

Lead with Joy

Bay Area Discovery Museum
Strategic Framework

2022-2027

Vision, Mission, and Values

Vision

Every child grows and thrives through joyful play.

Mission

We create playful learning experiences that inspire a passion for discovery in every child.

Core Values

- Lead with joy
- Cultivate curiosity
- Foster belonging
- Support our people
- Partner with community

Core Values

Our values are the essence of our museum and the code by which we live—the principles upon which we make our decisions. They are the heart and soul of the Bay Area Discovery Museum and do not tend to change over time.

Lead with joy

Joyful play is the foundation of all we design and create. Children find joy in our museum experiences, and adults find joy in the intergenerational connections they build together. When we lead with joy, it becomes contagious as visitors take their experiences out into the world.

Cultivate curiosity

All of our experiences and our inclusive community cultivate curiosity and delight among the children we serve and their caring adults, because we know that through play and connection, children develop a lifelong passion for discovery. We work to model curiosity and stretch our imagination in our work in every way.

Foster belonging

We actively work to ensure that everyone, from the people we serve to our people who serve the museum, feels like they belong.

Support our people

Our staff enthusiasm and expertise drive everything we do. We recognize the essentialness of our people to our mission and strive to support and care for one another in pursuit of our shared vision. We resolve to demonstrate appreciation and extend generosity and empathy for each other every day.

Partner with community

We strive to be an inspiring early childhood education partner and resource for families, educators, peers, and community leaders. Together, we address the needs facing families with young children and proudly build a child-centric community that nurtures future generations for the betterment of all.

Strategic Commitments

At the Bay Area Discovery Museum, we create experiences that inspire a lifelong passion for discovery in every child. We make the Strategic Commitments below to ensure that every child grows and thrives through joyful play:

Commitment 1

We commit to providing opportunities for joyful play to every young child in the Bay Area.

Commitment 2

We commit to empowering the adults who teach and care for young children.

Commitment 3

We commit to fostering belonging among our internal team and the people we serve.

Commitment 4

We commit to being a trusted and go-to partner with our community

The priorities for these commitments are on the following pages:

Commitment 1

We commit to providing opportunities for joyful play to every young child in the Bay Area.

Our Priorities

- Expand participation with Bay Area Discovery Museum.
- Deepen Bay Area Discovery Museum awareness and affinity in traditionally underserved communities of the Bay Area, in particular low-income communities and communities of color.
- Evaluate and implement a multi-year fundraising plan to support program growth.
- Realign resources and programs towards children under eight.

Commitment 2

We commit to empowering the adults who teach and care for young children.

Our Priorities

- Leverage our research and assets to articulate the Bay Area Discovery Museum's rationale and approach to joyful play.
- Reimagine and expand our resources and programming for early childhood educators and parents.
- Meaningfully and joyfully engage adults during their experience with Bay Area Discovery Museum.

Commitment 3

We commit to fostering belonging among our internal team and the people we serve.

Our Priorities

- Cultivate a workplace that embodies our values and fosters belonging and connection to Bay Area Discovery Museum and each other.
- Create and sustain a diverse, inclusive, and competitive employment environment and value proposition.
- Ensure all aspects of the on- and offsite Bay Area Discovery Museum experience are welcoming, joyful, and inclusive for audiences.
- Cultivate diverse members, partners, funders, and trustees who are aligned with our vision, mission, and values.

Commitment 4

We commit to being a trusted and go-to partner with our community.

Our Priorities

- Build and sustain reciprocal relationships and partnerships with community organizations serving families with young children, especially within traditionally underserved communities.
- Facilitate staff and board engagement with partner community organizations.
- Develop earned and contributed revenue strategies with partners to support shared programming.