



220 EAST ANN STREET
ANN ARBOR, MICHIGAN 48104



1831 TRAVER ROAD
ANN ARBOR, MICHIGAN 48105

Strategic Planning 2022

Mission

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

Vision

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

Core Values (*italics are suggested revised descriptors for each goal.*)

- **Champion Excellence**
Be leaders, high expectations, accountable
Expect the best, provide exceptional performance, always take the lead
- **Embody the Learner**
Curious, seek to learn, tenacity, thrive
Stay curious, seek to learn, be tenacious, share, thrive
- **Facilitate Flexibility**
Serve others, open minds, focus on greater good
Serve others, keep an open mind, lean into the greater good
- **Invite Optimism**
Best self, live/work above the line
Bring your best self, live, work, and play above the line
- **Provide Opportunity**
Partner, foster innovation
Encourage collaboration, partner widely, build
- **Think Globally**
Big picture, think beyond time and place
Visualize the big picture, think beyond time, place & norms, foster innovation
- **Inclusivity**
Cultivate belonging for all, value diversity, meet people where they live, work, and play



UNITY IN LEARNING

ANN ARBOR HANDS-ON MUSEUM LESLIE SCIENCE & NATURE CENTER YANKEE AIR MUSEUM

Goals and Objectives

1. **People: Attract, retain and grow highly engaged employees and volunteers in service to our mission, visitors, and community.**

- 1.1. build and empower a diverse team
- 1.2. implement a values-based staff retention plan
- 1.3. celebrate wildlife ambassadors and invest in husbandry

With intention, we will build a diverse and inclusive team of employees, wildlife ambassadors, volunteers, and trustees in service to our customers and to each other. Our values-based retention policy will continuously reassess compensation, benefits, professional development, and individual growth and satisfaction. As most valued partners, our wildlife practices will become the model for others.

2. **Programs & Exhibits: Strengthen and invest in programs, exhibits and wildlife initiatives.**

- 2.1. curate existing and new exceptional exhibits and programming
- 2.2. meet the needs of traditional and non-traditional audiences
- 2.3. mitigate participation barriers for current and potential audiences
- 2.4. establish a differentiating growth model
- 2.5. invest in wildlife care

Continuing our long-standing tradition of exceptional interactives and immersive experiences, we will exceed the expectations of our traditional audiences while creating barrier-free and relevant experiences for participation from people locally, regionally, state-wide, and beyond.

3. **Spaces: Engage in active stewardship of our physical spaces.**

- 3.1. maintain facilities to ensure accessibility and operational excellence
- 3.2. site Investments and space utilization results in growth
- 3.3. existing spaces undergo continuous renewal

Our facilities will provide clean, functional, and welcoming environments based upon best practices and the needs of our guests. As we grow, we will select locations, implement programming, and continually reinterpret our spaces through a lens of improvement, efficiency, social interaction, and renewal.

4. **Partners: Leverage partnerships to broaden our reach, deepen our value to our audiences, and foster connective experiences.**

- 4.1. fully implement a sustainable and relevant structure for external partnerships
- 4.2. further develop our regional presence

Collaboration and partnerships are critical to our operation. Partnerships will focus on innovation, inclusion, sustainability, relevance, and audience growth. Each experience, regardless of location within our service area, will broaden our reach through integrated marketing, by the growth in our influence, and aid in fund development.

5. **Sustainability: Organizational decisions reflect economic, environmental, and social responsibility.**

- 5.1. operate under a financially sustainable growth-oriented budget
- 5.2. exhibits, programming, and new initiatives are funded by earned or contributed revenue, leaving reserves for emergencies, endowment, or growth
- 5.3. diversity, access, equity, belonging, and justice are core to our sustainability initiatives
- 5.4. prioritization of environmental sustainability and stewardship

Our growth orientated budgeting process will ensure sustainability by providing the resources for programs, exhibits, staff, wildlife, and our presence. Sustainability initiatives will emphasize our commitment to diversity and inclusion through programs, exhibits, admissions initiatives, and marketing that underscores our commitment to equitable and broad access for everyone.