

Clark Planetarium

Strategic Plan Presentation

Tuesday, September 14, 2021



A Vision for the Future

Clark Planetarium's strategic plan provides a framework to guide the way that the organization approaches its work for years to come through focusing on **continually improving the guest experience, developing diverse programming, creating stronger connections to the community and investing in the team culture** to achieve our vision of ensuring that science is for everyone.



Market Research Findings

Major Findings Shaped the Strategic Plan Process

Science and Science Museums/Centers in General

- These types of institutions are important
- Science can sometimes be seen as elitist

Clark Planetarium General Experience

- The lobby is dark, unwelcoming and confusing
- The space is difficult to navigate
- Desired more staff interaction
- More programming options:
 - More new shows in the theatres
 - Programming for adults and young visitors is missing

Marketing and Visibility

- General awareness is strong but specifics about programs is low
- Not visible in the community like peer orgs

Diversity and Accessibility

- Not making enough of an effort to reach and serve our growing communities
- Need to make the experience more welcoming and reflective of diverse and differently abled audiences



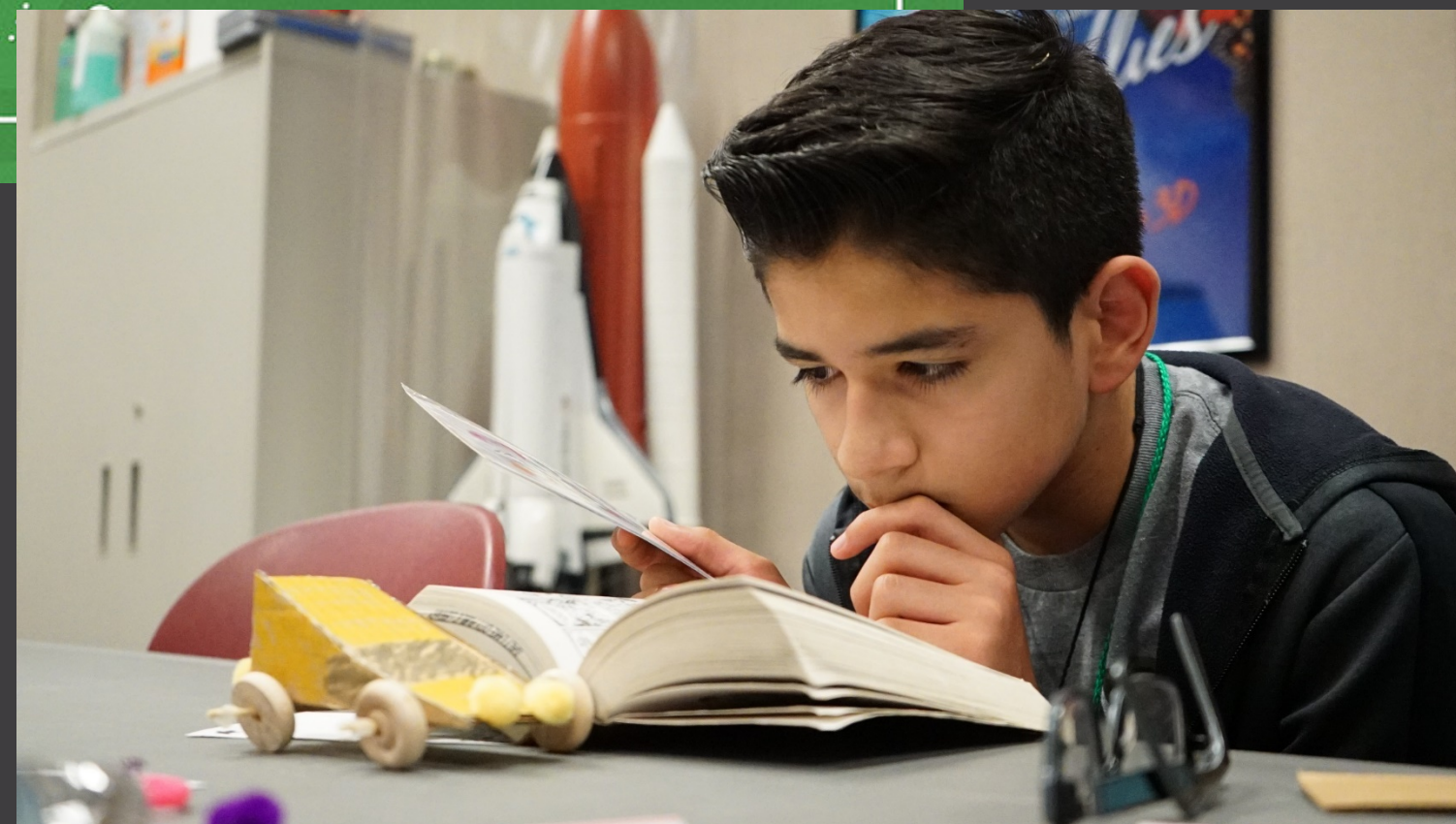
STEAM Matters

Science, Technology, Engineering, Arts & Math

*From 2010 to 2020 growth in STEM occupations was projected to grow 18.7% versus non-STEM career growth of 14.3%.
(What Does the S&E Market Look Like, 2014)*

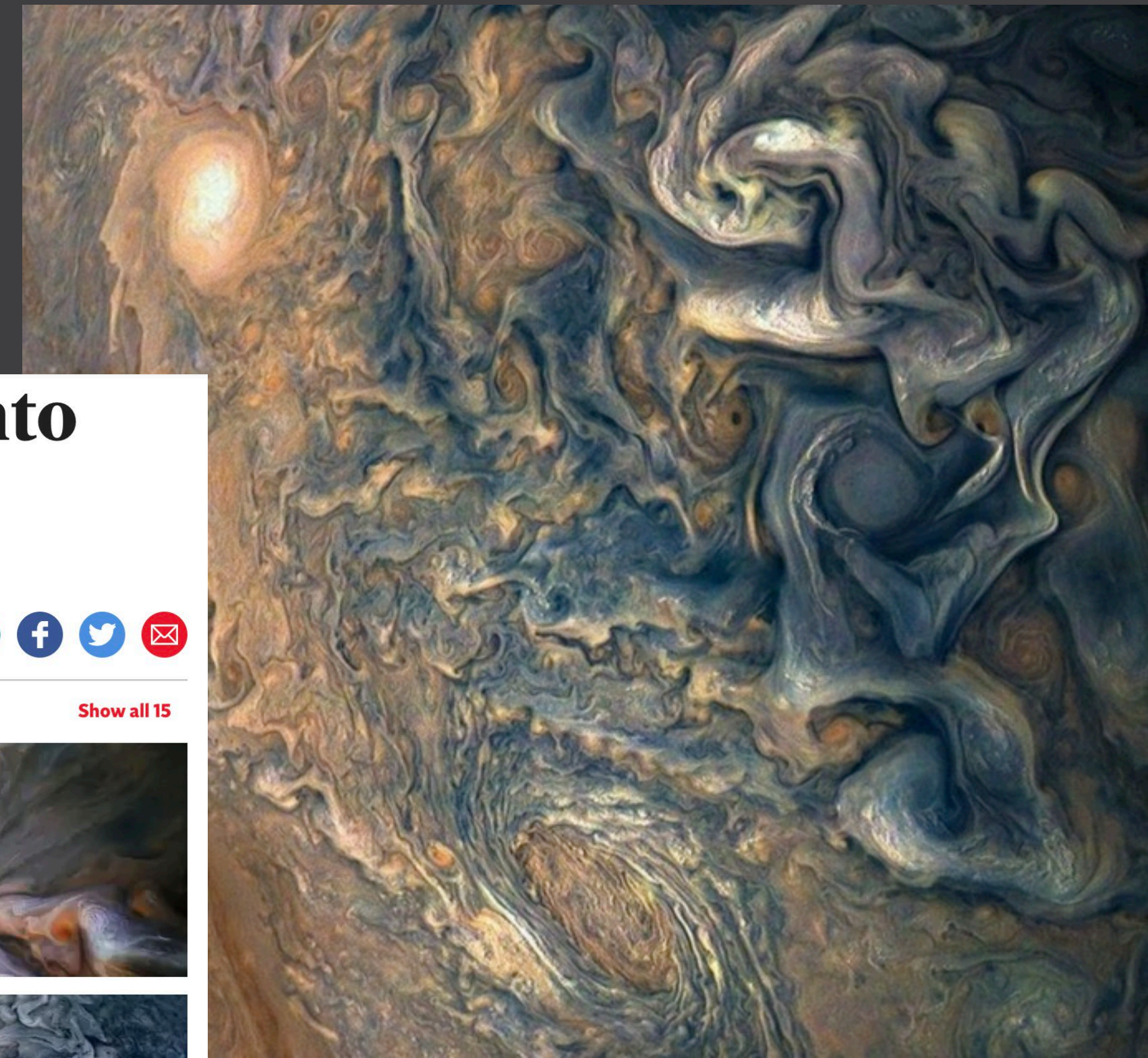
80% of JOBS
IN THE NEXT DECADE
WILL REQUIRE
TECHNOLOGY SKILLS.

