

STRATEGIC PLAN



2024-2026



THE REGNIER FAMILY

WONDER  **SCOPE**

Children's Museum of Kansas City



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“It is often the little things that have the greatest impact, and the littlest people who drive the most significant change.”



Statement from Leadership

Strategic Planning is an essential tool for all organizations to guide growth and direction. At Wonderscope, we have settled into our new museum and are now starting to look forward to what is ahead.

This past year, the Board and staff have been working diligently to create a Strategic Plan that will provide a guide for the next three years while also remaining steadfast in our mission to spark a lifelong love of learning through the universal and uniting power of play.

Throughout the process, our focus was to ensure that we continue to offer the very best experience for every child and family that comes through our doors. We will remain a community resource and a regional attraction. We will strive for excellence as we answer the needs of our partners, community, and team.

We know that this plan is the blueprint we need for the very youngest in our community to learn, play, and grow.

We thank our partners, donors, community leaders, board members, and staff for giving much of their time and providing thoughtful and considerate feedback.

Throughout the next three years we look forward to sharing all our exciting work.



Sara Prem
Chair – Board of Directors



Roxane Hill
Executive Director



“Today’s inquisitive young minds are tomorrow’s innovators.”



Plan Collaborators



BOARD OF DIRECTORS

Sarah Prem – Chair
Advocacy Specialist, American Lung Association

Christina Nugent – Secretary
SVP Salesforce Sales, Ascend Technologies

Stephanie Whitacre – Treasurer
Director, Forvis

Andres Alfaro
Architect, GMA Architects, Inc.

Jon Atlas
VP of Development,
Cohen Esrey Development Group

Brandon Buckley
VP, Lane 4 Property Group

Mike Fleming
Attorney, Kapke & Willerth, LLC

Angie Grant
Fire Protection Engineer

Adrienne Haynes
Attorney, SEED Law, LLC

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Manager, Digital Products, Evergy

Christa Moss
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Linh Pham
Urgent Care Pediatrician, Children's Mercy Hospital

Katrina Smeltzer
Attorney, Sandberg Phoenix

Dane Stangler
Director Strategic Initiatives, Bipartisan Policy Center

Bruce Williams
Store Manager, Lowe's

STAFF

Mercedes Childs, Community Programs Manager

Carlos Corredor, Director of Development & Communications

Maggie Fayard, Administration Manager

Kinley Fuqua, Program Specialist III / Camp Leader

Buddy Hanson, Program Specialist III

Roxane Hill, Executive Director

Lauren Hirsch, Director of Play & Learning

Carolyn Law, Employee Experience Manager

Garrett Maltby, Program Specialist II

Sam Meister, Guest Services Supervisor

McKenzie Musser, Database Manager

Natalie Ortega Wells, Director of Program Development & Evaluation

Diane Prigmore, Visual Communications Manager

Manuel Rios, Guest Services Manager

Jessica Stiglmeier, Exhibits Manager

Cindy Stockwell, Welcome Desk Attendant

Kristy Unruh, Program Specialist II / Camp Leader

Makenzie Watterson, Program Specialist III



Mission | Vision | Values

At Wonderscope we believe in the power of play, we strive to create an environment that is inclusive, equitable and diverse where everyone is welcome. We achieve that through the following:

MISSION:

To spark a lifelong love of learning through the universal and uniting power of play!

VISION:

Wonderscope is appreciated as an educational resource in our community that provides all children and families with the opportunity to build a solid foundation for success in school and beyond.

VALUES:

Wonderscope is committed to serving and honoring people of all backgrounds, ethnicities, religions, gender identities, sexual orientations and physical abilities in a safe, educational environment that reflects the diversity of our community.

“Wonderscope is where our little friends come to explore, create and imagine.”



Executive Summary

In 2020, the Wonderscope leadership team created the 2021-2023 strategic plan to complete their capital campaign and guide their growth in the new location at 433 E. Red Bridge Road in Kansas City, Missouri. In anticipation of the 2021-2023 strategic plan completion, under the leadership of Sara Prem, Board President, and Roxane Hill, Executive Director, Wonderscope engaged nonprofit planning consultant Debra Box to assist them in developing their new strategic plan for the years 2024-2026.

On January 21, 2023, the board met to review the 2021-2023 plan documents and share ideas for guiding the next plan. The Board felt the 2021-2023 plan was successful in transitioning to the new location and creating the kind of children's museum that was exciting and visionary in meeting the needs of children, parents, and the community. Bringing that same excitement to the next plan was essential to the Board as the focus shifted beyond the transition to the new location and the elevation of the mission and vision into an even more exciting future.

Several external scans were undertaken through surveys, interviews, and data collection. In July 2023, phone interviews were conducted with major donors and corporate sponsors to solicit their feedback on:

- ▶ **How Wonderscope meets community needs**
- ▶ **What needs are not being met in the community that aligns with our mission**
- ▶ **What challenges the interviewees felt Wonderscope faces now, and in the future**
- ▶ **Relevant information they felt was important for board and staff to consider as they prepared for the strategic plan.**

Interviews were also conducted with two of Wonderscope's nonprofit partners, Kansas University Medical Center Occupational Therapists and Amethyst Place. They were asked similar questions and asked to share if their partnership needs were being met and if there were any other opportunities to strengthen the partnerships.

A board survey was sent to board members in August 2023 to gather their thoughts about the mission and vision and to identify areas of strengths and challenges for the board. In addition to providing input to the planning process, the survey results would also be used to plan for future board development.



“Creating the kind of children's museum that is exciting and visionary in meeting the needs of children, parents, and the community.”

The board planning session was convened on August 17, 2023, to review the key stakeholder and partner feedback, the results of the board survey, comparative museum data, museum member and attendance trends, and geographic trends. Financial data from Wonderscope's revenue model, as compared to national nonprofit revenue models, was also provided. Following the review and discussion of the information provided, board members broke out into small groups to share their ideas on what was important to include in the next strategic plan. Feedback gathered from board members at this meeting was used to create the first draft of goals and strategies for review and revisions at the October meeting. Goals and strategies were refined at subsequent committee meetings that included both board and staff, with the final version presented at the October board meeting for their approval.



Strategic Plan Overview

GOAL

1 Museum Experience

The Regnier Family Wonderscope Children's Museum experience is a high-quality interactive play environment informed by innovative early childhood educational practices, research, and professional guidance.

GOAL

2 Community Resource

The Regnier Family Wonderscope Children's Museum is recognized as an educational resource in the community it serves.

GOAL

3 Leadership & Vision

The Regnier Family Wonderscope Children's Museum has the leadership to guide its mission today and create a trajectory for the future.

GOAL

4 Sustainability & Growth

The Regnier Family Wonderscope Children's Museum has the financial strength to operate and maintain the museum and programs, and plan for future growth and expansion.



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