



WORK SAMPLE

STRATEGIC PLAN

ARTICULATION

NOTE

This piece was created by Dennis Zehner during his tenure with the Da Vinci Science Center in Allentown, PA. He is now the President, Chief Marketer, and CEO of EmpowerStar Marketing.

Greater Possibilities

Da Vinci Science Center 2016-2019 Strategic Plan

Approved by DSC Board of Trustees on Sept. 18, 2015



The Da Vinci Science Center – the national award-winning organization that is Open for ExSClting Possibilities – is an influential regional science center poised at a tipping point that could increase the scale of its operations and its impact radically. The organization has achieved substantial progress regarding its impact, fiscal sustainability, professional talent, brand development, and building of valuable partnerships. At the same time, critical analyses indicate that the Center must increase its physical capacity dramatically in order to actualize its fullest potential.

In exploring greater possibilities for its future, the Da Vinci Science Center seeks to take strategic actions necessary to position itself for a bold expansion that will enable it to present world-class exhibits and learning experiences for nearly one million people living in its surrounding area.

Mission

To bring science to life and lives to science

Vision

To be a visionary leader and partner advancing science learning, quality of life, and economic development in the Lehigh Valley area by:

- Delivering enjoyable experiences for families and schools that encourage interest in science
- Supporting science, technology, engineering, and mathematics (STEM) education throughout the area
- Inspiring an outstanding 21st century workforce
- Contributing to social and economic vitality

Target Audiences

- Families and schools with Pre-K-middle school children in the Center’s 16-county service region
- Students from underrepresented communities
- Teachers, mentors, schools, and corporations
- People who want to enjoy science experiences

Purposes and Strategies

Purposes	Strategies	Impacts
To deliver enjoyable learning experiences for families and schools that encourage interest in science	Provide playful and engaging hands-on science learning experiences	Increased appreciation and understanding of science and more positive attitudes about science
	Provide families with quality social experiences	Growth in perception that engagement with the Center represents quality time with friends and family
To support STEM education throughout the area	Support excellent STEM education in area schools	Stronger science education practices demonstrated by schools and greater science learning and achievement demonstrated by students
To inspire an outstanding 21st century workforce	Help build a STEM talent pipeline	More positive student attitudes about STEM and greater student interest in STEM careers
	Make science accessible	Greater engagement in hands-on science learning by underrepresented students from communities with greatest needs
To contribute to social and economic vitality	Attract large numbers of visitors from the Lehigh Valley area and beyond	Additional dollars spent by visitors infused into the area’s economy

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Strategic Dimensions

Impact and Influence

- Expand leadership in STEM education
- Increase the number of people served
- Strengthen educational capacity
- Invest in Pre-K educational experiences
- Benchmark and track success of educational efforts

Growth and Stewardship

- Launch a capital campaign to increase the Center's physical capacity
- Continue generation of positive net income
- Expand public and private partnerships that produce financial support for STEM education
- Increase support from individuals
- Broaden and deepen donor relationships through outreach and stewardship

People Power

- Recruit the best and brightest professionals
- Align staffing with organizational structure and invest in staff growth
- Expand and restructure the Center's volunteer program
- Deepen development of, and engagement with, the Center's Board of Trustees

Customer Experience

- Expand the Center's exhibit space
- Invest in exhibits and promote active, prolonged engagement
- Expand auxiliary businesses
- Continue expansion of outreach programs
- Invest in staff training and systems

Strategic Partnerships

- Support STEM workforce development through partnerships with STEM businesses and other organizations
- Increase sponsorships and enhance their value
- Reach more diverse audiences through partnerships

Brand and Market Development

- Strengthen understanding of the Center's identity, marketing plan, and strategies
- Use playfulness to differentiate the Center for consumers
- Attract larger audiences of Pre-K families
- Refine the integration of Leonardo into the Center's brand

About the Plan

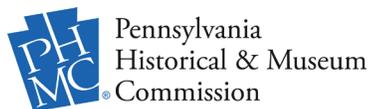
The Da Vinci Science Center's strategic plan for 2016-2019 was developed by the organization's Strategic Planning and Oversight Committee (SPOC) - a committee comprised of members of its Board of Trustees and its staff Leadership Team.

The 2016-2019 Strategic Plan evolved from a data-driven review of the organization's performance with respect to its 2011-2015 Strategic Plan. The planning process also was informed by a comprehensive study produced by White Oak Associates - an internationally-prominent museum planning firm based in Marblehead, Mass. The White Oak study reflected Lehigh Valley Planning Commission (LVPC) data projecting that the Lehigh Valley Metropolitan Statistical Area (MSA) of more than 827,000 people will add more than 226,000 people by the year 2040.

Strategic Planning and Oversight Committee (SPOC)

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Dennis Zehner, Chief Marketer



Pennsylvania
Historical & Museum
Commission

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