

# STRATEGIC PLAN



## Organizational capacity and reach.

### CONNECTING THE DOTS - MOVING FROM VISION TO MISSION

It started with an idea, then became a vision and now our mission – to build more playful communities and a museum that inspires curiosity and wonder, and ignites the lifelong love of learning. Building a strong foundation of support is crucial to the success of MOMI. We plan to identify and engage community members and leaders that want to make their community better and want to serve as founding board members or on the Council of Advisors. We plan to conduct informational meetings with various stakeholders and potential donors to describe mission, goals, and needs. We plan to build partnerships with local and national organizations that share our values of building healthy, more playful communities to leverage our skills, knowledge and other resources. We plan to create a social media and networking plan to increase support for and awareness of MOMI.



## Community Engagement.

### PROMOTING THE POWER OF PLAY - EVERYDAY

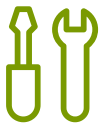
Play is a source of joy that encourages children to take risks and try new things. We will develop a plan to promote the Power of Play and educate communities on play-based learning. We will identify and collaborate with local organizations and create a "Play Collaborative" to provide high value, hands-on activities that connect the arts, science and nature to build 21st Century Skills, including communication, collaboration, critical thinking, and creativity.



## Playful Learning Landscapes.

### TRANSFORMING EVERYDAY SPACES INTO JOYFUL LEARNING SPACES

Playful Learning Landscapes (PLLs) are installations that enhance play-based learning and are located in parks, grocery stores, at bus stops, etc. where families gather. We plan to identify locations for PLLs and develop local community partnerships to design and implement the installations. We plan to prepare a fundraising plan for PLLs and work with Temple University and Playful Learning Landscapes Action Network to ensure installations are evidenced-based for early childhood learning and child-caregiver interactions. We plan to include creative placemaking where appropriate as an opportunity to encourage and enhance multigenerational enjoyment and play.



## tinkerFEST.

### A POP-UP EXPERIENCE THAT CELEBRATES THE MAKER IN ALL OF US

Tinkering is a valuable form of learning powered by exploration and discovery. We plan to collaborate with other tinkerFEST museums nationwide and bring to New Jersey the first tinkerFEST that celebrates the art of tinkering. We plan to bring together makers, creators, and thinkers to share their passion for tinkering and hands-on learning. This daylong celebration of curiosity and creativity will bring unique brain-building experiences to New Jersey families. We plan to develop a plan for tinkerFEST and develop community partnerships to support this important, unique learning opportunity.



## tinkerLAB.

### A TEMPORARY SPACE THAT CONNECTS ART, SCIENCE AND NATURE

tinkerLAB will serve as a "proof of concept" for the future museum and will be a temporary space for educational programming and outreach, community engagement and donor events until the museum is built. tinkerLAB will be a leader in education innovation providing unique resources to teachers and caregivers. We plan to identify possible locations for tinkerLAB and prepare a fundraising plan for the creation of a detailed tinkerLAB business plan. We plan to hire a consultant to develop the business plan that will include a fundraising plan and museum planning and staffing costs.