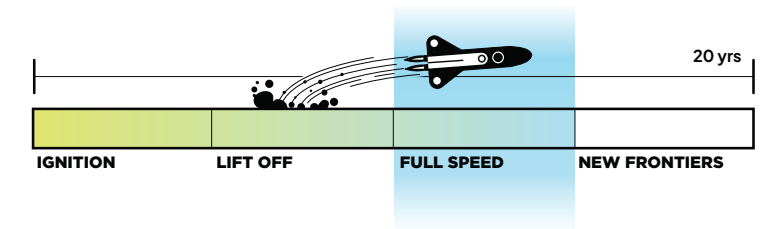


5-Year Strategy

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.

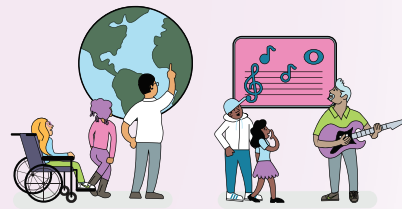


Outcomes



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



Our Values



Experience Innovation

Knowledge Shaping Tomorrow

Build to Last



Outcomes



Community Integration

Expand our ecosystem of partnerships to better serve communities



Grow and diversify participation in O MSI experiences

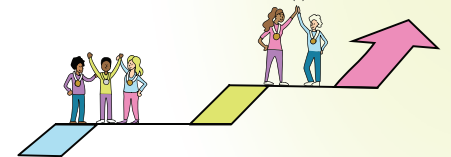


Create an inclusive STEAM-based destination district



People & Operations

Increase staff satisfaction



Strategically grow and diversify revenue to support mission delivery



OMSI 5–Year Strategy, 2026 – 2030

This document provides descriptive text for The Oregon Museum of Science and Industry's (OMSI's) graphical Strategy Map of 2026–2030 organizational strategic priorities and anticipated outcomes. The text in the graphical Strategy Map has the key information on priorities and outcomes. That text is complemented by roughly 24 icons and two OMSI logos . This document describes the entire strategy map in three sections, top, middle, and bottom. The majority of the content is in the middle section.

Top of document

In the top center of the document, text reads:

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 OMSI'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.

In the top left corner is a logo and an icon. The black logo says OMSI. To the right of the logo is a simple icon depicting a trail map as a piece of paper with a curvy path that connects two red dots.

In the top right corner, is a graphic illustrating that OMSI is in the third of four phases in the 20–year vision. This graphic consists of four rectangles side by side, representing the four phases of the 20 years. Spanning the top of the four rectangles is a line with the text "20 years." The left most rectangle is yellow green and has the word "Ignition" underneath; the second rectangle is blue green, with the word "Liftoff" underneath. The third rectangle is bluer with the words "Full Speed" underneath. The final rectangle is white with the words "New Frontiers" underneath. A rocket icon lifts–off from the second rectangle (indicated by exhaust from the rocket) and hovers above the third rectangle at full speed.

Middle of document, main content

In the middle section of the document, the main content area is organized in three parts, an Outcomes column on the left, a large Strategic Priorities graphic circle in the center, and an Outcomes column on the right. The circle of strategic priorities are the focus of this entire document, so those are described below first.

Strategic Priorities

This main contain area has a heading in a light blue rectangular banner with the words "Strategic Priorities" in black letters. Below the heading is a circular graphic containing a large outer circle describing OMSI's strategic priorities and a smaller inner circle depicting OMSI's values.

Outer Circle

The outer circle is divided into four segments to represent four strategic priority areas. The circle has a thick black border with the four strategic priorities in white text at the top, right, bottom, and left. Corresponding to each of the four strategic priorities is an interior section with three black captions and three icons that describe the detailed strands of work within each strategic priority. These four priorities and their corresponding detailed strands are described next.

The priority at the top of the circle is, "Reimagine Boundaries." The three detailed strands are OMSI District development, phase 1, Waterfront Education Park, and Programs across the region. The first caption in this section, "OMSI District development, phase 1," has an icon of buildings. The second caption, "Waterfront Education Park," has an icon of a blue fish over water. The third caption, "Programs across the region," has an icon of a green outline of Oregon, with science related symbols scattered across the state.

