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