

The background of the slide is a detailed architectural site plan or master plan, rendered in white lines on a dark blue background. The plan shows various building footprints, courtyards, and site boundaries. Some areas are labeled with square footages: '1800' in the upper left, '2400' in the upper right, and '1500' in the middle left. The overall layout is complex and organized, typical of a large-scale institutional or commercial development.

# Exhibit Master Planning

An Essential Tool for  
Long-Term  
Sustainability

# Session Presenters

- Joseph Cox  
*Museum of Discovery and Science, Ft. Lauderdale, FL*  
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- Robin Gose, Ed. D.  
*MOXI, Santa Barbara, CA*  
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*blake@processcuriosity.com*

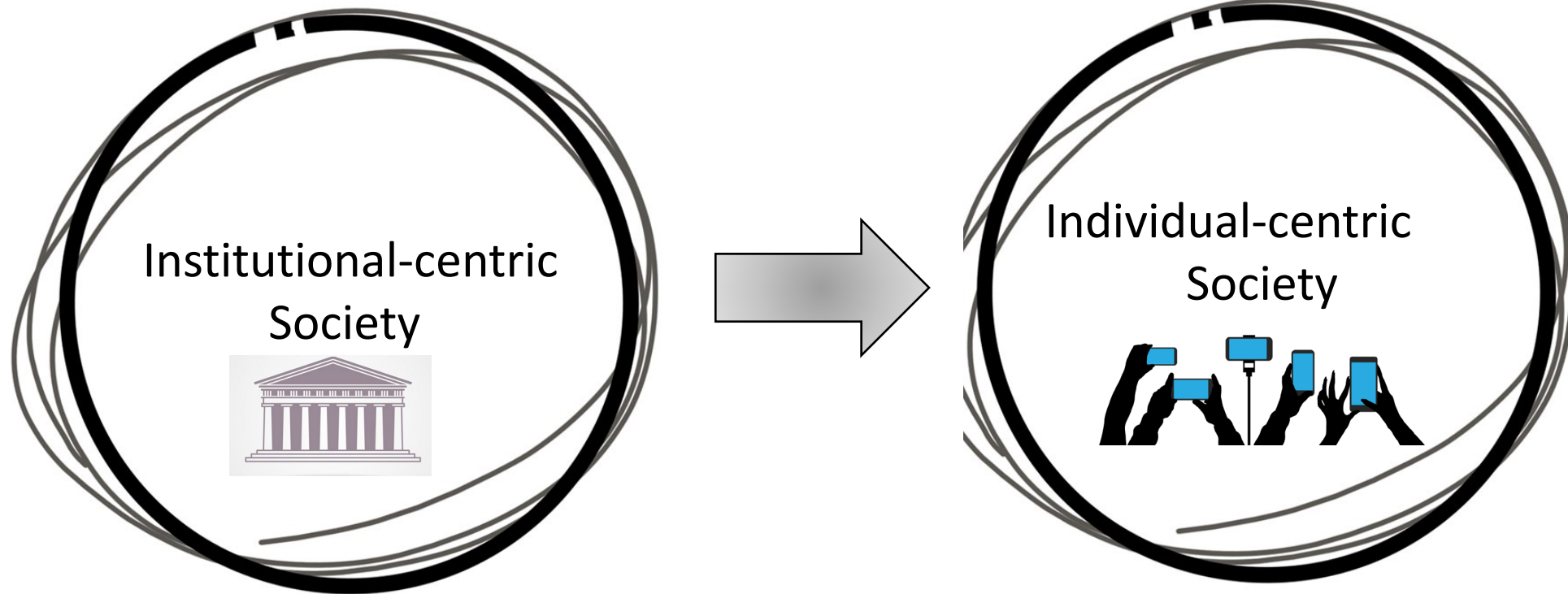




# A Shift in Our Industry

Shift – the museum industry shift

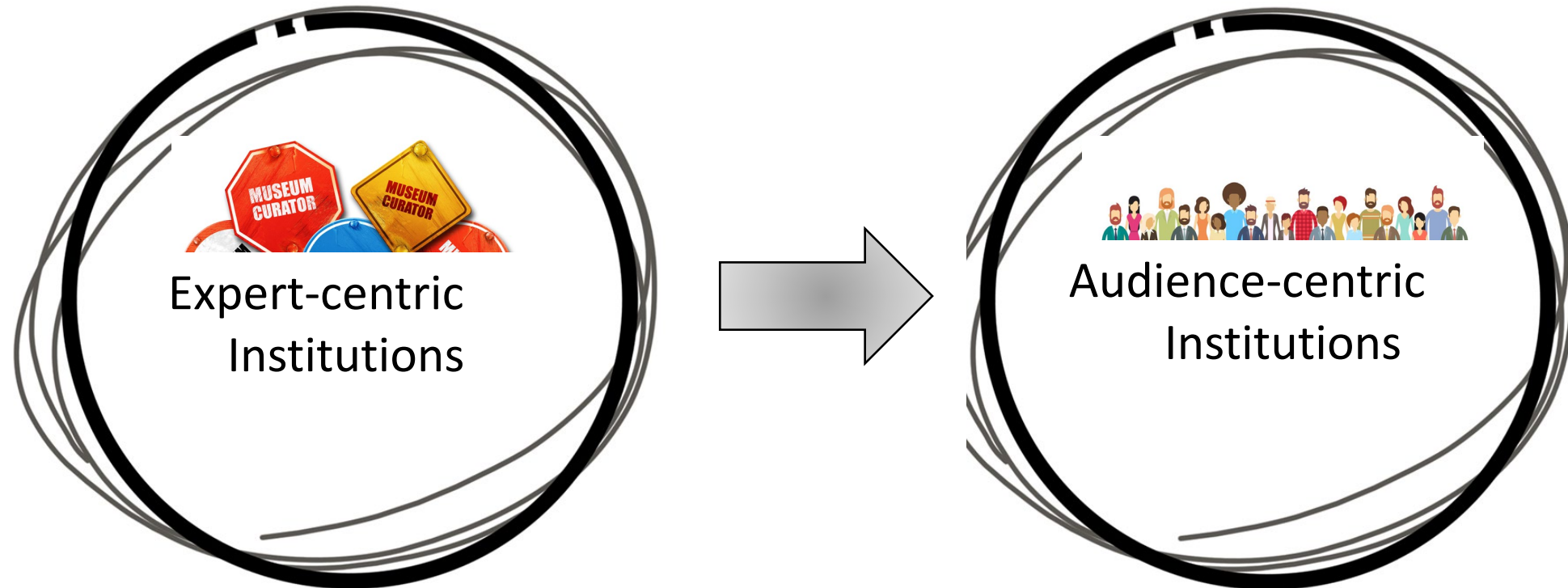
# Important Societal Shift



**How we access information & experiences has shifted**



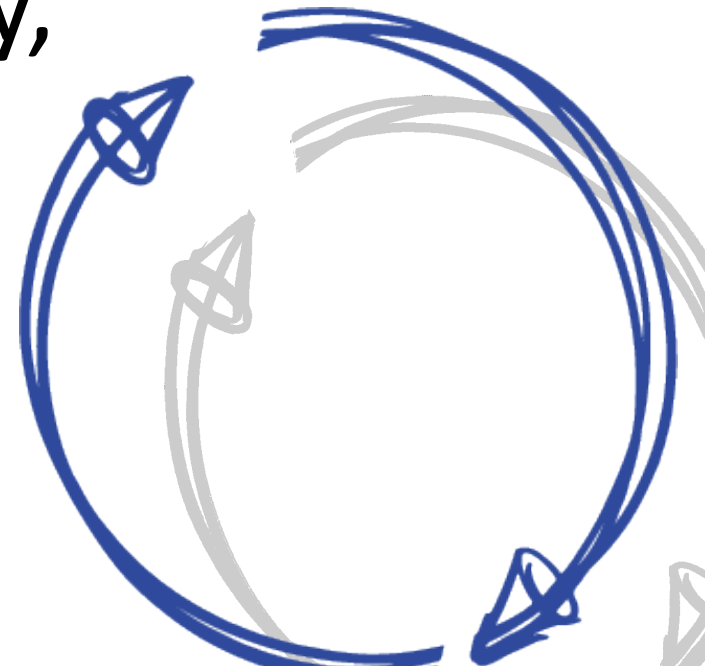
# Shift in Museum Field



**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?

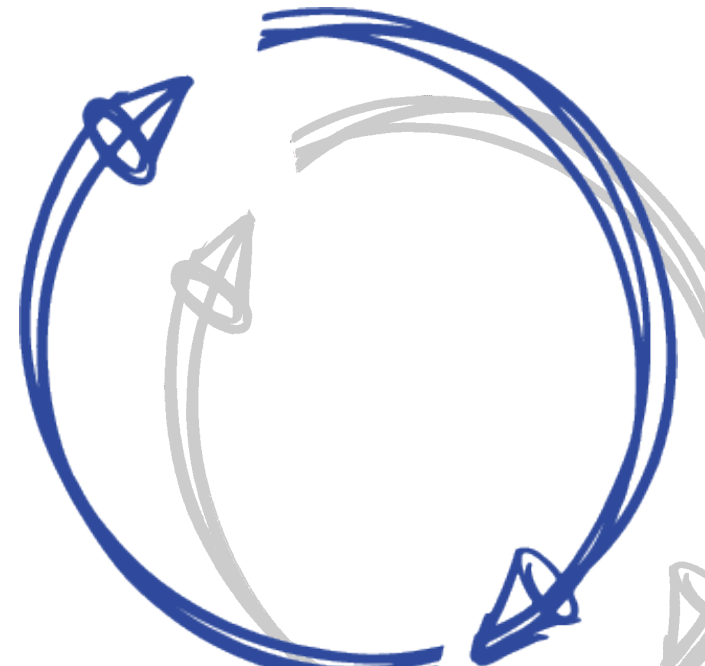
# Strategic Plan



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.*





# Master Plan



A Museum Master Plan is a process & document that **defines the museum experience.**

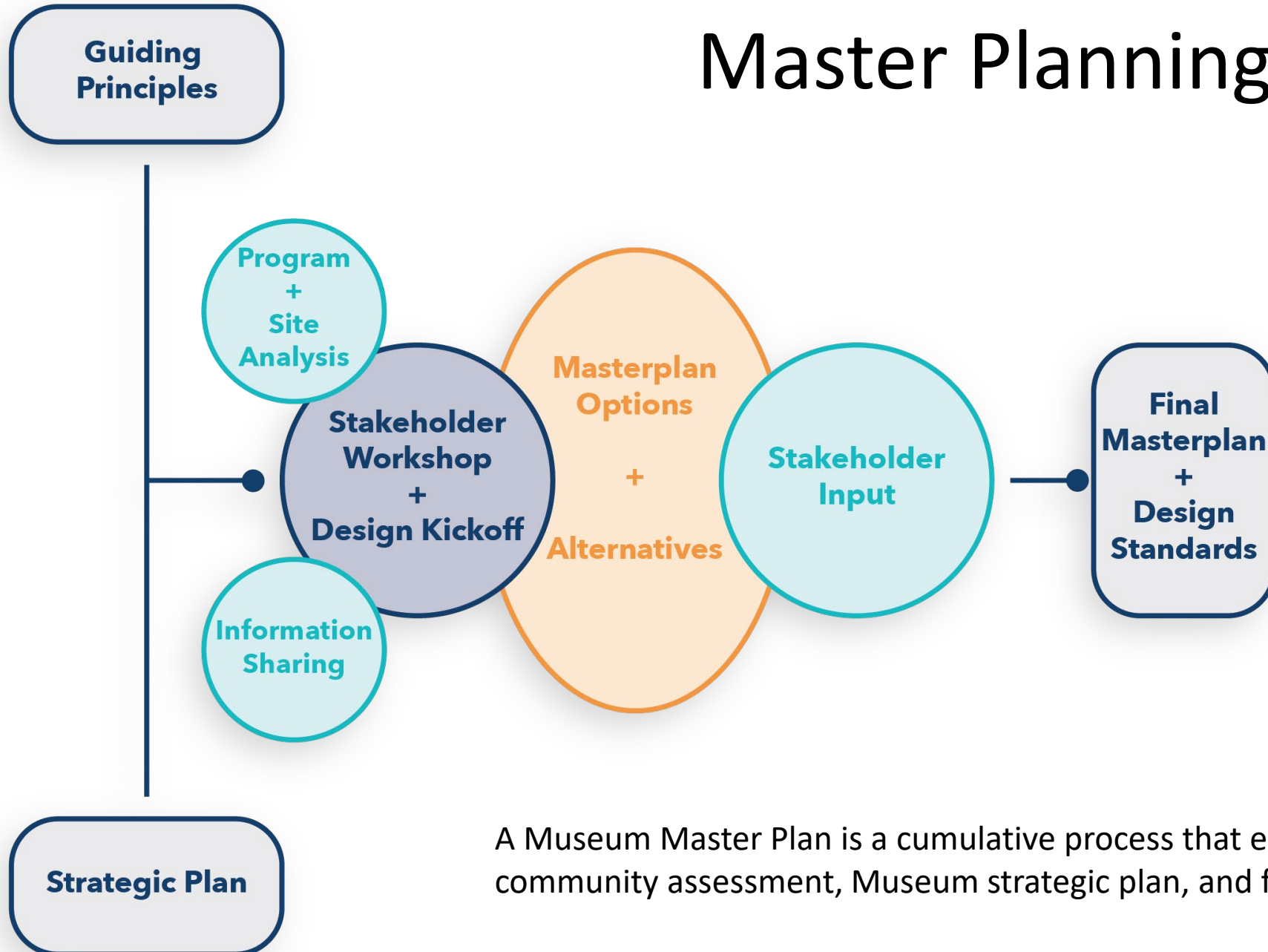
It is about making the connection between exhibitions, exhibits, third place, and their surrounding environments, adjacencies, and visitor flow.

