hosting exhibits that promote cultural understanding
3. To make the museum more welcoming and inclusive by improving representation in our exhibits, programs, and initiatives
4. Source minority and/or female owned business for future bid solicitation
5. DEI strategy and progress are standing agenda items for Governance Committee, OCM full board and Department Head meetings

# Mission Goal



Create family experiences that are treasured because of their quality, impact, and uniqueness in the Omaha Metro.

## STRATEGIES

1. Establish quality standards for all areas of the museum's work
2. Enhance the breadth and diversity of museum services to meet the unique needs of community families
3. Make capital improvements to the museum that will improve visitor experience over the next 5-7 years

# Communication Goal



To communicate to constituents, donors and influencers how the museum uniquely serves the community and serve as advocates in supporting other community organizations engaging an early childhood audience.

## STRATEGIES

1. Develop broad communication plan about the impact of a whole-child approach to child development, which emphasizes play-based learning
2. Establish agreed upon KPI's to guide and measure success in communication strategies