

# Strategic Plan

## Mission

FMSM is breaking barriers to ignite the curiosity in all of us.

## Vision

FMSM reimagines what a science museum can be by fostering community, encouraging curiosity and exploration, and inspiring a future where anyone can be a scientist.

## Visitor Experience

**Destination Goal:** FMSM is a premier science destination for both residents and tourists, engaging community and attracting visitors from everywhere

**Architecture Goal:** FMSM has a sustainable, iconic building that incorporates state-of-the-art technology, impacts the city skyline and connects to the environment

**Exhibits and Learning Goal:** FMSM exhibitions offer layers of interactive and immersive STEM experiences that are engaging, fun and spark curiosity

**Customer Experience Goal:** FMSM is a place where everyone feels welcome, safe, and engaged, has a memorable experience, and inspires repeat visitorship

## Community Experience

**Community Engagement Goal:** FMSM fosters partnerships in the region, provides STEM outreach and programming, and creates a sense of community ownership

**Education Goal:** FMSM is a trusted science communicator, out-of-school time educator, and presenter of emerging STEM, creating experiences that inspire life-long learning

**Research Goal:** FMSM provides a platform for career scientists, community scientists, STEM educators, entrepreneurs, and innovators to conduct and showcase research

## Operations

**Financial Goal:** FMSM has a robust, sustainable financial framework that allows the museum to thrive and grow into the future

**Staffing Goal:** FMSM is an employer of choice that retains an engaged and diverse staff that supports the mission

**Governance Goal:** FMSM's Board of Directors and Executive Director follow museum and non-profit best practices to create and sustain clear roles and responsibilities