

STRATEGIC PLAN

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VISION

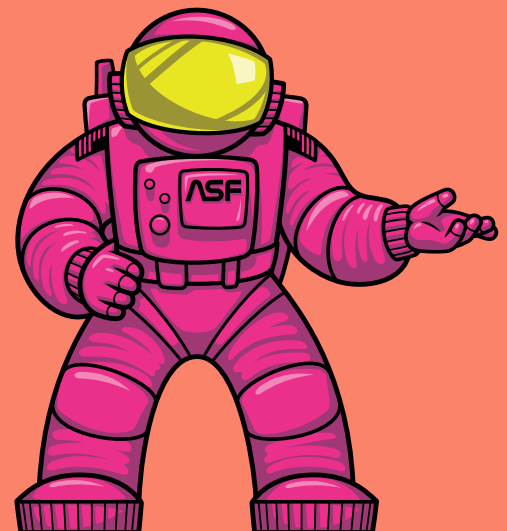
Science ATL envisions Atlanta as a science city, where people celebrate a shared appreciation for the ways science and technology are fundamental to the health and prosperity of our community, and where everyone — regardless of race, ethnicity, gender, or socioeconomic status — has equitable access to science learning opportunities.

MISSION

To cultivate an equitable community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science.

VALUES

1. Science has the ability to inspire a lifelong sense of wonder and curiosity about the world.
2. Science is fundamental to the health and prosperity of our community.
3. Science must be equitable and made accessible for groups underrepresented in STEM. Science programming and communications should be representative of, co-created by, and welcoming to BIPOC communities.
4. Collaboration and partnerships allow us to expand the reach and impact of science learning in our community.
5. Empowering current and future generations of science professionals creates a stronger, more innovative community.



OVERVIEW

Science ATL produces events and community-building activities to improve access to science, technology, engineering, arts, and math (STEM/STEAM) learning opportunities, and to strengthen Atlanta's STEAM ecosystem. Once synonymous with its flagship program, the Atlanta Science Festival that has brought together over 250,000 people to experience science in creative ways, Science ATL is now accelerating its impact through year-round programming that serves diverse audiences across Metro Atlanta.

The 2022-2024 Strategic Plan outlines how the organization will develop its capacity to implement community-focused initiatives to ensure equitable access for science education in everyday life. The organization is well positioned to accommodate more robust programs and increasing operational needs. As Science ATL looks to the next three years, a critical component of this growth strategy is to ensure that the Founding Directors' institutional knowledge and vision for the organization becomes codified for current and future generations of staff, Board, and volunteer leadership.

ORGANIZATIONAL PRIORITIES

INSPIRE AND EDUCATE

Science ATL will integrate science into the daily experience of Atlantans and highlight the relevance of science in their lives. To support the increased presence of science learning throughout Metro Atlanta, Science ATL will empower student leaders and STEM professionals with training and opportunities to connect to and inspire their communities across both virtual and in-person platforms.

INCREASE EQUITABLE ACCESS

Science ATL will operationalize the organization's commitment to equity and inclusion. Science ATL understands its role as a steward and convener of science education opportunities. As such, Science ATL is committed to ensuring that its programming, internal processes, and external partnerships reflect its commitment to equity in the area of science education.

ENHANCE ORGANIZATIONAL OPERATIONS

Science ATL will develop the organization's policies and procedures to ensure the codification of institutional knowledge and provide a foundation for sustainable growth in the coming years. This will provide a healthy base of operations to increase the capacity of the staff and board, expand partnerships and programming, and increase opportunities for volunteers and donors to support the organization's mission.

STRATEGIC GOALS

FY2022–FY2024

- Inspire a lifelong sense of wonder and curiosity about the world.
- Build equitable access to science learning experiences in metro Atlanta for groups underrepresented in STEM.
- Bolster organizational operations to support Science ATL's long term vision and growth.

INTENDED OUTCOMES

THESE OUTCOMES WILL SERVE AS OUR PRIMARY INDICATORS OF SUCCESS BOTH DURING AND FOLLOWING THE COMPLETION OF THIS STRATEGIC PLAN.

- Science is an integral part of the cultural fabric and identity of Atlanta.
- Metro Atlanta has a future generation of scientists and science-lovers.
- Scientists and STEM professionals are actively engaged in their communities.
- The voices and STEM stories of people underrepresented in STEM are more visible in our community.
- Science ATL's programs are co-created by and welcoming to BIPOC communities.
- Organizational practices are documented for transparency, accountability, and sustainability.

STRATEGIES TO ACCOMPLISH GOALS

Goal 1: Inspire a lifelong sense of wonder and curiosity about the world.

Objectives:

1. Science is an integral part of the cultural fabric and identity of Atlanta
2. Metro Atlanta has a future generation of scientists and science-lovers
3. Scientists and STEM professionals are actively engaged in their communities

Key Strategies:

1. Foster the public's positive relationships with science and STEM professionals
2. Prepare and provide opportunities for STEM professionals to engage with their communities
3. Collaborate with diverse partners to develop programming
4. Engender a sense of pride in local Atlanta contributions to science and technology
5. Measure the qualitative impact of our programs and share stories of impact

Key Metrics:

1. 60,000 audience members reached annually
2. 150 events held annually
3. 200 nonprofit/corporate partners, and 200 school partners annually
4. 2600 STEM professional volunteer hours in the community

Goal 2: Build equitable access to science learning experiences in metro Atlanta for groups underrepresented in STEM.

Objectives:

1. The voices and STEM stories of people underrepresented in STEM are more visible in our community
2. Science ATL uses data-driven decision making processes with an eye towards equity
3. Community partnerships ensure that programs are co-created by and welcoming to BIPOC communities

Key Strategies:

1. Increase representation and accessibility both internally and externally
2. Review current initiatives and inform new ones through the lens of equitable access
3. Develop processes to initiate and strengthen community partnerships that increase equitable access to science

Key Metrics:

1. 10% increase in volunteers from groups underrepresented in STEM (general and STEM Pros) year-over-year
2. Establish priorities and plan for increasing representation in digital content
3. At least 40% staff and board identify as BIPOC
4. 2 DEI trainings annually for staff
5. Criteria are established and used to assess programs, events, and partnerships

Goal 3: Bolster organizational operations to support Science ATL's long term vision and growth.

Objectives:

1. Staff and Board are positioned for success
2. Organizational processes provide transparency and accountability
3. A sustainable revenue model provides a base for growth

Key Strategies:

1. Recruit and empower staff and volunteers to support organizational capacity needs
2. Retain highly engaged Board members to achieve organizational growth and resilience
3. Improve operational processes and procedures to encourage transfer of institutional knowledge
4. Increase accountability in evaluation and planning
5. Steward corporate and individual donors to maintain participation and increase funding
6. Complete a program audit to determine long term program needs

Key Metrics:

1. 100% of board are engaged in fundraising, governance, and as community ambassadors
2. Retain 80% of corporate donors each year
3. 300 individual donors per year by the end of FY2023
4. Retain at least 30% of volunteers year-to-year

A 3D wireframe cube is centered on the page, receding into the distance. A light gray sphere is positioned in the center of the cube. The text "PREPARED BY PURPOSE POSSIBLE" is printed in bold, black, uppercase letters on the front face of the sphere. The background consists of a grid of lines that create a perspective effect, with lines converging towards the center of the cube.

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