## Types:

- Long-term 10 years +
- Physical Site Planning



# Master Planning Process



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](http://www.moxi.org) @moxisb

**moxi**  
The Wolf Museum of Exploration + Innovation



- Originally founded in 1990
- Huge community effort
- Revitalized the Funk Zone and waterfront









# STRATEGIC PLAN 2025 moxi

The Wolf Museum of Exploration + Innovation



## 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.

**2021**

**Museum  
still closed**

Maintenance  
Audit

Educational  
Objectives

Experiential  
Audit

Community  
Needs

Donor  
Obligations

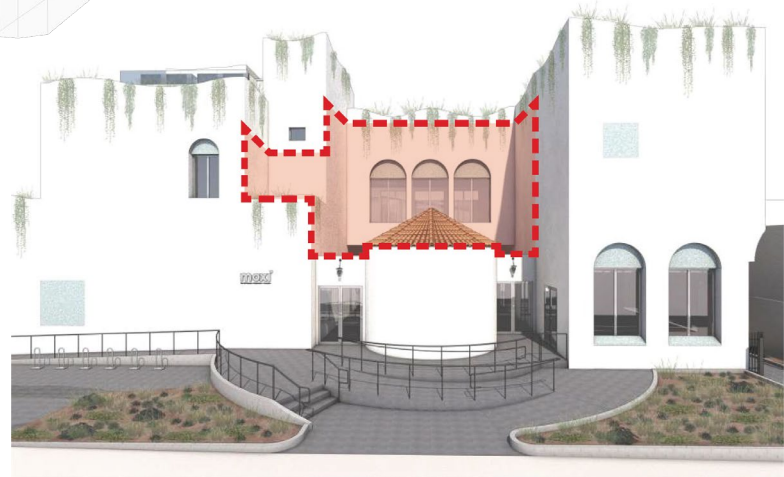
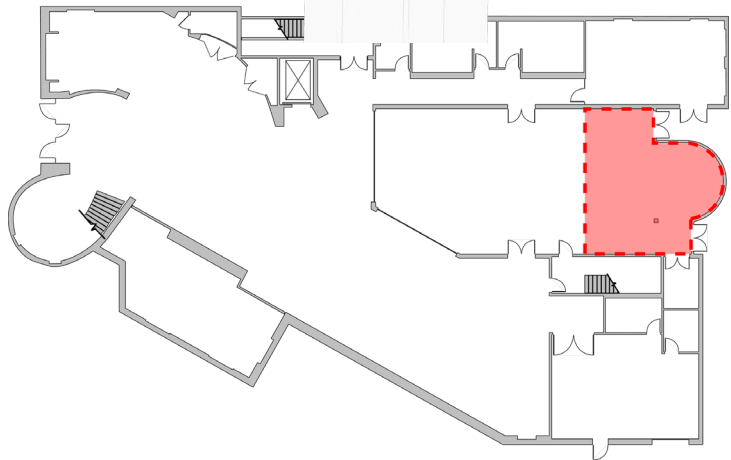
**Staffing**

