

wondrous

whimsical

playful

powerful

inspirational

vision for the future 2020-2025

national  
children's  
museum

## mission

To inspire children to care about and change the world.

## vision

We will spark curiosity, ignite passion, and foster inclusivity to empower future innovation.

*"If good things come to those who wait, D.C. area kids certainly deserve the National Children's Museum, a learn-through-play space."*  
- Washington Post, Feb 25, 2020



## goals for 2020-2025

Solidify world-class reputation as the **preeminent children's museum and science center** in one;

Provide equal education opportunities and promote learning for all children through comprehensive **inclusion, diversity, equity, and access programs** that touch every aspect of the Museum;

**Bridge educational gaps in STEAM learning with on-site and virtual learning** and spark early interest in these core competencies before the age of 12 when drop-off in the sciences occurs;

Lead by serving as a **national platform for dialogue** and celebrate differences through **global cultural education** in our nation's capital;

Innovate through fresh **relevant exhibits**, providing updated content, and creative rotating installations.

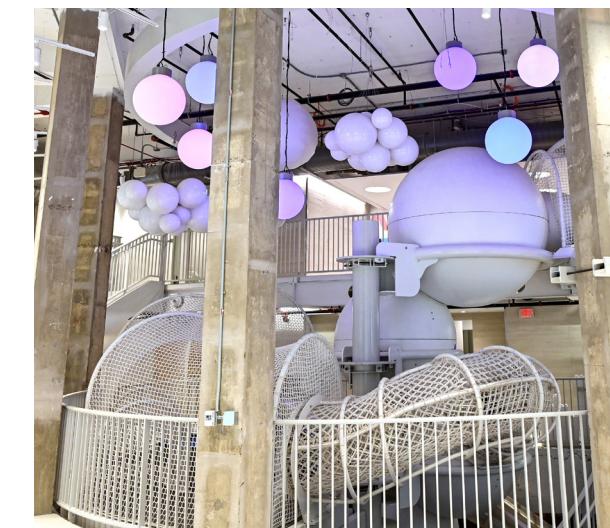
## dc's museum

National Children's Museum served children and families for 30 years in its original home on H Street in Northeast DC. Founded in 1974 as the Capital Children's Museum, this community museum was run by local volunteers and hosted a charter school and adult literacy programs in its early years. In 2003, the Museum was renamed with Congressional-designation and sold its building. Without a federal appropriation or space, for 17 years the Museum worked to serve children in various temporary locations throughout the District and Maryland. During that time, DC was the only major city in America without a children's museum or science and technology center, leaving a void for hands-on, early childhood and science learning.

In 2016, the District of Columbia provided critical start-up funding to reopen the National Children's Museum. After a long search the Board of Trustees identified an empty federal space in downtown DC and hired a President and CEO from the science center community to lead the initiative. The Museum reopened at 1300 Pennsylvania Ave NW in February 2020, welcoming visitors into a next generation, first-of-its-kind children's museum + science center designed for today's parents. Clean design and amenities for a new generation of parents wrap the dream-like world for families to explore together.



National Children's Museum serves as an important component of the region's workforce development pipeline by increasing interest in STEAM fields in young children under the age of 12, when curiosities are first sparked to begin driving passions and career ambitions. This is especially critical for children from low-income families or backgrounds currently underrepresented in these fields as museums provide equitable education to all children. As DC works to develop as a tech hub, the need for hands-on STEAM education and engagement for tech company employee families will continue to grow in the years to come.

