



Strategic Planning Document 2019 – 2022

Milestone: Impression 5 turns 50 in 2022

Diversity and Inclusion Commitment:

We commit to foster a culture of service that embraces the values of mutual respect and dignity for all persons, in both internal procedures and practices, as well as collaboration and partnership within our surrounding community.

5 Pillars of Investment:

Objective: To increase our level of engagement and service in STEM education to the greater Lansing region, and beyond.

Exhibit Development and Design

We commit to innovate, design and fabricate dynamic exhibits that encourage families to PLAY with science, CREATE new ideas through science, and CHALLENGE their understanding of STEM.

Equitable STEM Education

We commit to deliver educational practices that encourage and steward the exploration of STEM in an effort to understand and value peoples' individual pathways of engagement.

Facility and Campus

We commit to create and maintain a safe, clean, energy efficient, active, engaging, and accessible environment for families to explore STEM; inside the building and throughout the surrounding campus.

Audience Development

We commit to increase our level of community engagement by identifying underserved populations and develop program offerings through meaningful and intentional collaborations.

Financial Sustainability

We commit to execute a business model that generates earned revenue to exceed operating expenses so that investments can be made in long-term financial stability, and to execute business practices that build capacity to increase the organizations ability to serve the community.