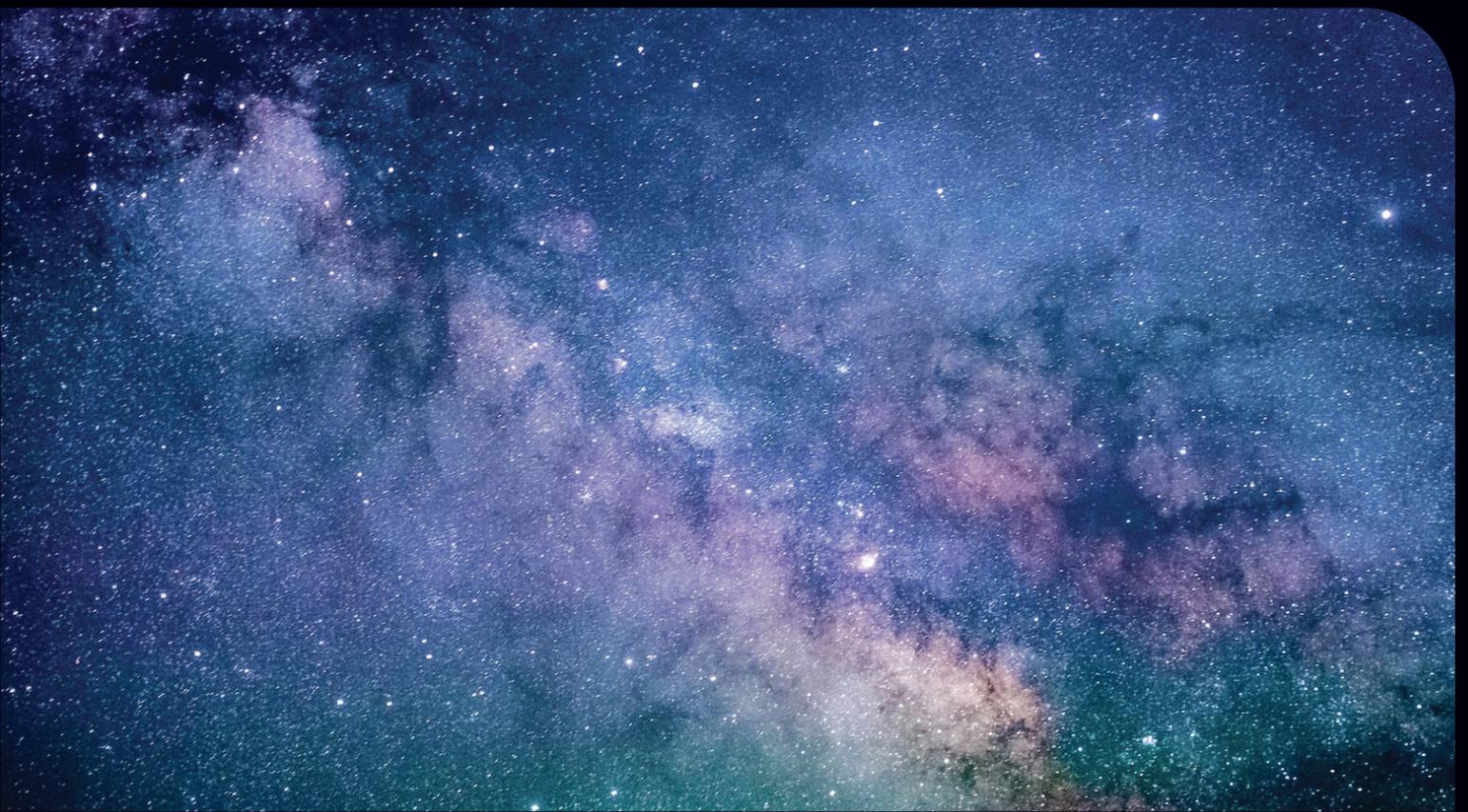


Strategic Plan

2023-2027



01

Vision
Purpose
Mission
Values

Vision

A world inspired by space exploration

Organizational Vision

Space Center Houston is the world's leading science and human space exploration and experience STEM learning center. We inspire people to become active contributors along the STEM Pathway.