- Incorporating the arts invites STEM engagement
- STEAM helps us better solve problems and make informed decisions that affect the quality of our lives



STEM and the Connection to Art

Space is Art



NASA images of Jupiter turned into beautiful abstract artworks

Jupiter's stormy atmosphere lends itself well to photography

Liam James | Thursday 28 February 2019 13:04 | comments



 NASA images of Jupiter turned into beautiful abstract artworks

Show all 15



Access to STEAM Matters

Science, Technology, Engineering, Arts & Math

Currently women overall earn approximately 37% of STEM degrees, yet they only represent 29% of the STEM workforce.

Of the female STEM workforce, only 11.5% are women of color with Asian women representing 6%, Black women representing 2.5%, Latinas representing 2.3%, and Indigenous women representing 0.1%.
(The State of US Science and Engineering, 2020)

- Access
- Support
- Representation
- Mentors



"I like science because I can use my imagination and also because I can show the boys that girls can do science too."

SOPHIA,
AGE 8

UNITY ENGAGEMENT HIGHLIGHTS //



JAN
2019

A KUIPER BELT OBJECT AND A TOTAL LUNAR ECLIPSE

We kicked off the year with astronomical events worthy of celebration.

NASA's New Horizons spacecraft reached its furthest destination, Arrokoth, on January 1, 2019 becoming the most distant world ever visited. Clark Planetarium Productions would later release *The Edge*, an engaging story of the mission.

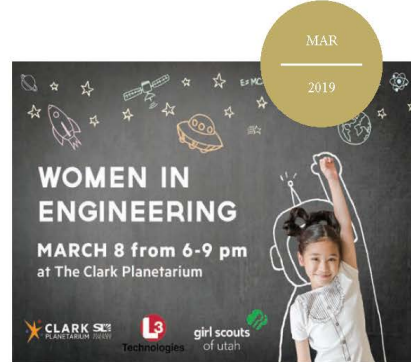
In addition, we enjoyed seeing a beautiful lunar eclipse during the first full moon of the year. Along with celebrating and streaming the phenomenon, Clark's education team included the event in their programming.

WOMEN IN ENGINEERING

Clark Planetarium, LHarris and the Girl Scouts of Utah hosted a "Women in Engineering" conference with the focus of the event aimed to educate and inspire women to continue in engineering roles that build a better future for everyone.

Guest Speaker, Gretchen McClain shared motivational experiences and discussed how women can take advantage of opportunities in the fields of math and science. McClain is the former Chief Director of the International Space Station and Deputy Associate Administrator of Human Space Exploration at NASA.