**Founding  
board in  
transition**



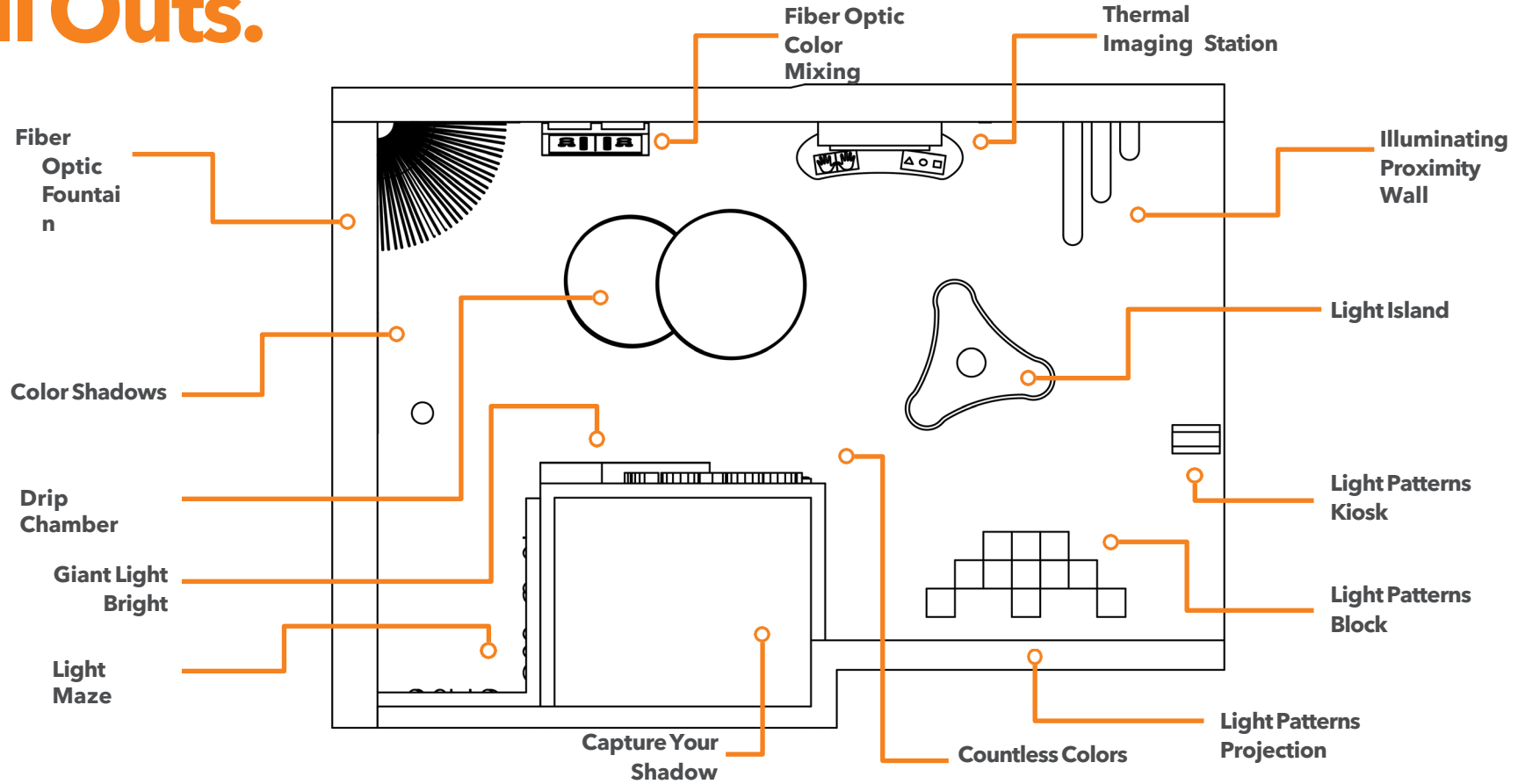






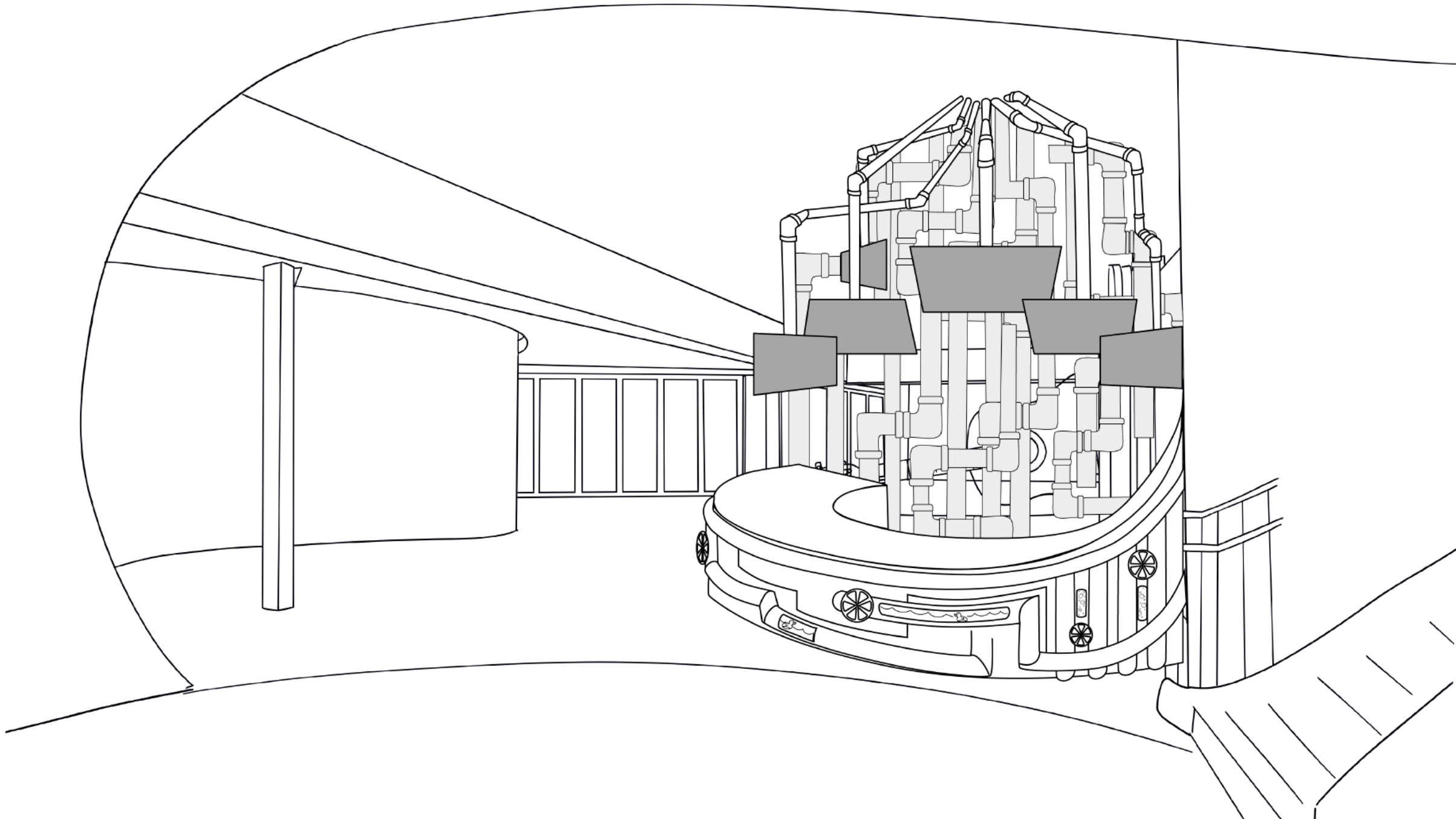


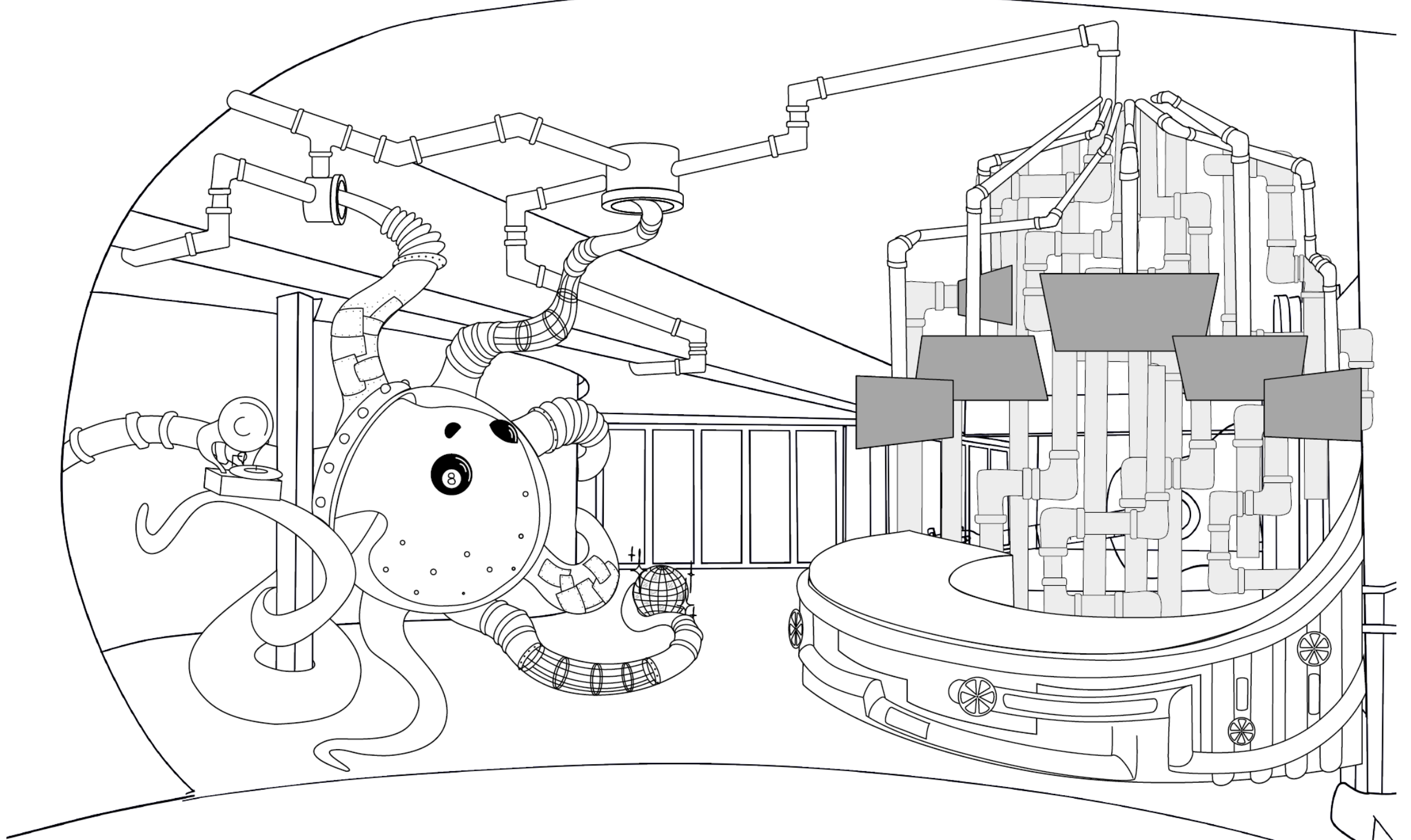
# Theater Exhibit Call Outs.