We leverage strategic partnerships, advance STEM education, facilitate research and innovation and continuously inspire and create awe and wonder for our guests who consistently see themselves as an integral part of exploring space.

→ Purpose

To bring people and space closer together

→ Mission

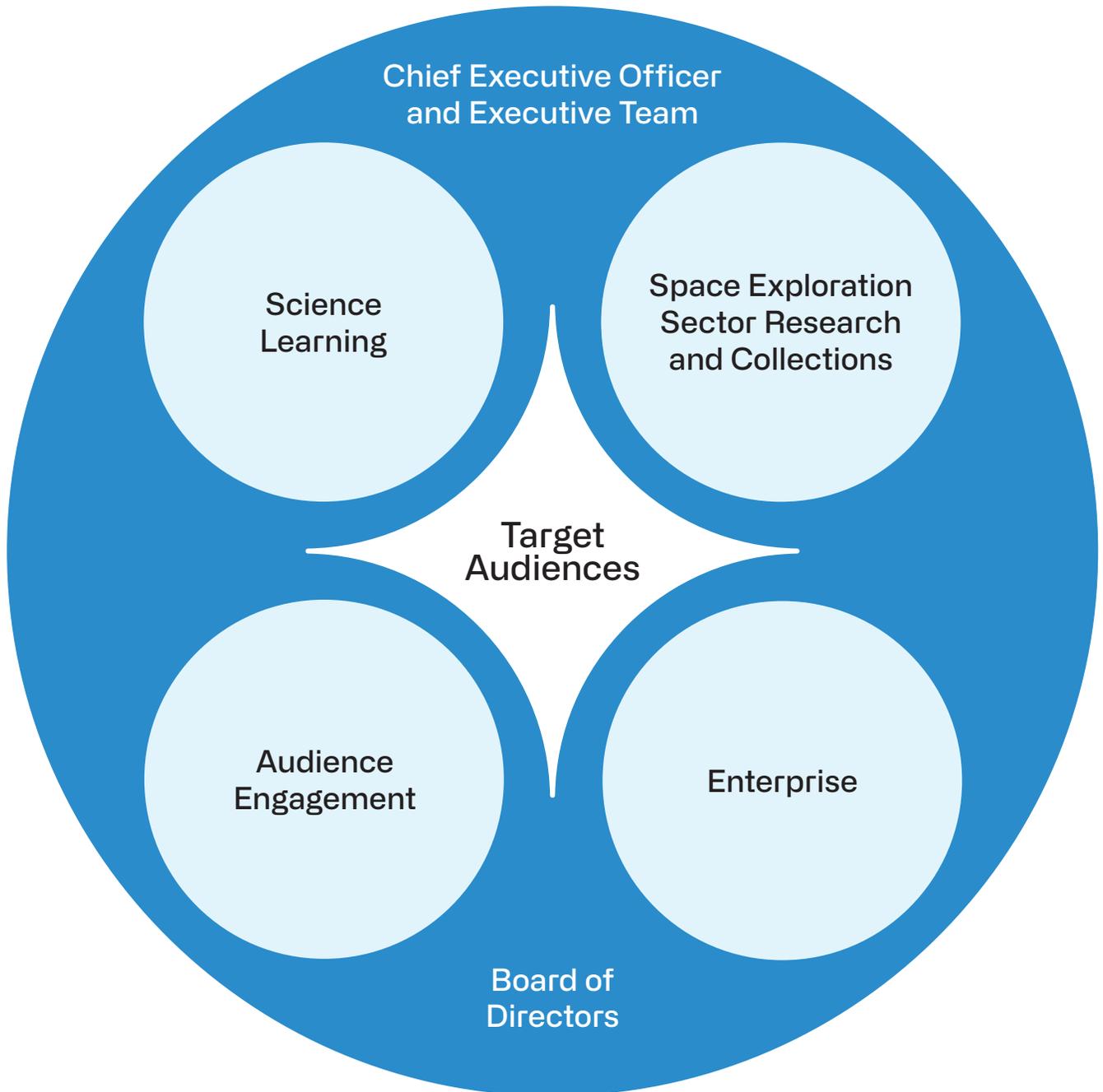
To reveal how science and humanity power space exploration

