



2018-2022 U-M Museum of Natural History Strategic Plan Summary

Vision

A world in which people understand the interconnectedness of all life and the responsibility we have to sustain it.

Mission

The University of Michigan Museum of Natural History transforms hearts and minds by promoting understanding of the natural world, our place in it, and our impact on it. We bring campus and community together in participatory and inclusive learning experiences to explore the processes of science and to address urgent global and local challenges.

Strategic Goals 2018-2022



Key Strategic Goal

In a world in which scientific research, literacy, and understanding have become essential to the future healthy survival of people and other life on Earth, UMMNH serves as a vital bridge between University faculty and researchers, undergraduate students, and area communities. As such, it fosters mutually-beneficial, layered science learning experiences involving undergraduate students, faculty, researchers, pre-K-12 students, and the public. UMMNH emphasizes engaged learning, science communication skills, building science literacy, expanding scientific knowledge and practices, and fostering diversity, equity, inclusion, access, and accessibility.

01	<p>Create participatory, layered learning experiences, with a purpose</p> <p>Create participatory learning experiences in which students, staff, and researchers are enriched by their interactions with museum visitors, and vice versa. Emphasize current research, the processes of science, and understanding the impacts of human actions on our changing world, to motivate and empower people to use scientific thinking to address global and local challenges.</p>
02	<p>Expand undergraduate student engagement</p> <p>Become a center of excellence for undergraduate student learning, leadership, and skill development.</p>
03	<p>Institutionalize diversity, equity, inclusion, and accessibility</p> <p>Make diversity, equity, inclusion, and accessibility core features of our museum.</p>
04	<p>Integrate inquiry, experimentation, and evaluation into our work</p> <p>Try out and test new ideas, measure impacts, and use data to drive our decisions.</p>
05	<p>Cultivate a sustainable organization</p> <p>Take steps to make our museum's operations and human, financial, and organizational resources strong, resilient, and sustainable.</p>

Guiding Principles

EXCELLENCE

We promote scientific thinking and share evidence-based practices. We continuously seek improvements in our work. We provide first-rate, relevant, and engaging visitor experiences in a welcoming, enjoyable, and safe environment. UMMNH encourages a passion for lifelong learning for visitors and staff alike.

ACCESS & ACCESSIBILITY

We seek to lower barriers to participation and make all visitors feel welcome. We are dedicated to improving the accessibility of our facility, exhibits, and programs for the benefit of all visitors.

INTEGRITY & TRUST

We bring honesty, accountability, and sound judgment to our work, and uphold the ethical standards of our field. We take time to reflect on our work so that we can move ahead with thoughtful intention. We build and nurture trust in our working relationships. We uphold intellectual freedom, serving as a community resource for scientific information and practices.

AUDIENCE FOCUS

We listen to our audiences to identify needs and opportunities as we develop meaningful and relevant learning experiences and partnerships. We provide venues for discussion, participation, discovery, and the creation of personal meaning.

DIVERSITY & INCLUSION

We value diversity and difference, and seek to create equity and inclusion through intentional practices at all levels, from our core documents, exhibits, programs, and communications, to our approaches to hiring, professional development, and recognition.

COLLABORATION

We expand our impact by partnering with other organizations, bringing our shared strengths to bear on larger goals than we could attain on our own. We work effectively as one staff, in small teams, and in partnership with each other.

Planning Process

This plan was developed with the help of museum consultant Marsha Semmel with input from museum staff, the museum's Board of Advisors, 26 stakeholder interviews, and a Strategic Plan Review Committee comprised of faculty, staff, students, and community members. The LSA Dean's Cabinet approved the plan on 12-13-18.



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