



Maryland Science Center

STRATEGIC VISION ***FOR THE FUTURE***

FY 2023-FY 2025



SECURING OUR *FUTURE*

We seek a sustainable future for the institution both financially and environmentally

The Maryland Science Center will continue to build on its core revenue streams to create a stable foundation while it seeks new sources of operating and capital support to invest in the operation. We will strive to create a 21st Century facility that addresses its impact on climate change and seek to mitigate our carbon footprint. The Maryland Science Center will employ, train, and deploy a vibrant workforce that reflects the culture and vision of the institution.

Objectives

- Cultivate a diversified set of revenue streams that allows the institution to pursue its mission and remain resilient.
- Plan for, and execute, a capital campaign to strengthen our financial position, improve on the guest experience, and fund critical infrastructure improvements and increase endowment.
- Prioritize needs and invest in our facility to maintain the long-term health of the infrastructure and IT with an emphasis on sustainability and reducing our carbon footprint.
- Develop programs and incentives that improve employee retention and recruitment.
- Grow an engaged workforce that promotes the mission of the Science Center while providing a stimulating, collegial environment.



LEVERAGING OUR POSITION IN *THE COMMUNITY*

We will continue to demonstrate leadership and build equity in our position as the largest provider of informal science education in the State

The Maryland Science Center reaches more school children in the State than any other institution and has done so for generations. We value our relationship with the education community and continue to be their partner and a resource for innovative ways to educate people about the importance of science literacy. We will build brand equity through a mission-focused lens that underscores the importance of the work we do and have done, for nearly five decades.

Objectives

- Engage more deeply with our core constituencies in the education community to provide the tools necessary to promote science literacy and understanding.
- Establish new methods to connect with educators and students outside the traditional classroom.
- Strengthen and re-focus our brand so that it resonates with a community who shares our goals and aspirations and better reflects our mission.
- Celebrate the first 50 years of the Maryland Science Center through a year-long series of programs and events.



THE GUEST *EXPERIENCE*

We demonstrate and validate our unique style of science education through our exhibits and programs both on-site and beyond our four walls

The Maryland Science Center's exhibits provide the backdrop for an audience-driven experience that is enhanced through staff interaction. Our programs reflect the needs of our many constituents and the communities in which they reside. We will continue to develop exhibits that match the carefully curated experience our visitors have come to know and count on and we will continue to tailor our programming to serve our many audiences.

Objectives

- Develop new programming experiences that lead to deeper engagement and understanding.
- Establish a plan, including funding sources, for new and legacy exhibits.
- Collaborate with our education partners to ensure that our shared goals and outcomes are delivered through our exhibits and programs.
- Provide the tools and technology necessary to build upon our reputation for creating engaging content consumed outside the physical institution.



MAKING *CONNECTIONS*

The Maryland Science Center is relevant in the lives of all its audiences, constituents, and partners

We recognize that creating connections beyond our core audience builds strength in our role as a community resource that is respected by all who share our love of science and science education. The Maryland Science Center seeks to build upon its growing relationship with young adults, lifelong learners, and others through an innovative set of programs and experiences tailored specifically to them. We seek partners and collaborators who share our mission and can help us grow our ability to reach our core audience while building new relationships with non-traditional audiences seeking to form connections to our work.

Objectives

- Learn from our visitors, educators, and other stakeholders to allow for and facilitate improvements to the experience for all our audiences.
- Strengthen existing, and establish new partnerships that allow us to amplify our work.
- Engage non-traditional audiences in the Science Center experience through expanded program offerings and new initiatives.
- Create new pipelines and tools that allow us to reach audiences beyond traditional venues and overcome geographic constraints.



DIVERSITY, INCLUSION, EQUITY, ACCESSIBILITY

The Maryland Science Center diligently seeks to be inclusive and welcoming

A successful Maryland Science Center reflects the environment around us and welcomes diverse opinions. We understand that a diverse workforce, board, and group of stakeholders strengthens our connection to the community. We also understand that in order to welcome as diverse an audience as possible we must eliminate as many barriers to participation as are necessary while remaining fiscally responsible.

Objectives

- Foster a culture of collaboration, teamwork, and transparency that leads to an engaged team with shared goals and outcomes.
- Establish benchmarks and evaluative tools that ensures a diverse staff, board, scientific council, and volunteers that reflects our community.
- Build on an internal culture that encourages creativity and diversity and informs through feedback.
- Identify, and plan for ways to offset barriers to participation.
- Collaborate with our partners to ensure access to our exhibits and programs remains viable and vital.



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.

OUR MISSION

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



601 Light Street Baltimore MD 21230

www.marylandsciencecenter.org