→ Values

We are:

- ✦ Space Enthusiasts
- ✦ People-Driven
- ✦ Champions of Curiosity

2023-2027 Strategic Framework Priorities



02

Science Learning Goals and Strategies

Science Learning

GOAL

Through the lens of space exploration, increase science confidence and understanding in our community by developing creativity, critical thinking, and STEM knowledge and skills.

GOAL DETAILS

Space Center Houston is proactively reinventing the STEM learning paradigm and invigorating the space workforce and economy with its inspirational, holistic approach to science learning for all.

The Space Center Houston approach fuses hands-on, project driven STEM content delivery with critical thinking, creativity, collaboration, and communication. It integrates digital literacy and life skills such as leadership, flexibility, and productivity to enable future generations of leaders, collaborators, and problem-solvers.

Science Learning

STRATEGIES

- Expand and Leverage SCH Model
- Co-Create Experiences
- Develop STEM Methodologies and Approaches
- Create and Sustain a Learning Community
- Facilitate Growth and Achievement

TACTICS

- Expand and leverage the Space Center Houston model of strengthening inquisitiveness, improving critical thinking, and embracing adversity to elevate STEM achievement.
- Co-create immersive, applied learning experiences grounded in space exploration science-based STEM learning.
- Develop innovative and culturally-relevant STEM methodologies and approaches to engage and inspire underserved and under-reached communities.
- Create and sustain a global learning community focused on space exploration science-based STEM learning.
- Facilitate extraordinary growth and achievement in space exploration, science-based STEM learning through local, state, national, and global challenges.

03

Space Exploration
Sector Research
and Collections

Space Exploration Research Sector and Collections

GOAL

Increase access to authentic research, technology, and artifacts enabling our audiences to discover the relevance of space exploration to their own lives.

GOAL DETAILS

Space Center Houston is a trusted hub for convening space flight enthusiasts from government, industry, academia, and the general public. By creating an environment where audiences can share in the excitement of past, present, and future space exploration activity alongside those making it happen, we will ignite engagement with the sciences and become a catalyst for future innovation.

Space Exploration Research Sector and Collections

STRATEGIES

- Strengthen Connection in Space Community
- Demystify Research and Development
- Create On-ramps for STEM Entrants
- Demonstrate Artifact Activation
- Cultivate a Community

TACTICS

- Strengthen our relationships and demonstrate our credibility within the space community including government, industry, and academia.
- Demystify the process of scientific research and technical development for Space Center Houston audiences.
- Create new on-ramps for non-traditional entrants into the STEM workforce.
- Demonstrate expertise and proficiency in artifact activation, increasing visibility of Space Center Houston as a first-choice destination for unique spaceflight artifacts.
- Cultivate a vibrant community of space exploration professionals and enthusiasts.

04

Audience
Engagement

Audience Engagement

GOAL

Create immersive, engaging, and awe-inspiring experiences where our audiences embrace diverse perspectives and feel that the wonders of space exploration belong to each of us.

GOAL DETAILS

Space Center Houston exists to engage our audiences. Because engaged audiences visit, participate, join, donate, and advocate, we aim for “over the moon” experiences at every touchpoint. These rich experiences create deeper and mutually beneficial emotional and social relationships with our diverse audiences that sustain our collective future. We continuously listen to our audiences, innovate, evaluate and adapt our strategies to exceed audience expectations.

Audience Engagement

STRATEGIES

- Implement Guest Engagement Model
- Adopt A Data-Driven Culture
- Co-Create Audience Experiences
- Prioritize and Implement Road Map
- Develop Impact Assessment of Programming

TACTICS

- Continuously and fully implement the Space Center Houston Guest Engagement model.
- Adopt a data-driven audience experience culture.
- Co-create relevant audience experiences that are guided by connectivity and emotion.
- Rigorously prioritize and implement the Guest Experience Assessment Report (GEAR) Road Map.
- Develop ways to assess the impact of Space Center Houston programming on our community (e.g., measuring science confidence, etc).