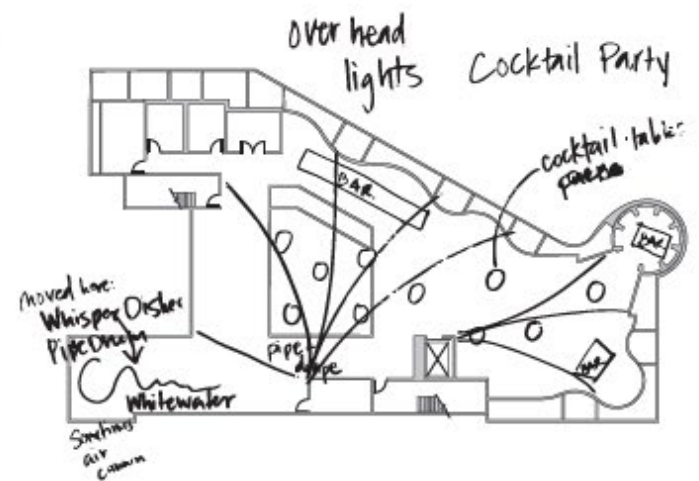
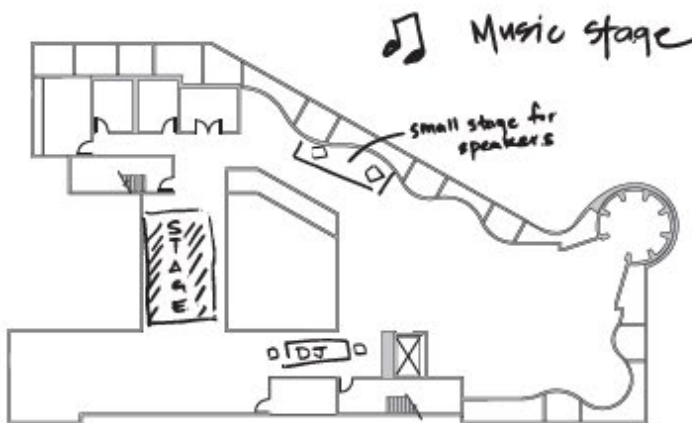
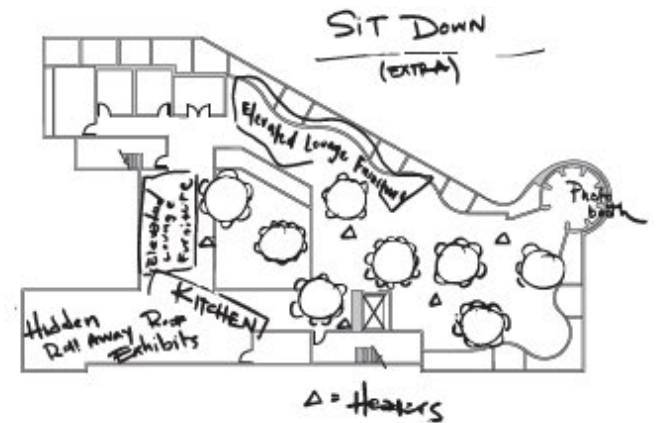
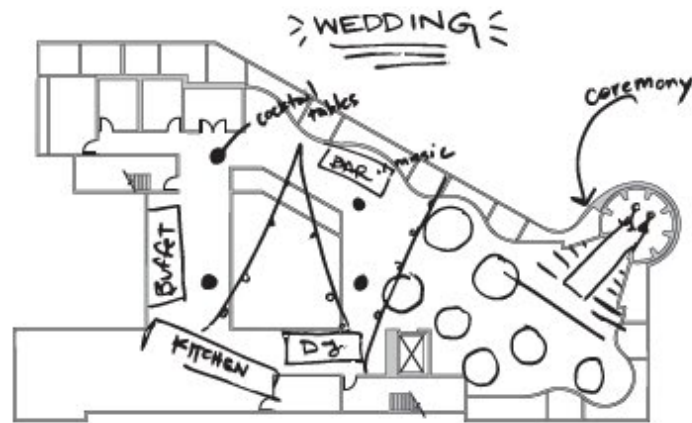
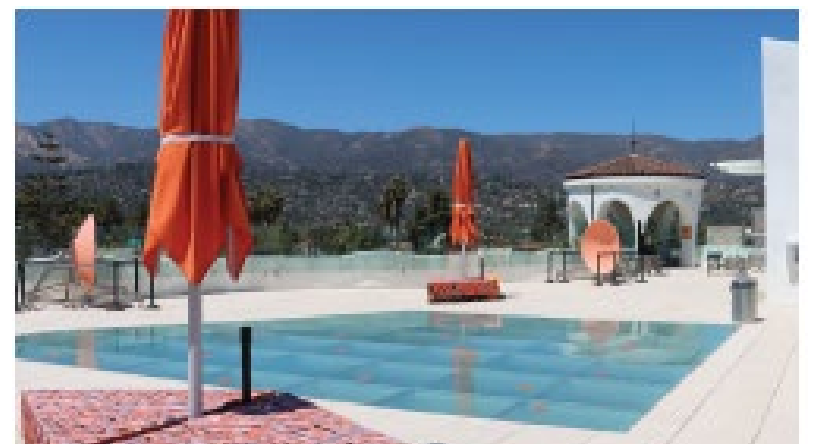
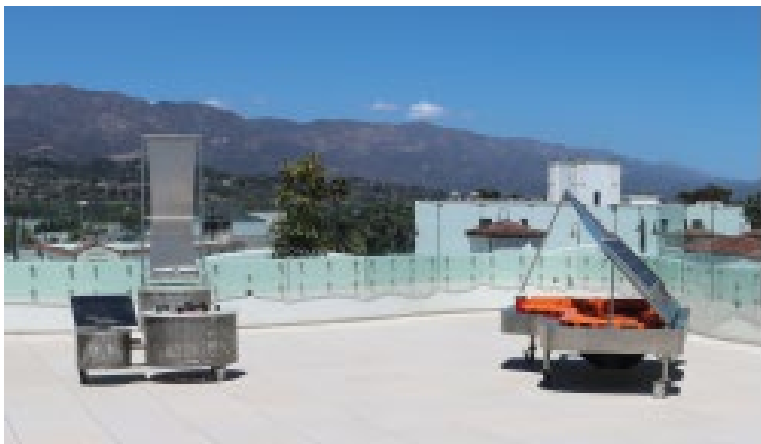


Opportunity from despair















# WHO A

**moxi**  
The Wolf Museum of Exploration + Innovation

125 State St. Santa Barbara 805.770.5000

[moxi.org](http://moxi.org)

# Case Study

Museum of Discovery and Science







# MUSEUM OF DISCOVERY AND SCIENCE





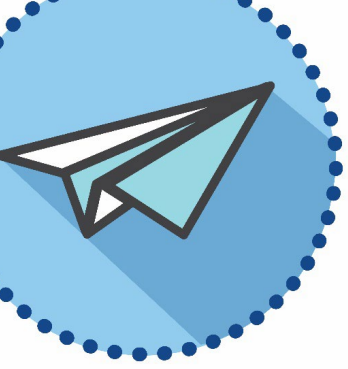












# EXHIBIT MASTER PLANNING

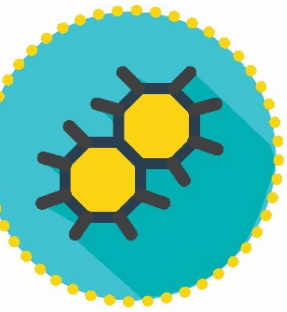
**1. Masterplan:** This plan sets the overall conceptual framework, and lays out the high-level floor plans and conceptual areas of the museum

**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.





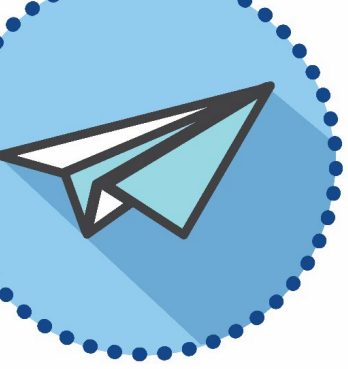


MUSEUM OF DISCOVERY AND SCIENCE

# Strategic Plan: Pathways to the Future



# 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 MODS, to school and to life-long STEM learning for visitors from birth through age six, their caregivers and other family members. MODS 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 formalizing 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 MODS, 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.



