



Vision Statement:

To serve our community with distinction by providing greater creative opportunities for all to learn and grow.



Mission Statement:

Engaging our community and inspiring life-long learning through our rich collections, vibrant programs, and hands-on experiences.



Support Baylor's goal of becoming a Research 1/ Tier 1 University.

- Provide improved access to the museum's collections for research.
- Continue to disseminate Baylor research through our exhibits and programs.
- Finalize and implement the collections storage recommendations.
- Seek out grant opportunities for informal learning research.



Assure the highest quality visitor experience.

- Implement the 2019 Exhibition Master Plan.
- Create a cohesive evaluation plan using COVES data and program evaluations.
- Implement museum-wide customer service.



Build relationships with communities who represent a diversity of backgrounds, ages, and cultures.

- Develop a Community Relations Committee. Continue to make new and updated exhibits bilingual.
- Work with representative groups when exhibit planning.
- Develop a communication plan for the Mayborn Reach Out program.
- Provide museum-wide staff diversity training.



Strengthen our corporate culture and operations.

- Create a strong internal identity of "who we are" as a museum.
- Promote a team culture of continuous improvement, reflection, and growth.
- Strengthen museum-wide safety protocols.
- Create systems and processes in a project management system.



Increase operating revenue.

- Implement recommendations provided by outside consultant in 2019.
- Develop sponsorships for relevant traveling exhibits and programs.
- Explore alternate revenue sources to supplement traditional sources.