

# Association of Children's Museums

## Strategic Roadmap

### Our Vision:

A world that honors all children and respects the diverse ways in which they learn and develop.

### Our Mission:

ACM champions children's museums worldwide.

### Why We Do What We Do:

We believe children's museums are unique community institutions where...

- Children are valued citizens with the right to developmentally-appropriate and high-quality learning experiences.
- Play is learning, and it is critical to the healthy social, emotional, and cognitive development of children.
- Family, culture, environment, and society are recognized as critical factors in all children's lives to effectively serve them.
- Pursuing equity and inclusion is a best practice that reflects a commitment to serving all children and families and advancing the growth of our field.

### Our Core Values:

- Membership and Community: Our primary focus is working with and on behalf of our membership. All activities are in service to the enrichment, expansion, and advancement of this community.
- Leadership and Innovation: We pay close attention to emerging trends and opportunities for advancing and elevating the field through risk-taking, while being accountable to our mission and fiscal responsibilities.
- Collaboration: We implement our work through partnership and dialogue with our members and other stakeholders to ensure equitable and inclusive processes and effective outcomes.

ASSOCIATION OF  
**CHILDREN'S**  
**MUSEUMS**

Association of Children's Museums  
**Strategic Roadmap**

## Our Vision

A world that honors all children and respects the diverse ways in which they learn and develop.

**Build Capacity and Support Excellence of Children's Museums**

**Promote and Champion Children's Museums**

Build our members' capacity to proactively respond to critical issues

Nurture talent and leadership in the children's museum workforce

Bolster positive public perception of children's museums

Articulate and communicate field identity

Connect our members with current research and evidence to inform practice

Facilitate and strengthen partnerships between our members and other organizations.

Support high-quality operations across programs, service, and design

Promote attendance and engagement of children's museums

## Our Mission

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Increase media visibility of children's museums and ACM