



ARIZONA SCIENCE CENTER

STRATEGIC PLAN

RE-IMAGINE: GREAT TO EXCELLENCE

2023-2026



Introduction

A core value at Arizona Science Center is our commitment to lifelong learning. We model this value in both the public programs available to our community and with our commitment to staff professional and personal development. We seek to learn from every challenge and success and incorporate that learning into our future growth.

Our Strategic Plan describes how we will remain as valuable today and into our future, as that day in 1980 when the Junior League of Phoenix dreamed of opening a science center for our community.

Our core foundational pursuit is to enrich all communities and audiences through science.





SCIENCE IS EVERYTHING WE DO

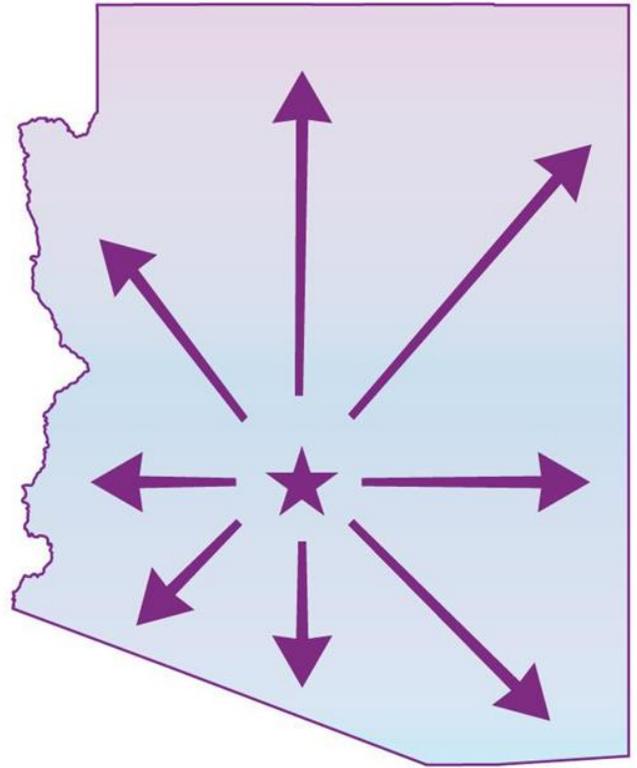
OUR FOUNDATION IS **SCIENCE**

OUR **DECISIONS, EXHIBITIONS,
DEMONSTRATIONS AND PROGRAMS** ARE
BASED ON SCIENCE

SCIENCE IS **EMBEDDED** INTO OUR
EVERYDAY LIVES

OUR STRATEGIC PLAN WILL LEAD US TO...

**ENRICH ALL
COMMUNITIES &
AUDIENCES
THROUGH
SCIENCE**





WE WILL ACCOMPLISH THIS BY DOING
WHAT WE DO BEST EVERY DAY...

IGNITING CURIOSITY

***OUR CREDENCE DRIVES US.
WE LIVE BY THESE STATEMENTS.***

*WE ARE EXTRAORDINARY AND FUN...REAL
AND HONEST*

WE OWN IT...WORK TOGETHER

EVERYONE BELONGS

OUR STRATEGIC OUTCOMES

DEFINE OUR TRANSFORMATION
FROM GREAT TO EXCELLENCE



**RAISE ARIZONA SCIENCE CENTER
PROFILE AND PRESENCE
THROUGHOUT THE STATE**



**ENHANCE RELEVANCE AND
IMPACT OF PROGRAMMING AND
EXHIBITS**



**HEIGHTEN POSITION AS
ORGANIZATION OF
CHOICE**





RAISE ARIZONA SCIENCE CENTER PROFILE AND PRESENCE THROUGHOUT THE STATE

PRIORITIES

#1 MEANINGFUL PARTNERSHIPS

#2 EXPANDED PROGRAMS, EXHIBITS, AND PERMANENT PRESENCE
ACROSS THE STATE

#3 BROADEN AUDIENCE DEMOGRAPHICS AND COMMUNITY REPRESENTATION

#4 CULTURALLY RELEVANT EXPERIENCES





ENHANCE RELEVANCE AND IMPACT OF PROGRAMMING AND EXHIBITS

PRIORITIES

#1 DESTINATION OF CHOICE

#2 COMPELLING SCIENCE CONTENT

#3 EASY TO NAVIGATE, MEMORABLE AND ENJOYABLE SCIENCE EXPERIENCES

#4 REFRESH, RENEW, RENOVATE





HEIGHTEN POSITION AS ORGANIZATION OF CHOICE

PRIORITIES

#1 EMPOWERED TEAM

#2 INFORMED, IMPACTFUL DECISIONS

#3 DIVERSITY, EQUITY, ACCESSIBILITY, AND INCLUSION (DEAI) IS AN EVERYDAY PRACTICE

#4 SUSTAINABILITY MODELED IN OUR DAY-TO-DAY PRACTICES AND DECISIONS



OUR COMPASS: 12 PRIORITIES SEND A CLEAR MESSAGE

PRIORITIES ACHIEVE OUR OUTCOMES



**RAISE ARIZONA SCIENCE CENTER
PROFILE AND PRESENCE
THROUGHOUT THE STATE**

PRIORITIES

- Meaningful Partnerships
- Expanded Programs, Exhibits, and Permanent Presence Across the State
- Broaden Audience Demographics and Community Representation
- Culturally Relevant Experiences



**ENHANCE RELEVANCE AND
IMPACT OF PROGRAMMING
AND EXHIBITS**

PRIORITIES

- Destination of Choice
- Compelling Science Content
- Easy to Navigate, Memorable and Enjoyable Science Experiences
- Refresh, Renew, Renovate



**HEIGHTEN POSITION AS
ORGANIZATION OF CHOICE**

PRIORITIES

- Empowered Team
- Informed, Impactful Decisions
- Diversity, Equity, Accessibility, and Inclusion (Deai) Is An Everyday Practice
- Sustainability Modeled In Our Day-To-Day Practices and Decisions



We will transform from **GREAT** to **EXCELLENCE** during the period of our Strategic Plan, establishing ourselves as the vanguard for science across Arizona.



BY THE NUMBERS

July 2022 - June 2023



800,000

Students, educators and families engaged with Arizona Science Center and our science education programs and events.

228,217

Students, educators and families impacted through the Science Center's exhibits, galleries and in-person STEM education programs.

6,735

Educators received resources, professional development training, coaching and mentoring

675

Students entered over 400 science projects in the 2023 Arizona Science and Engineering Fair

38,543

Students and educators explored the Science Center for free through our Focused Field Trips program for Title I schools

4,985

Girls in grades 4-8 engaged for hands-on learning and inspiration through in-person and virtual Girls in STEM events

1

Number of experiences it takes to inspire wonder and imagination.

52,531

Guests explored the galaxy in our Dorrance Planetarium



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ARIZONA
SCIENCE
CENTER

Never stop wondering.
Never stop imagining.™