



# **STRATEGIC PLAN SUMMARY 2024 – 2026**

**Approved by the WonderLab  
Board of Directors on  
October 16, 2023**

# **MISSION**

## **Who We Are**

WonderLab is a family-focused science museum with interactive exhibits and programs that stimulate curiosity, encourage discovery and inspire lifelong learning.

## **What We Do**

WonderLab ignites a love of science through learning that is experiential, inclusive and fun, and amplifies the role science plays in the world.

# **VISION**

## **Why it Matters**

WonderLab envisions a brighter, more equitable and sustainable future shaped by curious and creative problem-solvers empowered by science.

# VALUES

## What Guides Us

### **PLAYFUL LEARNING - We know play is the best form of learning**

We make science fun. We provide educational experiences that excite, delight, challenge and surprise. We nurture curiosity, discovery and a sense of wonder. We provide experiences that build the thinking and doing skills of science. We are a workshop for inquiry and investigation.

### **EMPOWERMENT - We can change the world through science**

We provide inclusive learning environments that build science identities for people of all ages. We promote learning as a life skill and a lifelong venture. We empower people to take ideas into their world, pushing the boundaries of what is possible and enacting change. We advocate for science education. We foster public engagement with science and act as a bridge between scientists and the community.

### **BELONGING - Science is for everyone**

We promote a culture of belonging, in which a diverse array of people, voices and perspectives are represented, respected, and empowered. We strive for fair and equitable access for all – physically, culturally, cognitively, and financially.

### **COMMITMENT TO EXCELLENCE- Quality in all we do**

We provide the highest quality service and educational experience for our visitors. Our science content is trustworthy, strong and reliable. We apply best practices to support employees and volunteers, conduct business and build the organization.

Our work is grounded in integrity while focused on research, evidence, accountability and caring. We continue to evolve and learn.

**SUSTAINABILITY- We take the long view**

We are committed to the responsible stewardship of our organization, our community relationships, and the environment. We acknowledge that science is central to addressing the multiple environmental and social challenges our communities face today. Our long-term approach to financial and physical sustainability empowers ongoing operations, enables swift response to unexpected challenges, and provides support for major new directions.

# FOCUS AREAS and STRATEGIC GOALS

## Focus Area 1: Leadership for WonderLab's next 25 years

- Goal 1:** Prepare the organization for the transition to next generation of executive leadership
- Goal 2:** Build leadership from within the organization
- Goal 3:** Increase staff support systems
- Goal 4:** Diversify our leadership voices and opportunities

## Focus Area 2: Inspire lifelong science engagement

- Goal 1:** Strengthen science engagement for core and new audiences
- Goal 2:** Deepen community connections

## Focus Area 3: Ensure financial sustainability and fund strategic efforts

- Goal 1:** Build and secure donor base from individual, corporate, foundation, grant, and government sources
- Goal 2:** Double the overall endowment
- Goal 3:** Build emergency and reserve funds (in addition to endowment)
- Goal 4:** Increase ability to fund special projects
- Goal 5:** Increase earned revenue
- Goal 6:** Update financial business systems

## Focus Area 4: Commitment to planetary health

- Goal 1:** Expand public engagement with environmental issues
- Goal 2:** Commit to green practices and operational sustainability