

The Sedgwick Museum of Earth Sciences Strategic Plan 2019-24

Mission: To bring positive benefit to people by sharing knowledge and understanding of the Earth Sciences

Purpose 1: Research

Facilitate, enhance and stimulate international research

Goals:

- Our collections reflect research needs and activities; they are well cared for and accessible
- We have a good reputation and high profile within the research community
- We actively collaborate with researchers to offer a high quality service
- We facilitate high quality research impact through public engagement

Purpose 2: Public Engagement

Bring a relevant, inspiring and evidence-led approach to learning and enjoyment for our public audiences

Goals:

- We actively welcome diverse audiences, removing barriers and making our collections and buildings accessible
- We engage our audiences with a wide range of Earth science themes that are relevant to their lives, delivering programmes & exhibitions informed by current research, and aligned with our host Department's outreach aspirations
- We proactively engage with communities and enable them to inform programme development and collections interpretation
- We provide inclusive volunteering opportunities that suit peoples' needs and aspirations

Purpose 3: Student Learning

Enhance student learning and support their skills development

Goals:

- Our collections are actively used to support and enhance learning in schools, colleges and universities, including the University of Cambridge
- We understand student and teaching needs and respond to changing teaching and learning demands
- We offer opportunities for students to develop skills and inspire them to study
- We support teachers and actively engage with the curriculum to enable young people to learn

Purpose 4: Sector Leadership

Take a leading role in the museums, archives and cultural heritage sectors

Goals:

- We share our expertise and resources to support museums regionally, nationally and internationally
- We collaborate, build partnerships and contribute to networks
- We develop and share best practice across the museums, archives and heritage sector

Enabling Objective: Organisational effectiveness

Our organisation is resilient, sustainable, flexible and imaginative

- Enabling Activities:**
- Our staff are skilled, networked and able to make their best contribution
 - Our collections are well documented, and we make informed decisions about their care.
 - The Museum has a robust diverse financial grounding
 - The buildings are in good condition, accessible and fit for purpose
 - We communicate with our audiences about what we do and how they can engage with us
 - We have an effective and supportive governance structure

Our Values: In all our work we will be

**Welcoming • Inclusive, accessible and diverse
Ethical, responsible and sustainable • Dynamic and participatory**