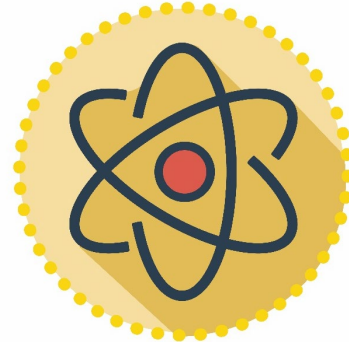
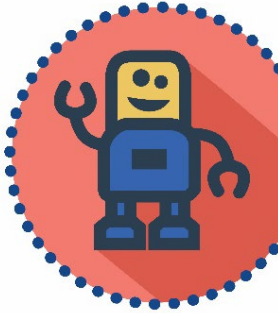
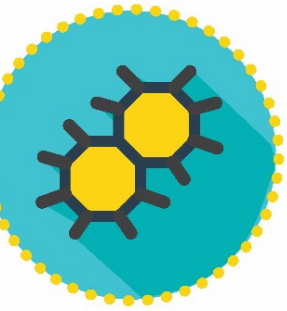
## Health & Wellness

Quality of life can be improved by making positive healthy living choices and caring for the body and mind. Health & Wellness experiences at MODS provide a hands-on understanding of human anatomy and physiology, promoting the health of the body, care of the 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 life sciences so that our visitors are able to live a healthy lifestyle.



## Physical Science

From seeing the inner machinations of the Great Gravity Clock and hands-on Makerspace activities to "don't try this at home" demonstrations and shows, MODS makes learning accessible and drives the "why" and the "how." Inspiration takes flight at the Museum, demonstrating the physical principles of how things work. MODS is the 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

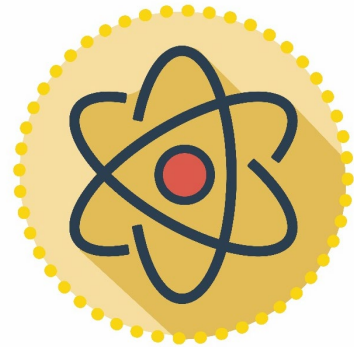
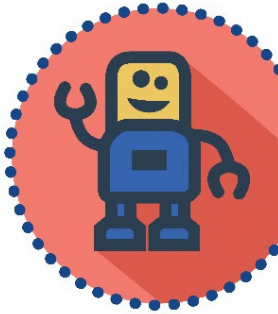
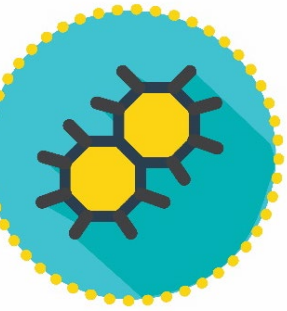
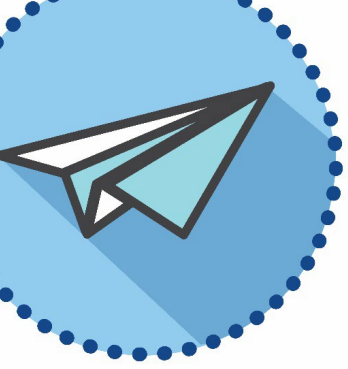
**GOAL ONE:** Engage our Community and Expand Our Impact

- **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.



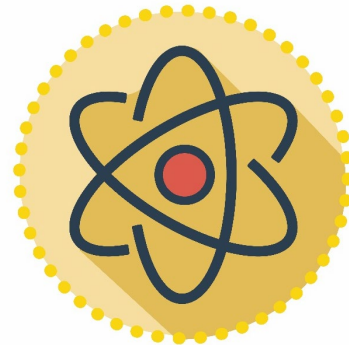
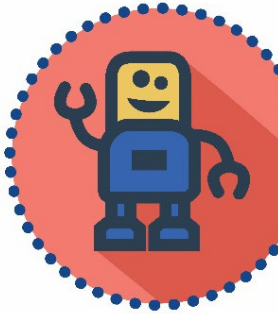
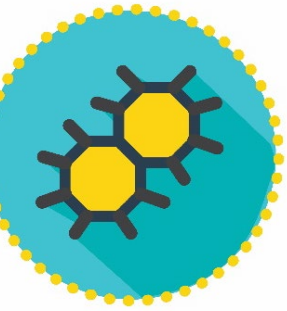
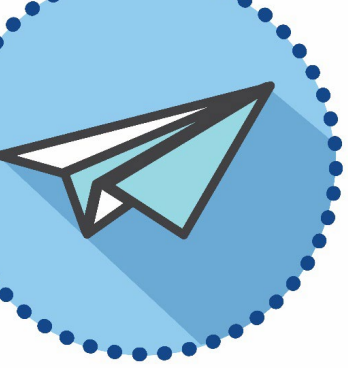


# STRATEGIC INITIATIVES

**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.

2020	2021	2022	2023	2024	2024
Sprouting STEM	Solar Exhibit	Moon to Mars	Discovery Spot	Healthy YOU!	Build a Better World
Dino Dana	Food Forest				Masterplan EcoScapes





MUSEUM OF DISCOVERY AND SCIENCE

# A Glance into MODS' Future





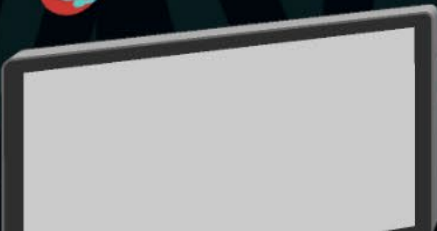
Ocean Touch

Field Station

THE EVERGLADES

Hardwood Hammock

The Book Nook







**Sketch & Release**

Learn about the life cycle of a butterfly and how to care for them. This station includes a guide to the life cycle of a butterfly and a collection of butterfly cutouts for children to use in their sketches. Children can learn about the different stages of a butterfly's life and how to care for them in a release enclosure.

