



MARYLAND SCIENCE CENTER

# *Strategic Vision for the Future*



## **OUR MISSION**

We are the Maryland Science Center.  
We inspire. We empower. We engage.  
Let's Science!

## **OUR VISION**

Through our strategic plan we will create a framework that allows for planned growth while setting a course for fiscal stability. We will empower staff and stakeholders to collaborate and make informed decisions while maintaining an environment that fosters ideas, encourages creativity, and provides the tools needed to be successful. We will build a community that shares our love of science by creating connections through innovative programs, authentic experiences, and advocacy for our mission.



# WE ARE A NONPROFIT...

*Through dynamic, effective fundraising and responsible fiscal management, we will increase public and private funding to provide 50% of annual revenue, and increase overall revenue by 30% to attain financial security and further our mission.*

- We will create a culture of philanthropy that will permeate through our stakeholders, member base, and community at large.
- We will increase public and private support by raising awareness among foundations, funders, and potential funders of the Maryland Science Center and its mission.
- We will increase the Annual Appeal contributions through mission awareness, promotion, giving mechanisms, and relationship development.
- We will increase revenue and participation of current corporate members by 6% in each of the next five years and actively recruit new members.
- We will execute a planned giving program through cultivation of legacy donors.
- We will increase special events revenue to \$450,000 annually through Solstice and other fundraising events.
- We will provide financial transparency to our lenders, our board, and the staff of the Maryland Science Center.
- We will consistently reduce our legacy debt over 5 years with a progressive plan to ultimately reduce our debt by 30%.
- We will actively manage our debt to ensure fiscal security and positive cash flow.

## WE CONNECT...

*We will strengthen and broaden our core programming to diversify our audience and invite participation from our community.*

- We will apply metrics to existing programs as a means to stimulate growth.
- We will utilize existing audiences as a tool to influence potential audience.
- We will heighten awareness of our mission to create opportunity for partnerships and collaboration and to inform our program decision-making.



## WE ARE A TEAM...

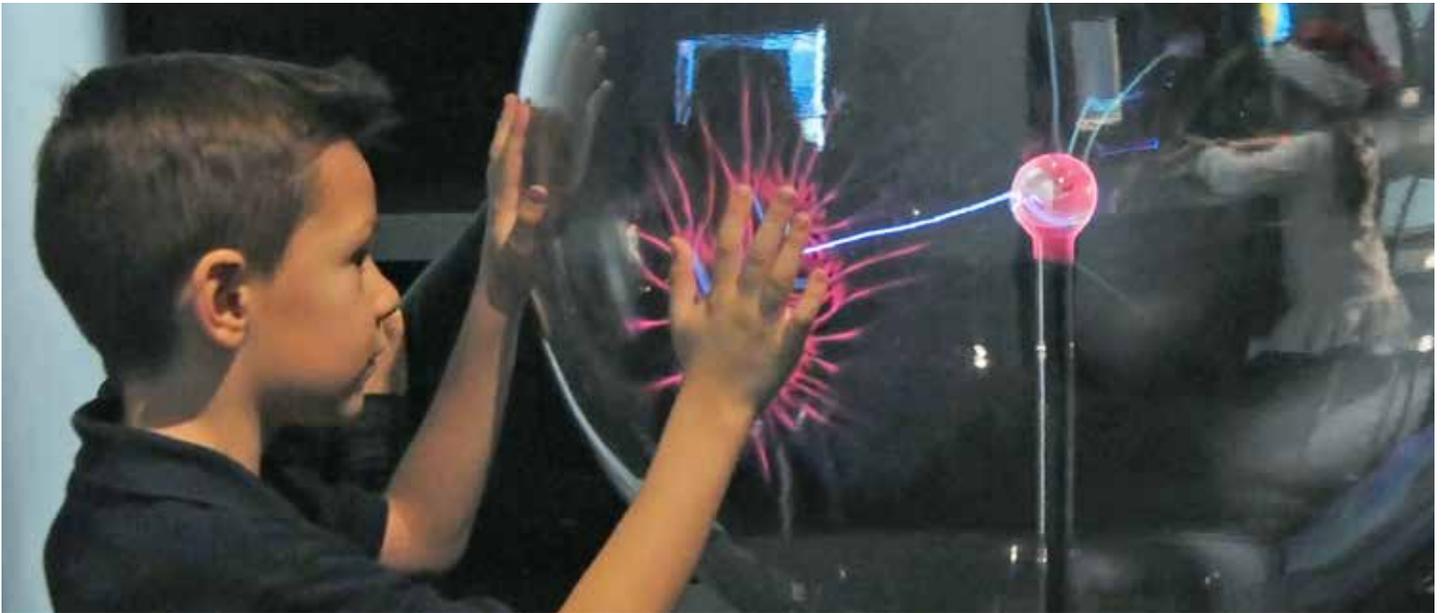
*We will maintain a diverse and dedicated team who will serve as ambassadors of our mission.*

- We will ensure that our Board of Trustees is well informed, unstinting, diverse, and active in the life of the Maryland Science Center.
- We will provide our compensated staff with exceptional training, fair compensation, and educational opportunities in an enriching environment.
- We will utilize the Scientific Council to provide advice, assistance, and counsel to the President & CEO and staff.
- We will grow a vibrant, motivated, highly trained, and inclusive volunteer team.

# WE CREATE & BUILD...

*We will create a dynamic exhibit experience that is authentic, thoughtful, and reflects our brand of science education.*

- We will establish an ongoing exhibit evaluation framework that takes into consideration cost benefit, our brand of science education, and audience relevance.
- We will develop a timeline and systems that deliver a comprehensive model for legacy, modular and programmable space renewal.
- We will execute one exhibit space renewal each year.
- We will have maximum up time and minimum down time with respect to exhibit operational efficiency.



# WE INVEST & ENHANCE...

*We will operate a facility that allows staff and visitors to be productive and efficient, provides the proper tools, and prioritizes renewal and growth, all under a framework that focuses on sustainability and environmental stewardship*

- We will assess our IT infrastructure for future capabilities and compliance.
- We will complete necessary upgrades to the facility.
- We will strive to right-size staffing in all maintenance areas.
- We will continue to examine our impact, and ways we can reduce that impact, on the environment.

### **Glossary of Terms**

**AFP** Association of Fundraising Professionals

**ASTC** Association of Science-Technology Centers

**CAM** Camp-In program—a legacy sleepover program

**DNR** Do not repair—seek replacement

**FSE** Family Science and Engineering Night

**FSN** Family Science Night

**HS** Homeschool programs

**IMAX** Large screen, large format film theater

**MSC** Maryland Science Center

**OYE OYS** Outstanding Young Engineer—Outstanding Young Scientist Awards

**SCH** School programs

**Shed** MSC maker-space on level three

**Solstice** MSC annual fundraiser

**STEAM** Science Technology Engineering Art Math

**STEM** Science Technology Engineering Math

**SUC** Summer camp

**TSP** Traveling Science Program

**RSG** Ready, Set, Go! Science