INSPIRING THE FUTURE



MAR
2019



Clark Planetarium's Role

- Science museums/centers are enjoyable and important learning experiences
- Science museums/centers should serve their communities more equitably
- To remain relevant, Clark Planetarium must re-examine and re-imagine how we present STEAM experiences
- As a division of Salt Lake County, Clark Planetarium plays an important role in creating a welcoming experience for staff and the community

97% of Americans believe that museums are educational assets for their communities.

Children who visited a museum during kindergarten had higher achievement scores in reading, math, and science in third grade than children who did not.

(American Association of Museums, 2021)



Clark Planetarium's Role

Expanding our Reach in the Community

- Welcome 300,000* guests annually at Clark Planetarium
- Serve 100,000* through school and community outreach programs
- Looking forward, we will grow our reach and offer more programs that inspire and engage our community with STEAM




CLARK
PLANETARIUM

 SALT LAKE
COUNTY

*Non-Covid Average



STRATEGIC VISION MAP

CLARK'S VISION

Create inclusive, **accessible**, fun and engaging **STEAM experiences** that help people

discover the scientist within themselves.

We aim to grow our **impact** in the **community** and be a leader in supporting **science engagement**, creating positive **change** in the **world** around us.



Ensure an easy, enjoyable experience

Engage community in delivery of programs

Cultivate relationships to grow support

Improve communication and project management



Ensure that guests feel welcome and see themselves reflected

Co-create inclusive programming

Listen to and build relationships with diverse communities

Embrace IDEA



Inspire and engage guests

Measure more than numbers served

Share stories and increase visibility

Create a welcoming, fun and inspiring workplace



Build a broader audience

Create multi disciplinary programming

Increase our reach and influence

Support staff engagement with the community



Strategic Initiatives

2021: Strengthening our Foundation

- *Create Organization Values and Working Agreements*
- *Analyze Current Programming in Relation to the Strategic Framework*
- *Fill Two Open Positions to Build Internal Capacity*
- *Department Managers to Create 2022 Operational Plans in Alignment with the Strategic Plan*
- *Convene the Strategic Support Committees*
- *Create a Comprehensive Staff Training Plan for Increasing Collaboration, Communication, and IDEA Growth in 2022.*



Strategic Initiatives

2022: Launching into Work

Diverse Programming

- *Expand Programming for Preschoolers, Teens and Adults*
- *Foster the Creation of Innovative Programs*

Guest Experience

- *Build Capacity in Technology and Data Support*
- *Create a Building Master Plan: Phase 1*
- *Enhance Exhibit Interpretation Processes and Update Best Practices for Artifacts and Artwork*
- *Prioritize Accessibility*
- *Refine Membership Department and Processes*
- *Strengthen Safety in our Facility and Program Experiences*

Community Connections

- *Launch a Volunteer Program*
- *Connect and Listen to Communities: Phase 1*
- *Establish Fundraising Campaign for Mars Landscape Exhibit and Build Community Programs Funding Portfolio*

Team Culture

- *Improve Staff Communication and Project Management*
- *Increase the IDEA Conversation for Staff*
- *Revisit Hiring Practices to Recruit Diverse Candidates*



Strategic Initiatives

2023: Continuing the Work

Diverse Programming

- Celebrate the 'Utah Sweet Spot' 2023 Annular Eclipse
- Design a Teacher-in-Residence Program
- Move from Listening to Launching Programming
- Welcome an Arts Educator in Residence

Guest Experience

- Open the New Mars Exhibit
- Create Building Master Plan: Phase 2
- Create a Welcoming and Engaging Entrance Experience
- Design and Build a New Website
- Reorganize the Operations Department

Community Connections

- Launch a Teen Advisory Board
- Connect and Listen to Communities: Phase 2

Team Culture

- Continue IDEA Growth
- Invest in Part Time Staff Recruitment and Retention



Space and STEAM is for Everyone

Clark Planetarium is part of the larger educational framework that inspires and sustains interest in STEAM.

The future of space and STEAM is exciting, and we are enthusiastic to inspire our community to engage with space and science!



NASA Artemis Crew