

MONTSHIRE MUSEUM OF SCIENCE

STRATEGIC PLAN 2016-2020

MISSION

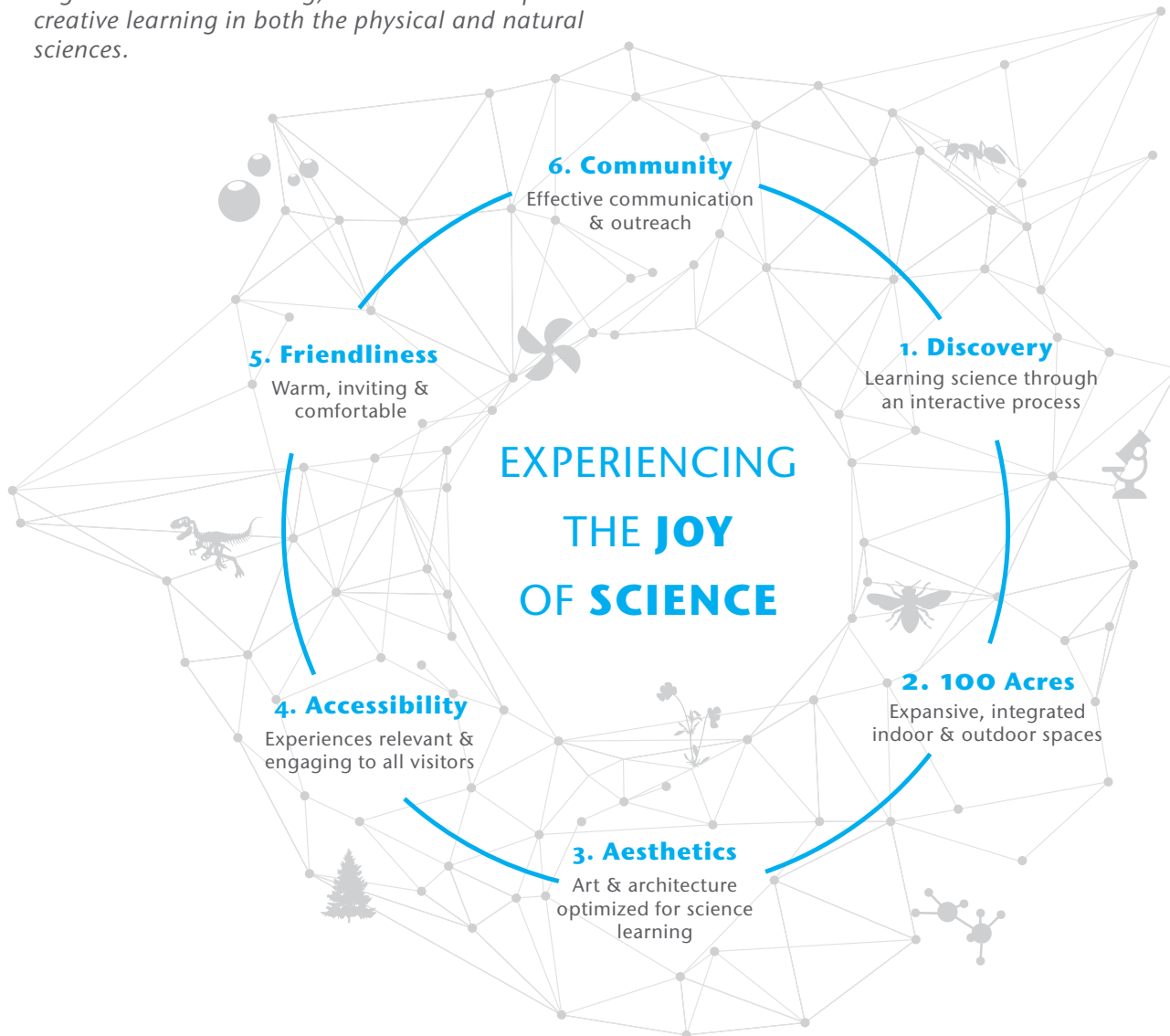
To awaken and encourage a lifelong interest in science through exhibits and programming dedicated to hands-on discovery and education for people of all ages.

Unique to this mission is Montshire's 100-acre New England riverfront setting, which fosters deep and creative learning in both the physical and natural sciences.

BRAND PILLARS

Experiencing the joy of science is at the heart of what we do.

Effectively delivering on this promise requires a focused approach guided by the six brand pillars illustrated below.



STRATEGIC GOALS

Maximize Opportunities for Discovery

Focus on our core audience of families with children ages 8 and younger and develop new opportunities for families with children ages 9-14.

Provide fresh experiences including new programs and rotating exhibits.

Maintain services and programming for PreK-8th grade school as well as teens and adults.

Elevate Our Outdoor Experience

Map out a high-level master plan for our 100-acre landscape that focuses our outdoor experiences on "Discovery."

Build a network of community partners to collaborate on outdoor maintenance, management, and new educational programming.

Strengthen Our Core

Design and implement a rolling, multi-year business plan that galvanizes internal operations.

Develop and execute an improvement plan for amenities, infrastructure, staff capacity, funding, and facilities.

Tell Our Story

Hone our brand identity and communications strategies.

Deepen our profile within our community, regionally, and nationally.



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