05

Enterprise

Financial Strength
Image and Identity
Strategic Relationships
People
Facilities

Financial Strength Goal and Strategies

GOAL

Be a financially self-sustaining organization to enable growth.

STRATEGIES

- Development and Fundraising
- Board Commitment
- Existing Programs
- Sponsorships
- Financial Management
- Investments
- System Improvements

TACTICS

- Develop and implement effective development and fundraising strategies.
- Leverage our Board's commitment in realizing our financial potential through strategic relationships and effective fundraising.
- Strengthen and expand existing earned revenue streams.
- Develop new and diverse earned revenue streams.
- Grow diverse sponsorship programs.
- Strategically manage our debt and liability.
- Continue to maximize the productivity of our investments.
- Maximize the efficiency and effectiveness through technology, system improvements, and proper internal controls.

Image and Identity Goal and Strategies

GOAL

Continue to develop Space Center Houston reputation as the World's Leading Science and Space Exploration Experience Destination for All Ages.

STRATEGIES

- NASA/JSC Relationship
- Space Center Houston Brand and Programming
- Strengthen Awareness

TACTICS

- Communicate the importance and relevance of NASA/JSC's work and our relationship as their official visitor's center.
- Communicate the Space Center Houston Mission, Purpose and Vision to elevate brand awareness nationally and globally.
- Strengthen awareness as an independent non-profit gateway to NASA/JSC and communicate the significant impact we have on society.

Strategic Relationships Goal and Strategies

GOAL

Identify, engage, and continually reinforce relationships with key stakeholders who are committed to achieving our Vision, Purpose, and Mission.

STRATEGIES

- NASA/JSC
- Pathways
- Strategic Investors
- Working with Other Organizations
- Volunteers

TACTICS

- Continue to expand our working relationship and develop new opportunities with NASA/JSC.
- Provide a variety of pathways for philanthropic engagement.
- Continue to establish and nurture relationships with corporate, educational/institutional, peer institutions, and strategic investors.
- Continue to collaborate with other organizations with common shared goals and interests.
- Recognize volunteers as a valued and integral part of the guest experience.

People Goal and Strategies

GOAL

Grow individual and organizational capacities and strengthen our culture of Inclusion & Innovation

STRATEGIES

- Space Center Houston Talent
- Culture of Inclusion and Innovation
- Leadership Development
- Space City Workforce Development
- Board of Directors
- Board of Advisors

TACTICS

- Recruit, develop, & retain the best people who embody our Vision, Mission, and Purpose.
- Use a people-driven approach, engaging the Crew and driving excellence through diversity, equity, accessibility, and inclusion to build creative and innovative solutions for the future.
- Build leaders within Space Center Houston and beyond through a combination of NASA leadership insights with cutting-edge and inspirational strategy.
- Serve as a catalyst for attracting talent to meet regional aerospace needs.
- Continue to ensure that the Board of Directors is fully engaged, diverse, and committed to the SCH Vision, Purpose, and Mission.
- Establish and maintain a SCH Board of Advisors to provide strategic input and assistance.

Facilities Goal and Strategies

GOAL

Maintain and expand our facilities to advance our Purpose and Vision and accommodate future growth.

STRATEGIES

- Facilities Master Plan
- Existing Facilities
- NASA/JSC Access
- Operations and Infrastructure
- Accessibility

TACTICS

- Implement the Space Center Houston Facilities Master Plan.
- Continuously upgrade existing facilities and infrastructure to achieve our Vision, Mission, and Purpose and exceed our audience expectations.
- Maximize access to NASA/JSC facilities and programs to showcase human space exploration.
- Maintain and improve efficient and effective operations, infrastructure, and safety systems.
- Ensure compliance with and exceed accessibility standards and practices for existing and future facilities, programs, and services.