Exhibit Master Planning

An Essential Tool for Long-Term Sustainability
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Important Societal Shift

How we access information & experiences has shifted
Shift in Museum Field

Expert-centric Institutions

Institutions

Audience-centric Institutions

How experience & value is presented has shifted in importance.
Your EXPERIENCE matters most.

For the majority in your community, it is what they see & know.
Strategic Plan vs. Experiential (master) Plan

What’s the difference and Why have both?
A Strategic Plan is a process & document that defines how to best serve visitors and stakeholders.

A successful Museum Strategic Plan is a living process regularly used to guide the decision-making of museum stakeholders.

- Mission Alignment
- Operational
- Programming
- Exhibitions
- Financial
- Etc.
A Museum Master Plan is a process & document that defines the museum experience.

It is about making the connection between exhibitions, exhibits, third place, and their surrounding environments, adjacencies, and visitor flow.

Types:
- Long-term 10 years +
- Physical Site Planning
A Museum Master Plan is a cumulative process that emerges from the community assessment, Museum strategic plan, and feasibility study.
What does an Exhibit Master Plan provide?

- SWOT analysis
- Roadmap for exhibit improvements and installation
- Alignment on shared goals and vision
- Aspirational goals
- An opportunity to engage staff, members, and board
Case Study

MOXI, The Wolf Museum of Exploration + Innovation

www.moxi.org @moxisb
• Originally founded in 1990
• Huge community effort
• Revitalized the Funk Zone and waterfront
Guiding Principles.
These form the foundation for the goals of the plan and are integrated into strategic decisions.

Focus impacts on our target audiences.

Model creative problem-solving.

Leverage available resources.

Make data-informed decisions.

Be inclusive; reflect our community.

Ensure organizational sustainability.
Strategic Initiatives.

Enhance the MOXI facilities and exhibits so they remain current, relevant, and fun.

Goals:
1. Refresh and/or replace approximately 20% of the permanent exhibits within 5 years.
2. Maintain and/or enhance the facilities so they remain safe, clean, and up-to-date.
3. Ensure the educational experience within the museum is rich, cohesive, and immersive.

Actively engage and collaborate with local schools.

Goals:
1. Be a valued educational resource for local teachers and students.
2. Provide equitable access to high-quality STEAM learning opportunities for schools.
3. Collaborate with higher education institutions to leverage academic expertise and resources, and to help advance research.

Develop informal learning programs to expand breadth and depth of learning opportunities.

Goals:
1. Engage a bigger and broader spectrum of learners in our community.
2. Encourage repeat participation, grow with learners over time, and deepen engagement.
3. Strengthen the revenue for the museum.

Strengthen community and industry partnerships to extend reach and elevate profile of MOXI.

Goals:
1. Play an active and constructive role in community building.
2. Engage corporate partners on multiple levels.
3. Foster an organizational culture that encourages and supports the efforts of staff to be active leaders in the community and in the museum field.
Maintenance Audit
Educational Objectives
Experiential Audit
Community Needs
Donor Obligations

2021
Museum still closed

Founding board in transition
Staffing
MOXI, The Wolf Museum of Exploration + Innovation
Mid-Size Museum – Refresh Experience

Anatomy of Exhibit at Risk.

Development
Priority One.

Replace Rooftop Weather Orchestra with Entirely New Exhibition.
Redesign & Upgrade Whitewater Experience.
Design STEAM themed Climbing Structure in the Courtyard.
Develop + Add | Increase Graphical Guidance on Exhibits.
In February 2022, we kicked off a series of design conversations with board members + staff to build a conceptual framework for the new exhibits. During this two-day charrette, we established:

- An initial site and feasibility study of architecture and building infrastructure to understand location constraints. Detailed engineering + building integration will take place during schematic + detail design phases.
- Brainstormed concepts for climbing experiences.
- Explored immersive + environmental theming options to hone the design.
- Explored connections to education philosophy + STEAM programming that new exhibits would complement.

These conceptual designs are the result of the community stakeholder design charrette.
Theater Exhibit
Call Outs.

- Fiber Optic Fountain
- Color Shadows
- Drip Chamber
- Giant Light Bright
- Light Maze
- Fiber Optic Color Mixing
- Thermal Imaging Station
- Illuminating Proximity Wall
- Light Island
- Light Patterns Kiosk
- Light Patterns Block
- Countless Colors
- Light Patterns Projection
- Capture Your Shadow
Opportunity from despair
Case Study

Museum of Discovery and Science
1. **Masterplan:** This plan sets the overall conceptual framework, and lays out the high-level floor plans and conceptual areas of the museum.

2. **Prepare overviews of each area:** Refinement of this plan: further conceptual development to produce overviews of each area and initial cost estimates.