**Ocean to Air**

**FIELD GUIDE**

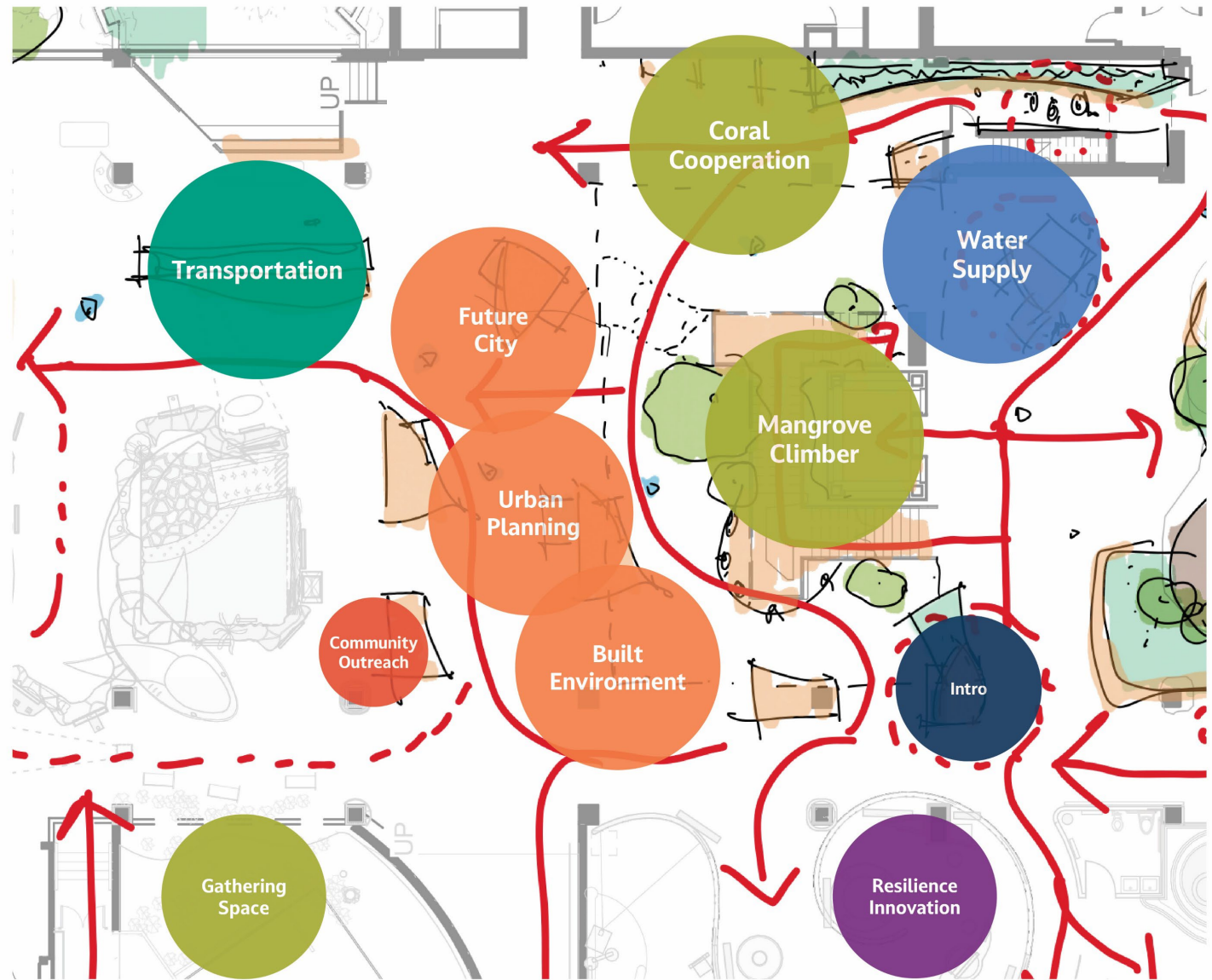
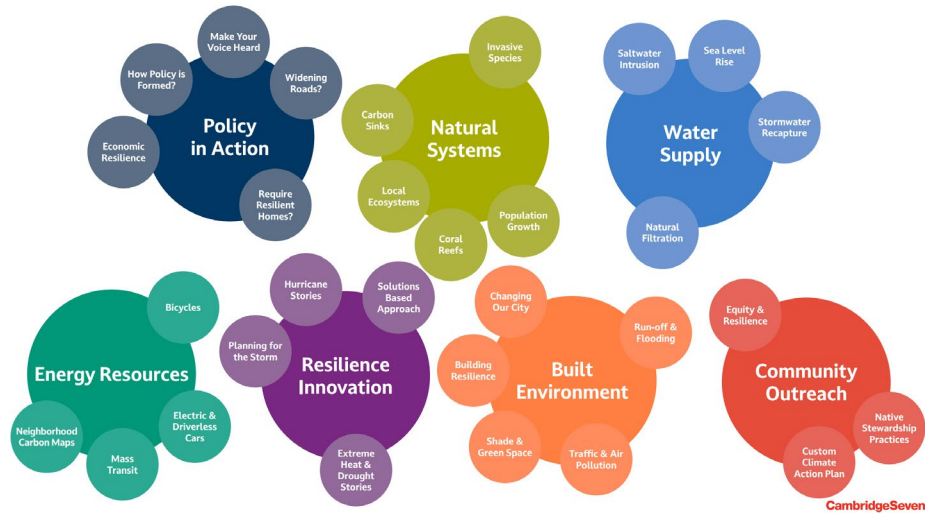


