

STRATEGIC PRIORITIES				
KIDSPRAY	ECE - KidsPlay welcomes a diverse cultural and socioeconomic community of children and caregivers to engage in planned purposeful and creative learning through play.			
STRATEGIC	PE - KidsPlay maintains the safety and enjoyment of all exhibits and facilities, providing hands-on opportunities for children to imagine, discover and create.			
PLAN	OA - KidsPlay develops the diversified funding and communication strategies necessary to build organizational capacity and relationships.			
2021 - 2024	FIN - KidsPlay is a responsible steward of earned income and philanthropic investments through the development and implementation of appropriate financial controls, oversight and strategic investment policies.			
OUR MISSION	BG - KidsPlay ensures a dynamic Board of Directors that provides the oversight and governance of Board and Museum functions and ensures long-term sustainability.			
Provide children with an environment that fosters imagination and creativity through interactive exhibits and play that will deepen their appreciation of the sciences, the arts and the world around them.	IMPACT			
	Education & Community Engagement (ECE)	Physical Environment (PE)	Organizational Advancement (OA)	Financial Sustainability (FIN)
	<ol style="list-style-type: none"> Infuse Diversity, Equity, Inclusion and Accessibility in all aspects of museum operations. Engage the greater community. Expand activities and models for STEM and outreach. 	<ol style="list-style-type: none"> Assure that exhibits present learning concepts in ways that foster curiosity, innovation and are meaningful and accessible to children age 1 - 10 and their caregivers. 	<ol style="list-style-type: none"> Ensure a solid financial platform on which to build and maintain a successful and forward thinking museum. 	<ol style="list-style-type: none"> Steward financial resources to carry out our mission. Ensure that financial investments and program service accomplishments reflect strategic priorities.
OUR CORE VALUES	INFRASTRUCTURE			
Hands-on multisensory play	Education & Community Engagement	Physical Environment	Organizational Advancement	Financial Sustainability
Curiosity	<ol style="list-style-type: none"> Ensure comprehensive and robust volunteer systems. 	<ol style="list-style-type: none"> Create and implement a five-year capital plan . 	<ol style="list-style-type: none"> Strengthen fundraising structure. 	<ol style="list-style-type: none"> Create a five-year budget that plans for the Museum's strategic priorities.
Executive Function	<ol style="list-style-type: none"> Ensure the museum uses evaluation systems that inform museum practices in meaningful and relevant ways. 	<ol style="list-style-type: none"> Increase the Museum's galleries to a minimum of 20,000 sq. ft. 	<ol style="list-style-type: none"> Implement an aggressive marketing plan. 	<ol style="list-style-type: none"> Support the diversification of earned and contributed income sources where appropriate.
Accessible environment	<ol style="list-style-type: none"> Guarantee that Guiding Principles for development and implementation of exhibits and related activities are applied. 	<ol style="list-style-type: none"> Improve KidsPlay's presence as a catalyst in the redevelopment of downtown Torrington as a vibrant arts, economic and educational center. 		<ol style="list-style-type: none"> Empower Board members with timely information about the financial aspects of the organization.
Multicultural literacy	<ol style="list-style-type: none"> Plan and implement a Community Hub with a Program Room and Library 			<ol style="list-style-type: none"> Empower Board members with timely information about the financial aspects of the organization.
Caregiver engagement				<ol style="list-style-type: none"> Oversee human resources, board and staff
Community engagement				
OUR VISION	SUSTAINABILITY			
A sustainable anchor institution that prepares a diverse community of children to thrive intellectually, socially and emotionally.	Education & Community Engagement	Physical Environment	Organizational Advancement	Financial Sustainability
	<ol style="list-style-type: none"> Expand patronage and outreach. Become known as a center for STEM learning that meets the needs of a 21st century community. Support grant acquisition processes that uphold the strategic impact priorities. 	<ol style="list-style-type: none"> Create a long term plan to ensure that the infrastructure and exhibits are maintained to be safe, functional, up-to-date and inviting. 	<ol style="list-style-type: none"> Pursue all avenues of fundraising Strengthen donor relationships and increase donor giving and retention. Implement a Legacy program Utilize the Capital Plan and initiate a Capital Campaign. 	<ol style="list-style-type: none"> Systematically discuss and plan for events and circumstances that impact the Museum's financial status. Empower Board with improved nonprofit financial literacy.