



# SCIENCE MUSEUM OF MINNESOTA **STRATEGIC PLAN 2030**

APPROVED BY THE BOARD OF TRUSTEES ON DECEMBER 20, 2021

## MISSION - WHAT WE DO:

Turn on the Science: Inspire Learning. Inform Policy. Improve Lives.

## VISION - THE CHANGE WE WANT TO CREATE:

We envision a world where everyone has the power to use science to improve lives.

## STRATEGIC VISION - WHAT WE WANT TO BECOME:

The Science Museum of Minnesota's future depends on changing what a museum is, who it is for, and how it engages the community and audiences in new ways. Audiences are changing, and they bring different expectations, perspectives, and life experiences to the collective of science - what we know, and how we share and use that knowledge to improve our world.

SMM will be a thriving, inclusive, and impactful science asset, with exciting multigenerational experiences that spark curiosity and learning, extend beyond its walls to engage people and places in new ways, and modernize one of the state's largest and most beloved institutions.

SMM is committed to creating positive changes in people, systems, and policies, driven by its foundational statements on Climate Change, Equity & Inclusion, and Evolution\*, through a plan of expanded STEM learning and impact, with a focus on these three areas:

- *Understanding and addressing climate change and natural systems*
- *Meeting future needs of food, energy, and water in sustainable and equitable ways*
- *Exploring what it means to be human through identity, culture, livelihood, and health*

SMM will elevate equity and justice as foundational to science and education, and will center equity/inclusion in everything we do, to actively undo systemic racism and oppression, and participate in collective liberation\*.

SMM will invite the community to join us in experience creation; improve our environment; expand access and experiences into the virtual and digital realm; and promote scientific knowledge and policies to influence changes that improve our world.

# GOALS - HOW WE WILL GET THERE:

We will accomplish this in three ways: 1) Most importantly, we will change ourselves to redefine what a museum is, who it is for, and the difference it makes, to ensure our relevance and sustainability; 2) We will create and deliver the most relevant, powerful “bold science” experiences and positions so more people can use science to improve lives; and 3) Our programming, resources, and relationships will show students, particularly Black, Indigenous, and people of color youth and girls, and trans and nonbinary people, that there is a place for them in STEM in innovative and meaningful ways.

## 1. Transform Ourselves:

- A. Culture: Implement organizational changes that promote a culture of equity, inclusion, and accessibility to intentionally address inequities and injustices while preventing future ones.
- B. Sustainability: Transform into a sustainable nonprofit business model by equally emphasizing contributed revenue and growing endowment to ensure the necessary resources, talent, staff, volunteers, and financial support to achieve our vision.
- C. Partnerships: Secure partnerships with equitable, mission-aligned organizations to enhance the delivery of our mission impact, and to elevate existing conversations and programs that inspire transformative change in science, equity, and education.

## 2. Deliver Bold Experiences & Science to Inspire Change:

- A. Create inspiring, relevant digital and physical experiences and programs that invite broad creative input and participation, and illuminate museum processes, expertise, and assets that turn the museum inside-out\* for our audiences.
- B. Conduct and amplify scientific research, and steward and promote the scientific collection to contribute to the broader body of knowledge.
- C. Inform and activate the public, and influence policymakers about important issues facing people, communities, and the planet.

## 3. Advance STEM Success for Black, Indigenous, and people of color, Girls/Women, Trans and Nonbinary people, and people with limited resources:

- A. Address Minnesota’s educational disparities by delivering impactful and effective STEM education programs for students and educators, both in-person and online, with an increased emphasis on removing barriers and providing opportunities and support.
- B. Inspire more young people to pursue STEM careers, and support STEM career retention, through existing and new programs, partnerships, and experiences that create culturally specific and accessible ways to see themselves in science.

## NOTES:

**Timing:** The 2030 date is to acknowledge the long-term intent of this plan, and while some progress has already begun in working toward these goals, achieving the success we want related to the strategic vision will be an 8-10 year process. We will review this plan annually and make changes as needed along the way.

**Supporting Plans and Success Metrics:** Measurable KPIs and milestones will be used to track and report success as part of the annual operating plan, and the Capital Plan and Capital Campaign Plan. These will also further define the specific programs/projects, and scope, scale and reach of our intended programs, audiences and impact. Success will also be defined by delivering mission impact and through a broader lens of equity in alignment with SMM's values.

**\*Foundational Statements:** Currently there are three, board approved statements: Climate Change (2021), Equity & Inclusion (2018), and Evolution\* (2005), with the latter slated to be updated in 2022. These define organizational positions, commitments, and direction related to these topics and provide a foundation for the action we will take, and the change which we hope to influence. They are visibly displayed in our lobby and on our website.

**\*Collective Liberation:** This phrase refers to the recognition that all of our struggles are intimately connected, and that we must work together to create the kind of world we know is possible. Every person is worthy of dignity and respect, and everyone suffers within systems of oppression. Therefore we invite everyone into learning about, and participating in, our work to elevate justice and equity as foundational to science and education.

**\*Turn the Museum Inside-Out:** This language refers to illuminating important museum functions and initiatives that have long been hidden from the visiting public, including science research, collections, exhibit design and fabrication processes, and the sustainability initiatives related to building operations, such as energy usage.



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