

## MISSION:

To make science, technology, engineering, and math come alive.

## VISION:

GLSC envisions a community where all people value science, technology, engineering, and math (STEM) to inform decision-making and enrich lives.

## GUIDING PRINCIPLES:

1. We help people learn STEM by doing STEM and believe that it is best learned through real scientific challenges.
2. We cultivate creative, innovative, critical thinkers for the 21st century.
3. We support a learning culture that encourages curiosity and experimentation.
4. We bring people together by creating welcoming, fun, and high-quality guest experiences.
5. We strengthen our community impact by collaborating with other organizations and connecting to STEM resources in our region.
6. We ensure our future by maintaining our long-term fiscal and staff sustainability.



### GOAL 1

Organize Board and staff to aggressively pursue significant philanthropic opportunities by cultivating existing relationships with individuals, foundations, and corporations.

### GOAL 2

Build existing relationships with patrons who are not yet being cultivated for philanthropy.

### GOAL 3

Grow attendance and attendance-related earned revenue by investing in the guest experience.

### GOAL 4

Create the organizational structure and infrastructure that support revenue as the most important organizational priority for the next five years.

### GOAL 5

Adhere to brand, target market, and focused marketing plan that support revenue improvements and efficient resource investment.