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.
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Build Capacity and Support Excellence of Children’s Museums
- Build our members’ capacity to proactively respond to critical issues
- Nurture talent and leadership in the children’s museum workforce
- Facilitate and strengthen partnerships between our members and other organizations

Promote and Champion Children’s Museums
- Bolster positive public perception of children’s museums
- Articulate and communicate field identity
- Promote attendance and engagement of children’s museums
- Increase media visibility of children’s museums and ACM

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