

# Mission

Creating moments of discovery that inspire curiosity, exploration, and respect for STEM\* and the natural world.

\*Science, technology, engineering, math

# Vision

A world where curiosity today leads to more purposeful lives tomorrow.

# Values

- Champion Excellence
- Embody the Learner
- Facilitate Flexibility
- Invite Optimism
- Provide Opportunity
- Think Globally

# Strategic Plan 2018-2022

**Goal 1 - People & Process:** Invest in our people and processes to attract and retain highly-engaged employees who consistently create moments of discovery.

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- 1.1 Review and clarify roles across the organization, to align with strategic priorities
- 1.2 Research and develop more robust volunteer programs at both AAHOM and LSNC
- 1.3 Operationalize core values and peer accountability
- 1.4 Strengthen internal communication strategy, including messaging vehicles and standard meeting schedules

**Goal 2 - Programs:** Strengthen and invest in the programs and exhibits that inspire and engage learners and community, contribute to sustainability, and position us as leaders in the field.

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- 2.1 Build and implement a plan for a united programs department across the organization, with a focus on camps and outreach that expands our reach and meets or exceeds revenue goals.
- 2.2 Grow camp enrollment year-over-year with new audiences, while expanding accessibility through growth of scholarship fund.

**Goal 3 - Place:** Invest in our sites in ways that engage learners and community members and contribute to sustainability.

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- 3.1 Create new exhibits and refresh existing exhibits that provide strong content and engagement
- 3.2 Preserve the LSNC campus feel while strategically looking at new site opportunities for growth
- 3.3 Develop comprehensive plans for site upgrades, maintenance, and support to keep everything working, safer, and looking better
- 3.4 Continue to explore and implement options for expansion and site improvement

**Goal 4 - Partnerships:** Invest in the partnerships that inspire and engage learners and community & contribute to sustainability.

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- 4.1 Define structure for external relationships, including: how we work with, evaluate, and build each relationship
- 4.2 Seek any additional relationships that align with our strategic goals