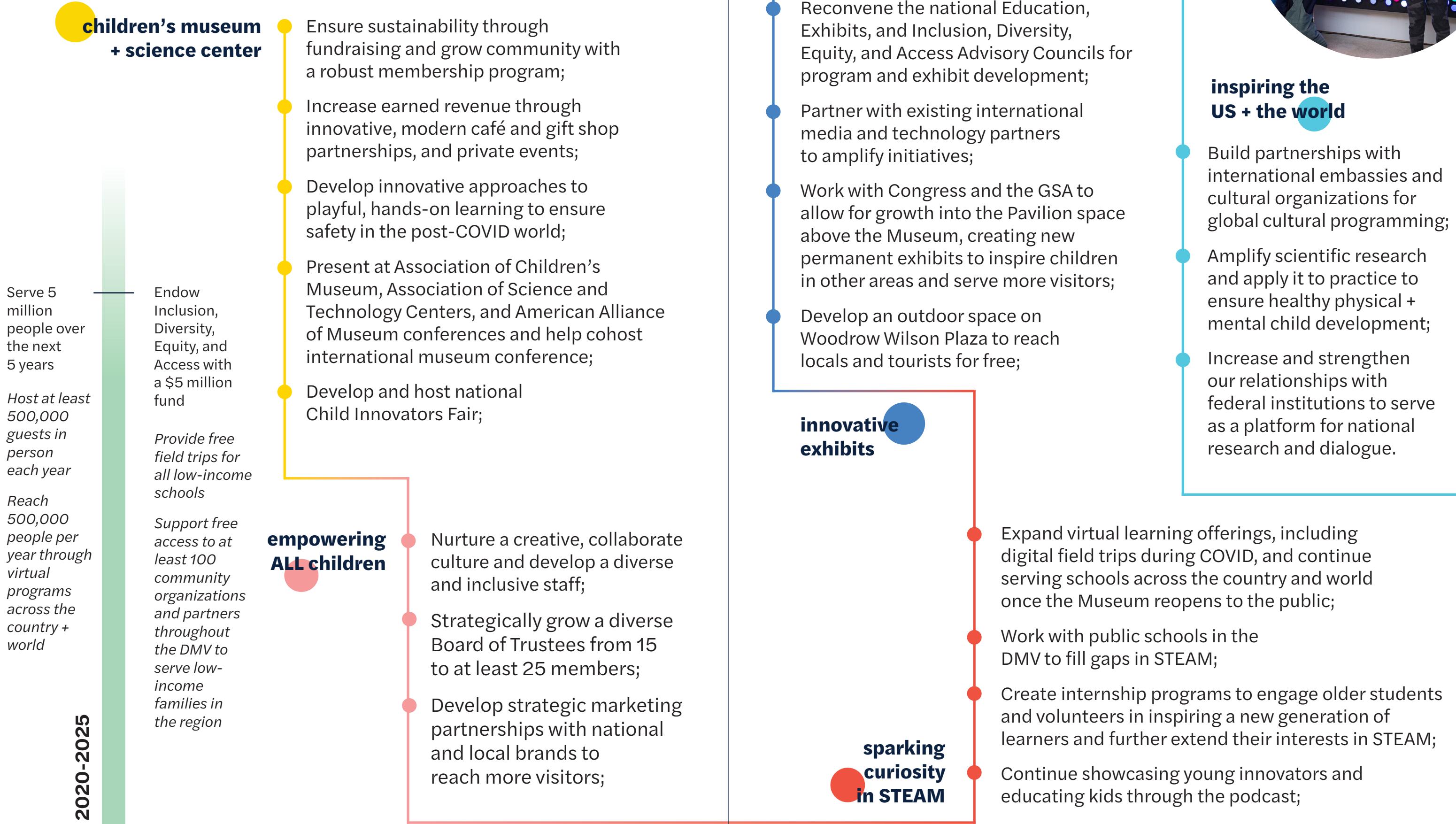


*"The 'Dream Machine' gives children a chance to let off steam by climbing from the ground floor up three stories and sliding down... Great design is everywhere."*  
- Architectural Digest, Feb 10, 2020

## bringing magic to everyone

During the health pandemic, National Children's Museum continued to innovate and lead in the museum community through robust and original virtual learning opportunities. Free daily STEAM videos, standards-aligned digital curriculum, online exhibits, virtual field trips, a new children's podcast , and other resources have been collected and developed to serve children, families and educators. More than a half million people all over the world have been reached through these digital programs, and leaders in the education community and fans are celebrating this important work.

# strategic planning



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[nationalchildrensmuseum.org](http://nationalchildrensmuseum.org)