3. **Fundraising:** Raising the required funds. The order in which areas are addressed will in part depend on funding opportunities.

4. **Exhibit Development/Design:** Research and conceptual development will outline specific stories, and exhibit elements. Exact floor plans and designs then need to be worked out. Prototyping and formative evaluation of exhibit elements allows designs to be refined.

5. **Fabrication:** Depending on the expertise and availability of staff, exhibits may be fabricated in-house and/or by outside firms.
OUR FOUR PILLARS

**Early Childhood**
Connecting to the Museum’s legacy as The Discovery Center, early childhood education is a core focus area of our work. Early childhood experiences provide a pathway to MDOSS, to school and to lifelong STEM learning for visitors from birth through age six, their caregivers and other family members. MDOSS activates south Florida’s key industries and unique ecosystems to expose our youngest scientists to the world around us, ultimately priming south Florida’s workforce pipeline.

**Environmental Sustainability**
The Museum is broadening our vision for environmental sustainability, with a focus on cultivating climate citizenship and providing a platform for exploring the opportunities for solutions. The Hub for Resilience Education at MDOSS, in partnership with the Community Foundation of Broward, will come to life on the exhibit floor to address environmental issues relevant to our community and cultivate and showcase solutions that mitigate the impact of climate change by championing engagement, education and action for environmental sustainability and resiliency in Broward.

**Health & Wellness**
Quality of life can be improved by making positive healthy living choices and caring for the body and mind. Health & Wellness experiences at MDOSS provide a hands-on understanding of human anatomy and physiology, promoting the health of the body, mind and commitment to healthy living. Understanding how our bodies work is the key to understanding and caring for our health. The Museum is a resource for learning about the human body and its sciences so that our visitors can be able to live a healthy lifestyle.

**Physical Science**
From the outer planets of the solar system, to the inner mechanisms of the Great Galaxy Clock and hands-on Makerpace activities, to “dirt-in-this-at-home” demonstrations and shows, MDOSS makes learning accessible and driven the “curious” and the “tweeter.” Inspiration takes flight at the Museum, demonstrating the physical principles of how things work. MDOSS is a platform for nurturing imagination and encouraging the innovative, curious spirit. The Museum helps learners become problem-solvers here in south Florida who can be introduced to physical science careers throughout the duration of their PreK-12 learning experience.
STRATEGIC INITIATIVES

GOAL ONE: Engage our Community and Expand Our Impact

• **Objective #1**: Provide substantive, memorable and accessible exhibits and experiences that connect people to inspiring science.

GOAL TWO: Be a Force for Science Education

GOAL THREE: Increase and diversify our sources of financial support, strengthening our institution and its economic impact.

GOAL FOUR: Develop an infrastructure that enables institutional responsiveness and agility.
STRATEGIC INITIATIVES

GOAL ONE: Engage our Community and Expand Our Impact

- **Objective #1**: Provide substantive, memorable and accessible exhibits and experiences that connect people to inspiring science.

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MODS HUB FOR RESILIENCE EDUCATION
Build a Better World

Transportation

Future City

Urban Planning

Built Environment

Community Outreach

Water Supply

Coral Cooperation

Mangrove Climber

Intro

Resilience Innovation

Gathering Space

Energy Resources

Policies in Action

Natural Systems

Water Supply

Built Environment

Community Outreach

CambridgeSeven

MUSEUM OF DISCOVERY AND SCIENCE
Build a Better World
Naming Opportunities

• More than just the exhibit
  • Hallways & Murals
  • Fire Hydrant & Street Signs
  • Seasons & Hurricanes
• Naming parts of the mission
• Sponsorship of values / pillars
Imagine the Future

Planning Grant

Community Charettes

Design Team Interviews

Ecotarium
museum of science and nature
Work on the Details

Refine Details

Outline Fundraising Plan

Refine Details again!
Bring it to Life

Fundraising

Construction

Celebration!

ecotarium
museum of science and nature
Case Study: Small Children's Museum
The Children’s Museum of the Brazos Valley

Plan used to kickoff campaign for permanent home
Children’s Museum of Brazos Valley
Small Museum – Plan for Permanent Home

Where We Have Been.

- 1997: The first board of directors was elected to serve CMKV
- 2001: CMKV moves into Old City Hall in Bryan, TX
- 2014: CMKV moved to the Center Creek Shopping Center in Bryan, TX
- 2021: CMKV moved to a temporary location at Lake Bob to plan for their new building

Concept Themes.

Inspired by the classic cowboy boot shape, this early learner area provides age-appropriate space that encourages exploration though tunnels and other soft materials. Inside the boot lies a maze of inclines, slides, and hands-on interactives to stimulate their minds and their motor skills.
Questions?