Two Worlds Collide

Education and Development Collaboration for Change
Who We Are:
Mississippi Children’s Museum

Jana Perry –
MCM Director of Education and Programs
• Former principal
• Arts Background
• Feels strongly about the strategic plan and evaluation process

Lauren McMurtray –
MCM Assistant Director of Development
• MCM’s School Programs
• Managed grants for programs
• Soft spot for data collection
Who We Are:
Children’s Museum of Tacoma

Kimberly McKenney,
Grants & Assessment Director
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Former exhibits & programs manager
Elementary education background
Interest in evaluation
This session is for YOU!
Failures: What happens when you don’t talk?

• **MCM**
  
  – grant to underwrite operation cost for 2,000 students from area where we’d had 100 students in 4 years prior.

• **Tacoma**
  
  – lost opportunities (NEA, Humanities WA)
  
  – poor impression on funder (garden grant)
Success Stories

Planting the Seeds to Succeed
(W. K. Kellogg Foundation)
- $410,000 for 2 years of outreach to rural MS
- Wanted to apply to the foundation
- Examined funder priorities and our own strategic plan

Read to Succeed Camp
(Kelly Gene Cook Sr. Foundation)
- $30,000 1st year
- Had idea first, then found grant
- Meets community needs and strategic goals
- Used evaluation/data to increase funding to $40,000 for 2nd year
Tacoma Success Stories

Play to Learn
• IMLS 2013-2015 ($42K) to add four sites
• IMLS 2016-2019 ($142k) to change program model and add nine sites
• Involvement in design and evaluation
• Director Team visioning sessions
• Inclusive professional development

Tri-Museum Collaborative
• $30k each year for three years
• Each organization has education & development staff involved
• Joint project design and fundraising
1. We met, we talked, and we stayed in communication through the whole thing

2. Let your education team dream! Besides supplementing earned revenue, Development is responsible for meeting the mission by funding programs/exhibits focusing on the needs of children!
   A. Funders want to give to meaningful projects!
   B. DATA IS IMPORTANT

3. Advanced planning – allow time to find the right fit with donors and create a solid plan

What made these projects successful?
Discussion

1. Strategies for cross-departmental relationship building

2. Utilizing a strategic plan across departments

3. Tools for Collaboration
Wrap - Up