MISSION STATEMENT
To provide a safe, family-centered educational experience that inspires creativity, exploration and imagination through play, interactive exhibits and innovative programming.

To achieve this, we believe in:
• Creating powerful tools to enhance school readiness and enrichment of children ages birth – 8 years.
• Being a community resource for information focused on STEAM (Science, Technology, Engineering, Art and Math)
• Playing a role in Community Outreach to allow accessibility for all through strategic partnerships
• Creating an exciting experience where families can interact and learn together
Recent Accomplishments:
- 30% Increase in membership (up to 1190) and attendance (2016: 51,715)
- Education programs both inside the building and outside the building: Play to Learn, Erie Public School field trips, homeschool classes, baby, preschool, camps
- Signature Special Events
- New exhibits: 2016: Organ, Flexhibit, GE Train, Donatos Pizza Shop, Cave Renovation
- Acquisition of a VAN for outreach
- Positive & Consistent Media Coverage of Museum Happening

According to the Association of Children’s Museums Case for Children’s Museums, Children’s Museums positively impact children, families and communities:
- Help children develop essential foundational skills
- Respect childhood
- Light a creative spark for discovery and lifelong learning
- Environments for families to connect in meaningful ways
- Serve as town squares and build social capital
- Positioned to help reverse stigma and discrimination
- Strengthen community resources that educate and care for children
- Contribute to local economies and reduce economic barriers

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Support is HIGH- Momentum</td>
<td>Capacity Issues</td>
</tr>
<tr>
<td>Niche market for family friendly fun</td>
<td>Location (visibility, safety)</td>
</tr>
<tr>
<td>We offer year-round fun; open all year</td>
<td>Parking</td>
</tr>
<tr>
<td>unlike Zoo, Waldameer,</td>
<td>Members “age out”</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities</td>
<td>Threats</td>
</tr>
<tr>
<td>older kids</td>
<td>Zoo/Asbury Woods/library all expanding</td>
</tr>
<tr>
<td>Mobile museum/Stem in schools</td>
<td>Outdoor classroom at Presque Isle</td>
</tr>
<tr>
<td>Created Partnerships with organizations that</td>
<td>Scotts offering other indoor recreational</td>
</tr>
<tr>
<td>align with and further our mission (Bricks</td>
<td>offerings</td>
</tr>
<tr>
<td>for Kids, Play to Learn)</td>
<td>Economy in Erie</td>
</tr>
<tr>
<td></td>
<td>Hamot, Erie Insurance expanding rapidly</td>
</tr>
</tbody>
</table>
Needs Assessment Data Collection
The 2017 community needs assessment included numerous sources, all providing similar feedback.

**Survey/Census Data**
- Community Survey (400+ responses)
- U.S. Census
- American Community Survey
- Other Surveys

**Data from Local/Regional Partners**
- Association of Children’s Museums
- Museum Trends
- Other Benchmark data
- Other local data

**Community Input**
- Local Stakeholder Interviews (14 conducted)
- Focus Groups (44+ respondents)
- Interviews with staff (4) and Board Members (13)

**View of the Museum:** stakeholders, focus group and survey respondents indicated that children learn through play

Stakeholders recognize the limitations of the current location. Growth and expansion are a must regardless of location.
Feedback on the Current Location:
• Parking is a challenge (parking tickets, crossing road)
• Meters are broken/have to leave to feed them
• Like that it is downtown/not the best area
  – there are good things downtown if you wanted to make a day of it
  – Hear so much negativity it is nice to have something positive going on
  – Centrally located for east and west side
• Off the main strip/not as visible as could be
• Space is limited/it would be nice if it were bigger
• They do a lot with what they have
• Like the outdoor space; finished basement
• Three floors helps keep things compartmentalized and gives kids a change of scenery

Community Survey Museum Rating N=414

- Excellent, 190, 50.1%
- Very Good, 139, 36.7%
- Good, 45, 11.9%
- Fair, 4, 1.1%
- Poor, 1, 0.3%
Community Survey Importance Ratings

- The child(ren) that I come with enjoy visiting the Museum: 98.7%
- The Museum is family friendly: 97.3%
- The Museum is easy to navigate: 94.9%
- The exhibits are educational: 92.4%
- The exhibits encourage family interaction: 91.3%
- The exhibits are age appropriate for the child(ren) that I come with: 89.5%
- My entire family enjoys visiting the Museum: 86.3%

Community Survey Agreement

- n=414
- Guided engagement through signage: 64.3%
- Support regional public education system: 55.0%
- Move to larger facility to...: 54.2%
- Lead role in Pre-K readiness: 48.0%
- Mobile programming: 45.3%
- Guided engagement through signage: 45.1%

Excludes "don't know" responses
DRAFT 2017-2019 Goals and Objectives:

<table>
<thead>
<tr>
<th>Goal 1: Position the museum as a larger, stronger key early education resource in the Erie community</th>
<th>Board Committee Oversight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A.</strong> Determine and implement the programs, curriculum and outreach strategies to accomplish the vision regardless of location (stay or go)</td>
<td>Program</td>
</tr>
<tr>
<td><strong>B.</strong> Position the museum as a key early education resource in the community/region</td>
<td>Program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2: Evaluate and address facility needs, including exhibits, to ensure the museum’s physical space best supports the programming of the museum and meets the needs of the museum’s visitors.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A.</strong> Define the programs, curriculum and exhibits dependent on a new location as well as the capital and other costs to move</td>
<td>Program</td>
</tr>
<tr>
<td><strong>B.</strong> Establish the programs, curriculum and improved exhibits accomplishable in the current location as well as the capital and other costs to stay</td>
<td>Program</td>
</tr>
</tbody>
</table>
C. Conduct a capital campaign feasibility study determine the potential level of community funding support for the vision and capital needs | Development

**Goal 3:** Ensure all children in our community have the opportunity to experience the museum

| A. Collaborate with Erie County school districts to offer programming that aligns with their curriculum | Program |
| B. Collaborate with partner agencies and groups to bring the museum experience to children in the community | Program |
| C. Continue to grow and expand mission focused community benefit programs and events | Program |

**Goal 4:** Build the infrastructure to support the museum into the future

| A. Ensure appropriate board leadership and structure to support the museum into the future | Governance |
| B. Invest in staff capacity to support future growth through hiring, staff sharing with other agencies or outsourcing a. Development Director b. Exhibit Manager | Executive |

**Goal 5:** Ensure financial sustainability of the organization  

| A. Determine programs and events that are “revenue producing” and market accordingly | Program/Finance |
| B. Raise $X in annual operating revenue and ensure 100% board participation | Development |
| C. Implement a $X million dollar capital campaign | Development |