

Board Approved Priorities

<p>Short Term - Before 3/21; Mid Term - By end of 2021; Long Term - 2022 or later Recommendation</p>	<p>Priority - KEY HI High Impact, LI Low Impact, ST Short term, MT Mid term, LT Long term</p>	<p>Organizational vs. Subsystem</p>	<p>Transformational or Incremental</p>	<p>Remedial or Developmental</p>	<p>Measurable: Clear definition of success that includes “how many” or “how much”</p>	<p>Attainable: Realistic and the needed resources are available, barriers are identified</p>	<p>Relevant: Why are we doing this? Goal is mission and values aligned and is a true priority.</p>	<p>Time-Bound: Realistic target date, with dates for milestones along the way</p>	<p>KP Board Committee Alignment</p>
<p><b>Planned Comprehensive Community Engagement</b> Include the community in future planning by using a network plan/map with the parts of the community that you believe should have input into the museum’s planning. Create a continuous process of building, program and exhibit audit through survey and observation. Provide an opportunity for the audiences to reflect on their experiences. Look for congruity between experience and intended outcomes.</p>	<p>HIMT</p>	<p>Organizational</p>	<p>Incremental</p>	<p>Developmental</p>	<p>Network Map expanded by 25 organizations Three or more volunteer task forces and three community conversations developed and implemented. Six community presentations implemented in 2021.</p>	<p>The goal can be achieved if necessary staff are on board (at 100% of 2020 budget) plus a volunteer coordinator. This goal is vaccine/herd immunity dependent.</p>	<p>The MAP process has focused on engagement of the audiences.</p>	<p>Initiation by 3/2021 with achievement by 12/2021</p>	<p>PE, ECE, Fin., Gov</p>
<p><b>A comprehensive volunteer program</b> that will include adult volunteers, task forces as needed and a youth engagement program.</p>	<p>HIMT</p>	<p>Organizational</p>	<p>Transformational</p>	<p>Developmental</p>	<p>The numbers of adult volunteers has increased. The frequency of volunteer activities has increased. The number of hours volunteered has increased. A youth engagement program that will increase skills, behaviors, and attitudes of middle school students and especially support life skills and social emotional growth has been established.</p>	<p>This is dependent on economic circumstances for the museum and the community following the pandemic. An application for IMLS funding has been made for the youth engagement portion of this goal.</p>	<p>The youth program will provide an opportunity for youth to remained involved with the museum and will provide role models for younger patrons.</p>	<p>The goal can be achieved in 2022 when new necessary positions are funded and recruited.</p>	<p>PE, ECE, Gov</p>
<p><b>Expanded patronage of the museum</b> by further developing STEM exhibits and programs.</p>	<p>HIST</p>	<p>Organizational</p>	<p>Transformational</p>	<p>Developmental</p>	<p>A greater number of children over age 8 attend the museum. Participation in STEM related programming increases. Non-custodial classes for children for after school programs are in place.</p>	<p>The goal can be achieved if necessary staff are on board (at 100% of 2020 budget). This goal requires a policy change to include non-custodial programs. This goal is vaccine/herd immunity dependent.</p>	<p>The peer reviewer specifically recommended KidsPlay become known as a family museum and the expansion of STEM to attract a wider audience.</p>	<p>Initiation by 3/2021 with achievement by 12/2021</p>	<p>PE, ECE, Fin</p>

Board Approved Priorities

<p><b><u>A comprehensive DEIA plan. (diversity equity and inclusion accessibility). Engage Hispanic community beyond role of audience (who are leaders, what are needs)</u></b></p>	<p>In progress</p>	<p>Organizational</p>	<p>Transformational</p>	<p>Developmental</p>	<p>1. The museum has adopted an official DEIA statement. 2.Members from diverse racial, ethnic and socioeconomic groups make up at least 5% of focus groups, task force projects, and the board. 3.Alternatives for subsidized membership have been implemented. 4. A formal relationship with programs and services for differently abled populations has been established. 5.An Accessibility Plan for building, structure and exhibits (mobility &amp; otherly abled) has been created.</p>	<p>1. Can be achieved immediately. 2. Can be achieved with diligence. 3. Can be achieved almost immediately. 4. Can be partially achieved due to retrofit of some parts of the older museum.</p>	<p>This is aligned with our mission. The MAP process identified a need within the community for DEIA.</p>	<p>Can be achieved if necessary staff are on board (at 100% of 2020 budget).This goal is vaccine/herd immunity dependent. 1. Achievement by 3/2021. 2 and 3 initiation by 3/2021 with achievement by 12/2021. 4. Achievement by 12/2021. 5.Achievement will be long term - completed within 5 years.</p>	<p>PE, ECE, Gov</p>
<p><b><u>A Marketing Strategy that identifies Torrington as a family destination and identifies KidsPlay as a center for STEM learning with a distinctive look and brand. Further develop our reputation as an anchor institution</u></b></p>	<p>HIST</p>	<p>Organizational</p>	<p>Transformational</p>	<p>Remedial</p>	<p>A comprehensive plan includes print, radio and social media, including Spanish language outlets. Patron surveys, community conversations and informal contacts indicate the message has been successful. All information regarding the museum on tourism sites and mommy blogs, yelp and key websites is up to date. Rack cards are updated and distributed. A new website is published.</p>	<p>A marketing budget and person are required. Needed collaboration with the municipal leaders may be a barrier. Changing perceptions is a long-term process.</p>	<p>We cannot move forward without reaching current and new audiences. To reengage with the community, after the pandemic, these steps are essential.</p>	<p>Initiate by 3/2021 with substantial achievement by 12/2021</p>	<p>OA, Fin, ECE</p>
<p><b><u>A five year budget process that reflects the five year goals of the museum and includes funding for necessary resources (positions, marketing, technology, operations, organizational advancement, and donor development).</u></b></p>	<p>HIMT</p>	<p>Organizational</p>	<p>Incremental</p>	<p>Developmental</p>	<p>A five year strategic plan and a five year budget are developed and implemented. Essential fulltime positions are filled with qualified appropriately compensated staff.</p>	<p>The process of developing a budget will depend on the development of the strategic plan. The economic recession that resulted from the pandemic makes it very hard to project earned and contributed income.</p>	<p>To maintain our current patrons and donors and reach those in outlying areas, a strategic plan and budget are essential.</p>	<p>The strategic plan should be developed by September 2021. The five year budget would follow.</p>	<p>OA, Fin, Gov</p>