



**EXPLOR:** DISCOVERY WORLD

# Strategic Framework



We are the spark of joy in a child's eyes when they make a connection with a living creature. We are the sudden and satisfying "Aha!" when you discover something you didn't even know you were looking for.

We leverage the awesome power of science and encourage you to embark on your own path to discovery.

## **Our mission**

To inspire generations to discover the wonders of science.

## **Our vision**

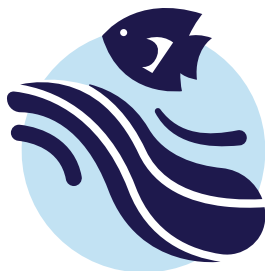
A world where every child is empowered to be curious and explore endlessly.



## You

*Health · Wellness  
· Biomedical Sciences*

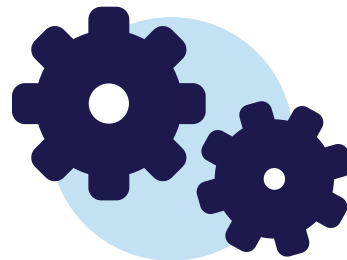
You are extraordinary! The more you understand how your mind and body work, the more you can reach your human potential.



## Your Lake

*Freshwater · Conservation  
· Natural Sciences*

When you explore, understand, and embrace your unique relationship with water we can all enjoy, use, and take pride in our invaluable freshwater resources.



## Your World

*Technology · Engineering  
· Physical Sciences*

Science is all around you. You can put it to work through engineering and technology to help solve the challenges we face around the world.

# Core Concepts

- 1. Expand our audience to include early learners**
- 2. Broaden participation to make science accessible to all**
- 3. Elevate guest experience with relevant exhibits and engaging events**
- 4. Serve as a primary support system for science education in Wisconsin**
- 5. Establish Discovery World as your place for fun science learning**



## **Strategic Priorities**



## Early Science Learners

*Expand our audience to include early learners*

### WHAT WE'LL DO

- Design and execute new exhibit
- Integrate experiences into existing exhibits
- Launch early science learning initiative

### HOW WE'LL MEASURE SUCCESS

- New funders and partners
- Increased participation of early learners







## Broaden Participation

*Broaden participation to make science accessible to all*

### WHAT WE'LL DO

- Identify barriers to participation and engagement
- Establish new & build upon existing partnerships and programs
- Ensure a broad community representation is reflected in board of directors and volunteers

### HOW WE'LL MEASURE SUCCESS

- Presence in communities
- Expansion of demographics among guests, participants, staff, board, and volunteers
- Increased attendance and participation of target audience





3

## Guest Experience

*Elevate guest experience with relevant exhibits and engaging events*

### WHAT WE'LL DO

- Design and execute new exhibits
- Develop temporary and traveling exhibits gallery
- Offer regular and engaging event programming

### HOW WE'LL MEASURE SUCCESS

- Increased attendance
- Increased membership
- High level of guest satisfaction



## Educational Reach & Influence

*Serve as a primary support system for  
science education in Wisconsin*

### WHAT WE'LL DO

- Advance exemplary suite of existing and new educational programs
- Establish relationships with local, state, and national education agencies and organizations
- Scale programming to support science learning across Wisconsin

### HOW WE'LL MEASURE SUCCESS

- Evaluate the impact of our education programs
- Expanded educational reach
- Influence at the state level







## Visibility

*Establish Discovery World as your place for fun science learning*

### WHAT WE'LL DO

- Rebrand message & visual identity
- Redevelop website & expand digital resources
- Coordinate with tourism agencies
- Elevate national profile by collaborating with professional associations

### HOW WE'LL MEASURE SUCCESS

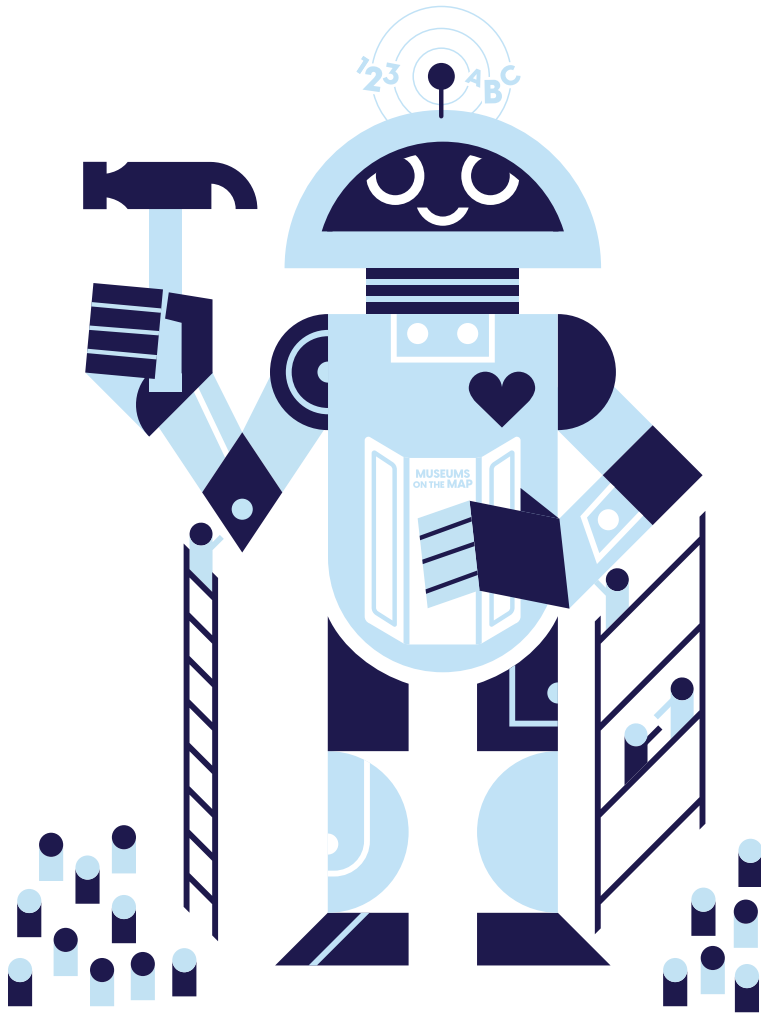
- Increased attendance & membership
- Expanded market presence
- Increased social media engagement & following
- Increased website traffic & engagement
- Increased earned & contributed revenue



**Let's imagine a world where  
every child is empowered to be  
curious and explore endlessly.**

By offering hands-on interactive learning,  
Discovery World engages and inspires  
generations to discover the wonders of science.

**Our Goal**



Thank you to our staff, our board, and our supporters and partners for contributing their time, energy, and ideas to this strategic framework process. Thank you for joining us as we embark on this journey.

**Thank You**



## DISCOVERY WORLD

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