

Children's Museum OF RICHMOND



**Strategic Plan Overview
2022-2025**

Let's Go Play

We did it! We not only survived the COVID years—we also emerged with a stronger team and a more powerful vision than ever before. Arriving at this moment was a lot of work, which is why we joyfully announce that it is time to go play!

Play is the foundation of CMoR's mission because children learn best through play. Our facilities and exhibits have always been Richmond's place to learn through play. We have exciting plans to make our spaces even more welcoming, relevant, and dynamic.

We are also going outside to play! All children learn through the power of play, no matter where they live, or their ability to access our traditional facilities. Our play-powered programs will hit the road, reaching Richmond's children where they live and in ways that are relevant to their lives.

Playing to learn equips children for a lifetime of discovery, wonder, and accomplishment, and when all children have shared opportunities to play, they grow together into a thriving community.

So, what does this pathway actually look like?

LEARNING...

...Within and beyond our walls...

...With WOW experiences,...

...That capture and expand the imagination of all children and families...

...With our neighbors...

...THROUGH PLAY

The following pages detail this vision. Please read on to see how CMoR plans to go play -- we hope you are inspired to come play with us!



As we extend our reach into the community, we will do so with intention and purpose. CMoR will positively impact early learning pathways for children by uplifting play; our community will encompass more vibrant learning spaces. We aim for the following impacts:



The goals outlined on the next page will help us with the following outcomes:





Play Outside the Walls

CMoR is bigger than a building and our reach will extend into all of Richmond's communities

- Develop mobile experiences to take CMoR on the road and into neighborhoods
- Assess presence to support deeper involvement in neighborhood environments
- Increase site-based strategic partnerships



Play with Style

Every CMoR experience will include a unique "wow" factor

- Produce dynamic exhibits and refresh the exhibit experience
- Craft a welcoming environment for children in every setting and modality of CMoR's experiences
- Create a space where even caregivers can learn through play



Play with Meaning

Be explicit about the connection between play and learning

- Make implicit exhibit learning connections explicit
- Embed learning values across all CMoR experiences, environments, and events
- Ensure children and their caregivers are learning (playing) together, and caregivers have tools to extend the learning
- Be a leader in early childhood supports



Play for Everyone

Ensure everyone has access to "learn through play"

- Evaluate and adapt our environments and experiences through community relationships so that all feel welcome to play
- Identify and address barriers to connecting with our community
- Expand outreach and partnership through schools and organizations, with particular emphasis on Title I schools and low-income neighborhoods



Play with More Friends

Invite a broad community of supporters to sustain and grow our mission

- Tell our story in a way that connects with the broader community and embraces our identity
- Invite more people to support the work - enhance our development strategy and expand philanthropic investment for strategic initiatives
- Extend the impact by retaining, supporting, and recruiting the very best staff that is reflective of our community