



CONVERGENCE
2023 – 2028
Strategic Plan

MESSAGE from CHIEF EXECUTIVE OFFICER

TRACY CALOGHEROS



A museum is a construct of civil society, and in a world with less and less that seems “civil”, museums are increasingly important to the communities they serve. This strategic plan, Convergence, will take your museum to its 60th anniversary in 2028 and acts as a living document for an organization that has reinvented itself time and again to respond to the changes in society. We aim to be relevant for the next 60 years and it is our communities that make that possible.

Thank you to all of you who have worked so hard to get us to this point, sharing your passions and your talents. This museum is a special place, on sacred land, in a challenging time, and we strive to live up to all that that requires.

Snachailya (thank you),

A handwritten signature in black ink that reads "Calogheros". The signature is written in a cursive, flowing style.

MESSAGE from CURRENT & PAST BOARD PRESIDENTS

HELENA TRUDEL
PETER JAMES



This strategic plan represents a significant milestone for The Exploration Place. Coming on the heels of the multi-year Living Evolution project, this report will help us inform how to use the newly renovated space.

Thank you to all those who completed the survey, took part in interviews, and actively participated in the strategic review process. Your insights and contributions have provided us with invaluable guidance, ensuring that our offerings align with the needs and aspirations of our community.

With this strategic plan report complete, we are equipped to create an exceptional visitor experience, foster scientific curiosity, and showcase the rich tapestry of local history and culture.

Helena Trudel
Board President

Peter James
Board Past-President

EXECUTIVE SUMMARY

During the spring of 2023, The Exploration Place (TEP) staff and board began examining the organization to gain valuable insights regarding the organization's strengths, areas for improvement, and opportunities for growth. In addition to in-person and online strategic planning sessions, TEP facilitated five community surveys to capture feedback from the board, staff, volunteers, donors, partners + supporters, members + visitors, and First Nations.

The new strategic plan, titled "Convergence," is a dynamic and adaptable strategy designed through the coordinated movement of multiple viewpoints toward a unified direction. It offers the flexibility to adjust and prioritize based on evolving needs while maintaining a practical yet ambitious direction. With the dedicated support of talented staff, volunteers, and the board, the plan is actionable and relevant, ensuring its successful implementation.

As identified by community feedback, respondents highly value TEP's commitment to meeting community needs, quality staff, and engaging programming and events. They also emphasized the importance of promoting scientific and cultural literacy and working with First Nations and Indigenous groups toward reconciliation.

Areas identified for improvement include: increasing the number of staff, diversifying programs, and growing events. Respondents stressed the need for enhanced community engagement, improved communication, and increased representation of diverse groups and voices.

Staff and board identified five strategic pillars to act as a framework for action and change. By achieving the goals and objectives laid out in this plan, TEP can further its mission of promoting scientific and cultural literacy, fostering reconciliation, and serving as a valuable resource for the community.



MISSION

To provide a local lens on our evolving world by fostering discovery and engagement.

VISION

To strive to be a vibrant and trusted centre where diverse perspectives and traditions are celebrated.



CORE VALUES

Inclusivity

- Everyone is welcome. Everyone's stories are important.
- We encourage diversity and dialogue, and are committed to creating an environment for staff and the public that is welcoming and accessible, promoting inclusivity and equity.
- We create a truly supportive space where everyone feels valued and inspired.

Collaboration

- We work with community partners, members, and staff to create an environment that leverages diverse perspectives and skill sets.
- We work with a diverse set of collaborators and are respectful in how we engage with them.
- We actively engage with our many partners and strive to bring everyone together on a productive path forward.

Curiosity

- We promote innovation by seeking out new ideas and welcoming knowledge exchange.
- We foster the desire to understand what we know and learn about what we do not.
- We are passionate about expanding our worldviews and creating opportunities to spark inquiry from everyone.

Learning

- As a museum and science centre, education and learning are core to our mandate.
- We engage in educational opportunities by sharing knowledge.
- We develop diverse programs around; science, technology, engineering, the arts, and mathematics (STEAM), our exhibits, and galleries to educate and share with our team and visitors.

Reconciliation

- We foster and grow relationships with Indigenous Peoples, building programs with Indigenous guidance to share their history and knowledge.
- We honour our relationships with Indigenous Peoples and we are committed to listening, learning, and acting to make meaningful contributions to reconciliation.
- We honour the opportunity to incorporate Indigenous ways of knowing into our work.

Respect

- We will treat each other, all those we deal with, and the exhibits and artifacts in our care in a careful, thoughtful, and dignified manner.
- We hold high esteem for every person, for every culture, for science, and for the planet.
- We have a deep sense of respect for those who came before us and those who will come after.

STRATEGIC PILLARS

PILLAR 1

Communications & Relationships

Clear, understandable communications designed to resonate with our many audiences.

Goals

- Consistent and effective marketing
- Transparent and effective communication
- Use the board and staff to amplify and build a strong social media presence
- Review, assess, and redesign a new social media strategy
- Build brand awareness among staff
- Proactive engagement with and feedback from visitors
- Build and sustain strong relationships

PILLAR 2

Truth & Reconciliation

Demonstrate our leadership and commitment to truth and reconciliation, and implementing the Calls to Action.

Goals

- Build and maintain strong relationships with Lheidli T'enneh and other First Nations
- Increase Indigenous programming by facilitating First Nation courses and incorporating more cultural exhibits

STRATEGIC PILLARS

PILLAR 3

People & Culture

Recruit, develop and retain caring, dedicated and committed employees.

Goals

- Develop succession plan and training for executive position
 - Ensure employees have competitive professional development and benefits
 - Develop HR processes
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PILLAR 4

Programming & Revenue Generation

Create sustainable and diverse revenue streams and enrich our community.

Goals

- Ensure continued programming for adults
- Retain and expand science-related programming for kids and youth
- Expand programming outside The Exploration Place
- Increase kitchen-related programming
- Expand multi-year core funding opportunities

STRATEGIC PILLARS

PILLAR 5

Curatorial & Facilities

Preservation in perpetuity and access for all; expanding welcoming spaces that are self-sustaining.

Goals

- Make TEP facilities more environmentally friendly
- Organize space effectively within TEP facilities
- Incorporate more kid-friendly installations and expand kids' programming
- Create a shared archaeological repository
- Create a mitigation plan to handle emergencies effectively and minimize potential risks
- Foster a sense of teamwork and collaboration among staff members
- Establish standards and training
- Develop accessibility standards to make facilities more inclusive for all individuals
- Enhance security measures to ensure the safety of staff and visitors





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