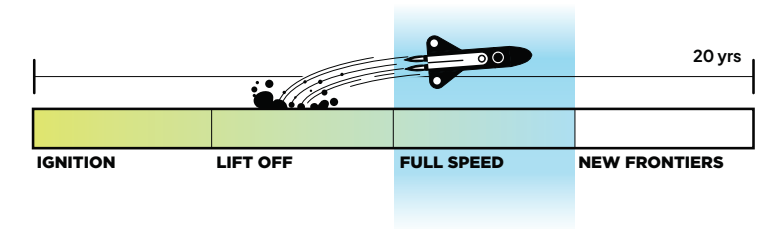


## 5-Year Strategy

O MSI's 5-Year Strategy defines the investment choices we will make and the associated outcomes we expect in our third 5-year plan toward achieving our 20-Year Vision. Annual roadmaps will detail specific milestones along our journey.

This third chapter in O MSI's 20-Year Vision marks a pivotal moment. We're full speed ahead, with our focus set firmly on the most ambitious elements of our plan. Over the next five years, we will collaborate with partners to expand innovative programming and experiences in Portland and across the region.

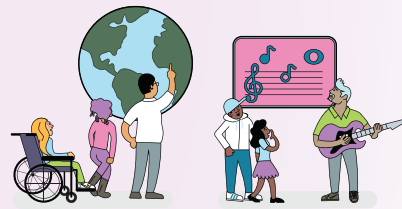


## Outcomes



### Engagement & Learning

Increase participants' STEAM identities and motivations through O MSI experiences



Increase teacher and caregiver confidence in teaching STEAM topics and skills



Improve participants' science and technology understanding to make evidence-based decisions



Increase participant satisfaction with O MSI experiences



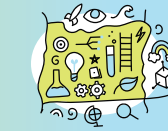
## Strategic Priorities

### Reimagine Boundaries

O MSI District development, phase 1

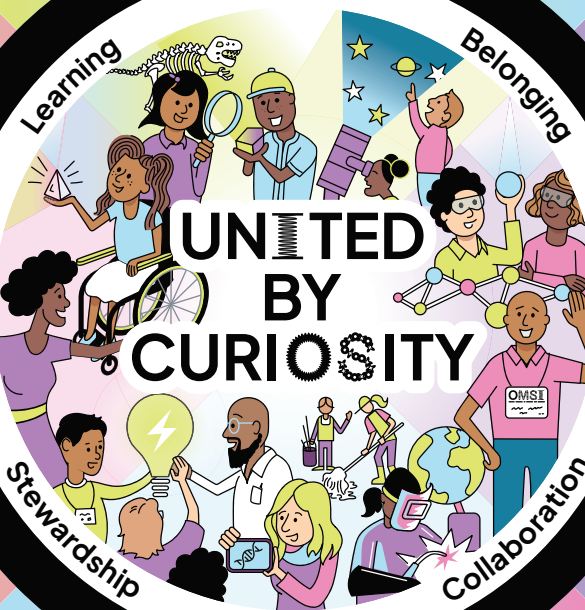


Waterfront Education Park



Programs across the region

### Our Values



Knowledge Shaping Tomorrow

Enriched early childhood, youth, and adult programs



Career discovery and pathways



Expanded exhibit design/build services



Sustainable and future-ready facilities



Great Place to Work



Transformative giving and campaign

Experience Innovation



Museum experience



Member experience



Outdoor camps experience

## Build to Last

## Outcomes



### Community Integration

Expand our ecosystem of partnerships to better serve communities



Grow and diversify participation in O MSI experiences

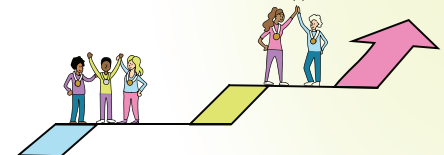


Create an inclusive STEAM-based destination district



### People & Operations

Increase staff satisfaction



Strategically grow and diversify revenue to support mission delivery



# OMSI's 2026–2030 Strategy Map

## 5–Year Strategy

OMSI's 5–Year Strategy defines the investment choices we will make and the associated outcomes we expect in our third 5–year plan toward achieving our 20–Year Vision. Annual roadmaps will detail specific milestones along our journey.

This third chapter in OSI's 20–Year Vision marks a pivotal moment. We're full speed ahead, with our focus set firmly on the most ambitious elements of our plan. Over the next five years, we will collaborate with partners to expand innovative programming and experiences in Portland and across the region.

## Central Graphic

The central graphic is a circle with the words “United by Curiosity” in the middle, encircled by OSI's values of Learning, Belonging, Stewardship, and Collaboration. Around the outside of OSI's values are the strategic priorities of the 2026–2030 plan.

## Reimagine Boundaries

This strategic priority includes the OSI District development, phase 1; the Waterfront Education Park; and programs across the region.

## Experience Innovation

This strategic priority includes museum experience, member experience, and outdoor camps experience.

## Built to Last

This strategic priority includes sustainable and future-ready facilities, Great Place to Work, and transformative giving and campaign.

## Knowledge Shaping tomorrow

This strategic priority includes enriched early childhood, youth, and adult programs; career discovery pathways; and expanded exhibit design/build services.

## Side Graphics

The graphics on the left and right of the central graphic explain OSI's Key Outcome Indicators.

## Engagement and Learning

The Key Outcome Indicators that advance Engagement and Learning include:

- Increase participants' STEAM identities and motivations through OSI experiences;
- Improve participants' science and technology understanding to make evidence-based decisions;
- And increase participant satisfaction with OSI experiences.

## Community Integration

The Key Outcome Indicators that advance Community Integration include:

- Expand our ecosystem of partnerships to better serve communities;
- Grow and diversify participation in OSI experiences;
- And create an inclusive STEAM-based destination district.

## People and Operations

The Key Outcome Indicators that advance People and Operations include:

- Increase staff satisfaction;
- And strategically grow and diversify revenue to support mission delivery.