

# MISSION:



# MISCI 2020

5 Missions > 3 Years > 1 Goal



# STRATEGIC PLAN 2017-2020

Approved by the  
Michigan Science Center Board of Directors,  
November 14, 2016

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# MM2020

# A STRATEGY FOR SUSTAINABLE IMPACT

## MICHIGAN SCIENCE CENTER STRATEGIC PLAN 2017 - 2020

When the Michigan Science Center opened our doors in late 2012, we knew we had work to do. Since then, we have inspired over a million curious minds, created transformative community partnerships, and taught students, teachers, families, and ourselves through this work. On the eve of our fourth birthday, we took on the task of creating this strategic plan, challenging us to grow and reimagine our impact. MiSci Mission 2020 (MM2020) is an intentional transformation powered by an ambitious new vision.

MM2020 is built upon five pillars critical to creating a world-class science center in Detroit that serves as the STEM HUB for the state of Michigan. We are creating a best-in-class master plan for programs and exhibits - with support from industry experts, education researchers, and community members - that will increase our impact as a recognized STEM engagement and education resource. We are reinforcing a culture of professional development, creativity, and inclusion as we build our board and staff, making MiSci a best place to work and serve. We are thinking boldly about our financial model, setting ambitious goals for earned revenue and financial predictability that will allow us to serve more of our community with deeper engagement. These integrated strategic objectives will bring MiSci to new audiences and communities, while strengthening our core foundation.

While significant renovations to our building are not the priority of this plan, such enhancements are on our horizon. The master planning incorporated into MM2020 is our first step in this direction. I look forward to these conversations becoming more concrete in our near future.

Now more than ever, we feel the urgency to increase STEM literacy in our schools and communities. We must rise to the challenge of inspiring the next generation of diverse and inclusive scientists, engineers and other STEM professionals to fill growing pipelines. Through these efforts, we will grow and reinvigorate Detroit, and Michigan, and beyond. The Michigan Science Center is ready. That's why we've nicknamed our plan "Mission Possible."

Thank you to everyone who contributed to MM2020! This has been a collaborative effort between an engaged Board, a passionate staff, and a wide range of community stakeholders, supporters and partners.

As you peer through the binoculars of these pages, you will see the pillars of this plan, alongside our core values, mission, and vision – allowing you to embark upon this journey with us. We invite you to keep an eye on us and we look forward to partnering with you in our future.

**Tonya M. Matthews, Ph.D.**  
President and CEO  
Michigan Science Center

# TAKE A CLOSER LOOK

AT OUR MISSION OBJECTIVES



## BEST-IN-CLASS IMPACT MASTER PLAN

Develop master plan for programs and exhibits.



## RECOGNIZED STEM RESOURCE

Become the preferred STEM resource of teachers, administrators and families.



## BOARD AND STAFF CULTIVATION

Grow board and staff capable of supporting MiSci strategic objectives.



## SUSTAINABILITY AND INVESTMENT

Comprehensively improve financial stability and predictability.



## EARNED REVENUE STRENGTH

Increase earned revenue to 45% of MiSci revenue.

# OUR VISION

To empower and enrich all children and all communities with STEM.

# MM2020 IS POWERED BY:



## THE MISCI MISSION

To inspire curious minds of all ages to discover, explore and appreciate science, technology, engineering and math in a creative, dynamic learning environment.

## THE MISCI VISION

To empower and enrich all children and all communities with STEM.

## THE MISCI VALUES

### Ownership & Accountability

We understand MiSci's mission and priorities and embrace how our work contributes to our goals.

### Curiosity

We seek out new ideas and embrace change as an opportunity to innovate, grow, and stay relevant.

### Inclusion

We actively contribute to a positive workplace that enables all to contribute their best work.

### Solutions-Oriented

We take initiative, tackle problems, and go beyond scripted ideas to find efficient, workable solutions.

### Relentless Optimism

We recognize opportunities, envision a world of possibilities, and encourage others to do the same.

