

ARIZONA SCIENCE CENTER 24-MONTH STRATEGIC VISION 2021–2023

MISSION

The mission of Arizona Science Center is to inspire, educate and engage curious minds through science.

VISION

To be a global leader in creating engaging science experiences to foster a community where people value science, technology, engineering and math as a way to inform decision-making and enrich lives.

CORE VALUES

**SCIENCE IS
OUR FOUNDATION**



**EDUCATION IS OUR
COMMITMENT**



**PEOPLE ARE
OUR PRIORITY**



**LEARN, ADAPT, ITERATE
IS OUR ECOSYSTEM**



**RESPECT, EMPATHY, KINDNESS
IS OUR CHARACTER**



**OWNERSHIP IS
OUR STANDARD**



GUIDING PRINCIPLES



ADAPT quickly to new information
INNOVATE
TAKE RISKS



Inform decisions with **DATA**



COLLABORATE with *clarity*,
transparency, and *diversity or*
perspectives



Foster **TRUST** with all stakeholders:
Our team | **Our customers**
Our partners | **Our community**

ARIZONA SCIENCE CENTER STRATEGIC PILLARS



Never stop wondering.
Never stop imagining.™



Inspiring Science Experiences

GOAL:

Champion the relevance and importance of science and science learning and literacy by researching, developing and providing engaging, interactive science content and experiences across an array of platforms.

OBJECTIVE ONE:

Invest in the physical facility, including new and reimagined galleries and immersive experiences, technology infrastructure and content across all platforms:

- Virtual/Digital
- On-site/Off-site

OBJECTIVE TWO:

Explore opportunities to live-stream virtual experiences, Dorrance Planetarium presentations, CREATE at Arizona Science Center projects, and additional opportunities as they become available.

OBJECTIVE THREE:

Attain above a 90+% favorable rating on science programs and experiences from customer users, Guest, Community Partners and Team Members.



Customer Engagement, Diversity, and Growth

GOAL:

Grow, diversify, and engage more deeply with all of Arizona Science Center's stakeholders. Learn, adapt, and respond quickly and empathetically, to meet our guests where they are.

OBJECTIVE ONE:

Create and deliver a regular, consistent, programming schedule for new target market segments to strengthen relationships and convert periodic customers into Members.

OBJECTIVE TWO:

Formalize measurement and evaluation of quantitative and qualitative customer data and consistently reevaluate visitation and Membership goals across all of our products and platforms.



Community Connection

GOAL:

Provide equitable access to science resources and deliver high-quality, research-based, standards-aligned, interactive science content to families and educators in our community, state, and beyond.

OBJECTIVE ONE:

Measure and evaluate our impact on underserved populations across all of our product offerings and identify opportunities to expand reach.

OBJECTIVE TWO:

By the end of FY21, produce all new signage and written materials in both English and Spanish.



Operational Excellence and Capacity

GOAL:

Foster a fulfilling, exciting, inclusive learning environment that sets clear goals, processes, and expectations in order to attract, retain, and develop top talent and to standardize excellence in all product offerings.

OBJECTIVE ONE:

Outline strategies, structures, and processes to develop and implement an Inclusion and Diversity Action Plan that is unique to Arizona Science Center.

OBJECTIVE TWO:

Team Members are able to explain our mission, describe how their role contributes to us achieving the goals of the strategic plan, and identify specific accomplishments that have contributed to that success.

OBJECTIVE THREE:

Increase qualified applicants per job posting by 50% within 18 months.



Brand Equity

GOAL:

Earn the trust of all stakeholders exposed to and engaged with Arizona Science Center. Increase awareness and understanding of Arizona Science Center's mission, community engagement and impact locally, nationally, and internationally.

OBJECTIVE ONE:

Continue to invest in developing, delivering, and enhancing quality science experiences and implement programs that exceed customer expectations, generate repeat purchase, and positive word of mouth.

OBJECTIVE TWO:

Identify and pursue opportunities and partnerships to expand Arizona Science Center's reach and reputation nationally and internationally.

OBJECTIVE THREE:

Expand local awareness and understanding of Arizona Science Center's contributions to the community.