# MODS HUB FOR RESILIENCE EDUCATION



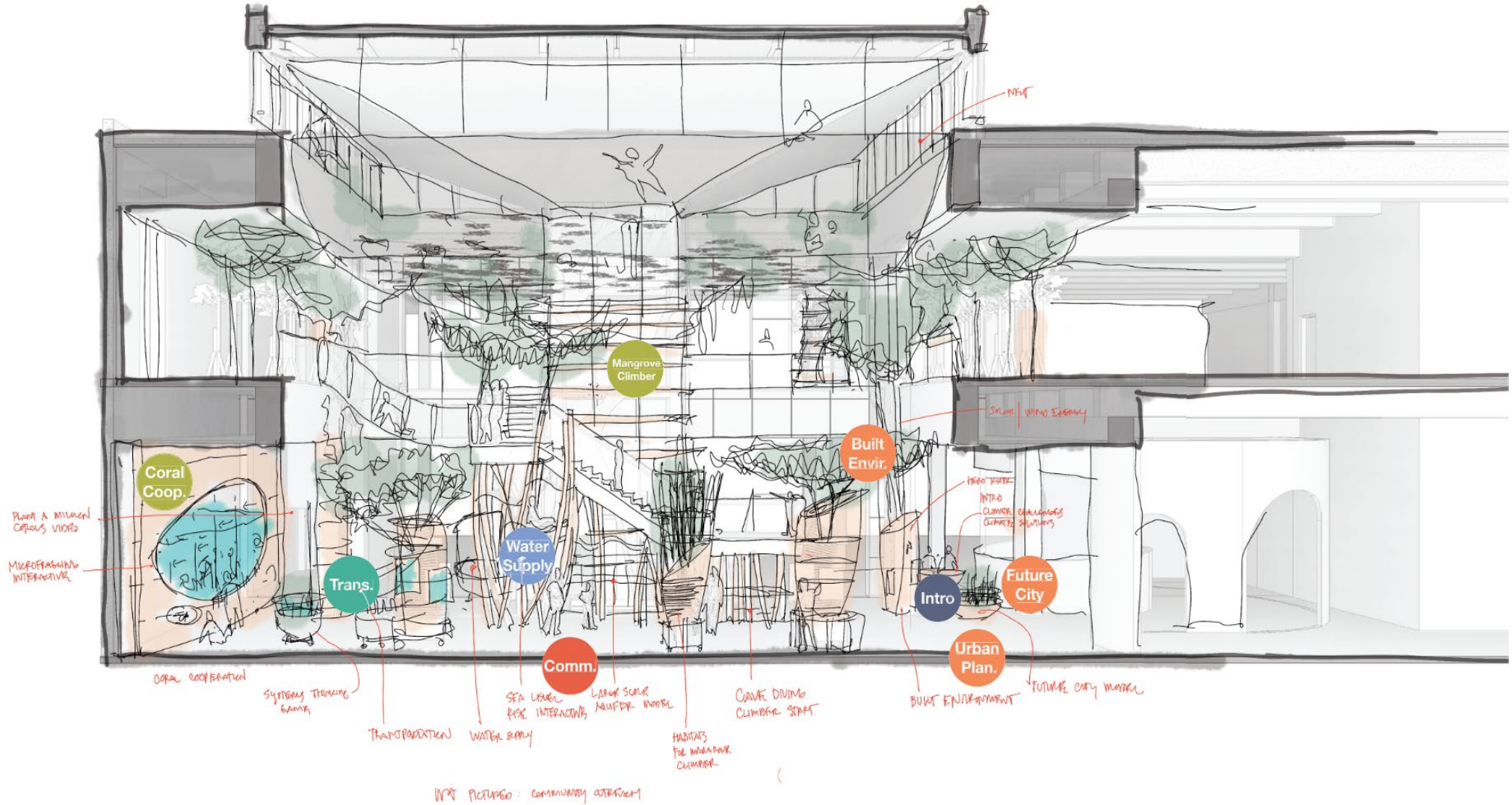


# Build a Better World





# 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**

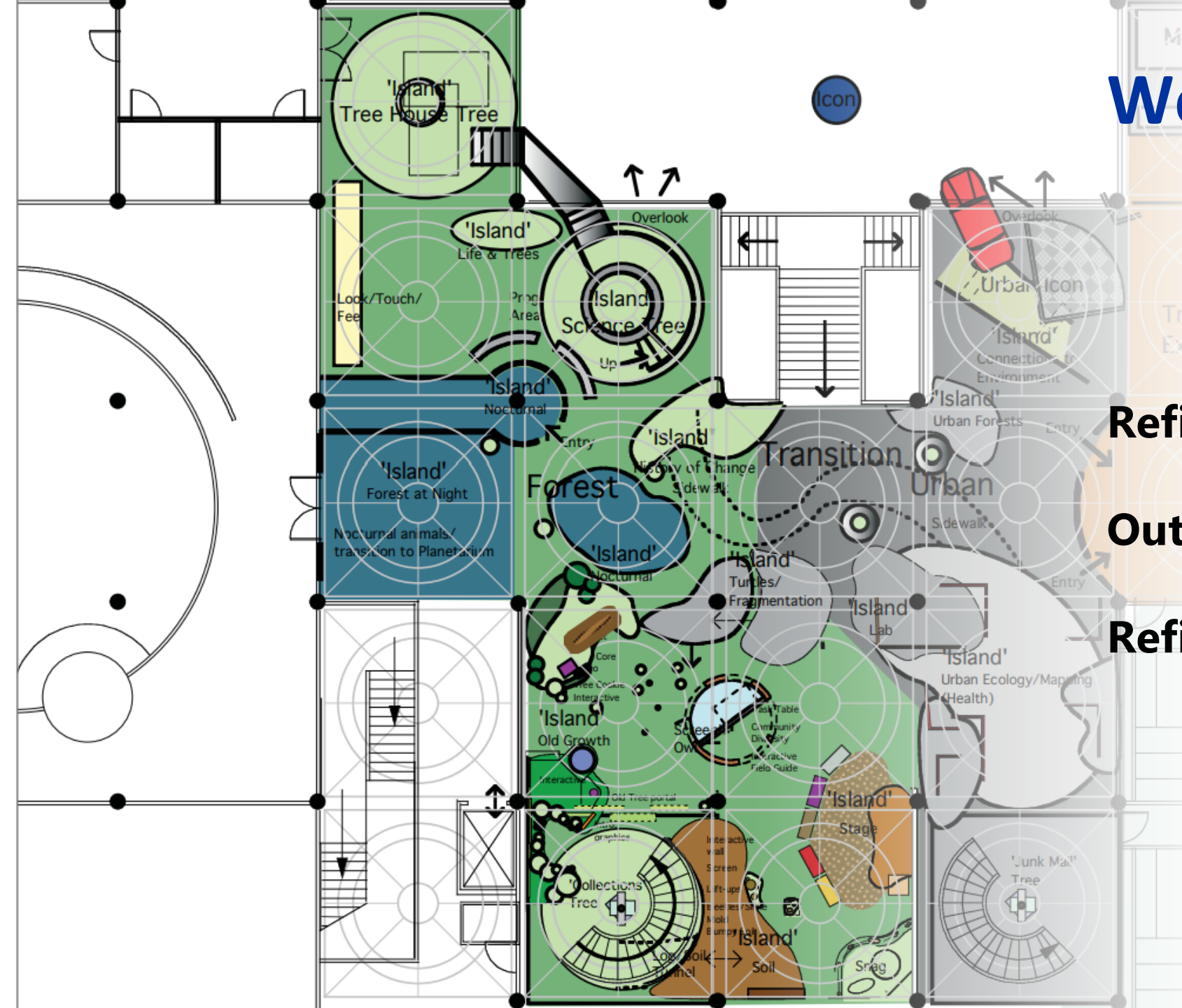


# Work on the Details

## Refine Details

## Outline Fundraising Plan

## Refine Details again!





# Bring it to Life

**Fundraising**

**Construction**

**Celebration!**



# 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

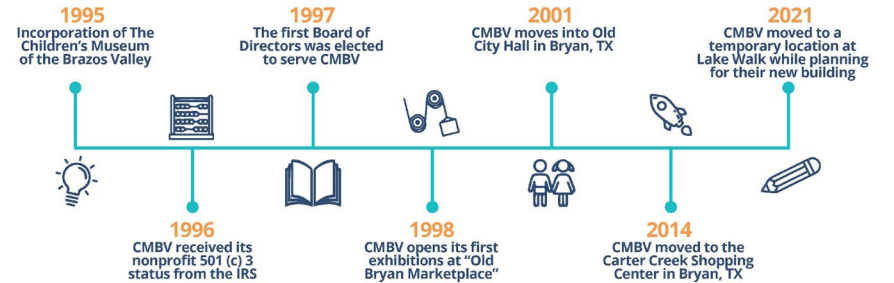


Exhibition  
Master Plan.

New Vision & Location.

- Overview . . . . . 3
  - Why a Master Plan . . . . . 4
  - Our Mission . . . . . 5
  - Our Core Values . . . . . 6
  - Educational Objectives . . . . . 7
  - 21st Century Skills . . . . . 8
  - Interactive Experiences: Defined . . . . . 9
  - The Multiples + Key Factors . . . . . 10
  - Audience . . . . . 11
  - Design Charrette . . . . . 12
- Current Experience . . . . . 13
  - Where We Are Going . . . . . 14
  - Core Experience . . . . . 15
- Future Home . . . . . 16
  - Our Direction . . . . . 17
  - Lake Walk . . . . . 18
  - Concept Design . . . . . 20
  - Immersive Environmental Treatment . . . . . 26
- Cost Projections . . . . . 27
  - Analysis + Forecasting . . . . . 28
  - Time Estimates . . . . . 29
  - Cost Estimates . . . . . 30
  - Construction Estimate . . . . . 31
- Contact . . . . . 32

### Where We Have Been.



### Concept Themes.



#### COWBOY BOOT CRAWL

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



Questions?