The priority at the right of the circle is, "Experience Innovation." The three detailed strands are Museum experience, Member experience, and Outdoor camps experience. The first caption in this section, "Museum experience," has an icon of stick figures standing in what looks like a museum. The second caption, "Member experience," has an icon of two blue stick figures standing in the intersection of two diagonally overlapping ovals. The third caption "Outdoor camps experience," has an icon of three children with diverse skin tones, hair color, and genders.

The priority at the bottom of the circle is, "Built to Last." The three detailed strands are Sustainable and future-ready facilities, Great Place to Work, and Transformative giving and campaign. The first caption in this section, "Sustainable and future-ready facilities," has an icon of buildings amongst leaves and trees. The second caption, "Great Place to Work," has an icon of three adults with diverse skin tones, hair color, and genders. The third caption, "Transformative giving and campaign," has an icon of three hands with diverse skin colors, each holding blue circles with dollar signs.

The priority at the left of the circle is, "Knowledge Shaping Tomorrow." The three detailed strands are Enriched early childhood, youth, and adult programs, Career discovery pathways, and Expanded exhibit design/build services. The first caption in this section, "Enriched early childhood, youth, and adult programs" has an icon of three females of different ages. The second caption, "Career discovery pathways," has three arrows pointing in different directions. The third caption, "Expanded exhibit design/build services," has an icon of two dinosaur silhouettes—a large pink dinosaur in the foreground and a smaller yellow dinosaur in the background.

Inner Circle

The inner circle has a thick black border with the words “Our Values” in white text. Within the black border is a white border, with four values written in black text: Belonging, Collaboration, Stewardship, and Learning. If the circle were the face of an analog clock, Belonging is positioned at 2 o’clock, Collaboration at 4 o’clock, Stewardship at 7 o’clock, and Learning at 10 o’clock.

Inside the white border is a circle with the text, United By Curiosity. Surrounding this text, still within the white border, is a collage of images representing curious, diverse people in action. The image at 2 o’clock in the circle is a small person looking through a telescope while a taller person points to planets in the sky. At 3 o’clock two people are building models of molecules with sticks and spheres. At 4 o’clock a tall person wearing a competition number around their neck, standing next to a globe, is raising their hand. At 5 o’clock a girl is welding and people are mopping the floor. At 6 o’clock a person is holding a tablet that is displaying a double helix and at 7 o’clock a group of three people are holding a large green light bulb with a lighting bolt in the center. At 9 o’clock a person is smiling and waving. At 10 o’clock a girl in a wheel chair is holding a pyramid in one hand. At 11 o’clock a person is looking through a magnifying glass at an object held in someone else’s hand, behind them is a dinosaur skeleton.

Outcomes Left

To the left of the strategic priorities is a column with the heading “Outcomes” written in white text inside a black rectangular banner. Below the Outcomes heading is a column with a light pink background that fades to white on the right and the bottom. At the top of this column, in black letters, is a heading for the outcome category, “Engagement & Learning.” There are four outcomes presented in this category, each described in smaller black text and illustrated with an icon.

The first outcome is “Increase participants’ STEAM identities and motivations through OMSI experiences.” The icon contains three people looking at a globe; one is in a wheelchair and two are standing, and three more people standing in front of a radio speaker; one is playing a guitar.

The second outcome, “Increase teacher and caregiver confidence in teaching STEAM topics and skills,” is illustrated with an icon of a woman of color in a white lab coat, sitting behind a purple desk with a test tube in her left raised hand. On top of the desk is a rack of beakers. Three students are sitting around the desk looking at her; two of the students are on stools and one is in a wheelchair.

The third outcome in this section is “Improve participants’ science and technology understanding to make evidence-based decisions.” This outcome is illustrated with an icon of a girl moving from observing (with a magnifying glass) to questioning (with question marks above her head) to researching (at a periodic table). The icon shows this with three images of the same girl doing each of these behaviors. Arrows between the images of the girl suggest she is going through the steps of a process.

The fourth outcome in this section is “Increase participant satisfaction with OMSI experiences.” This outcome is shown with an icon containing three hand drawn rectangular “snapshots” of happy people. The first snapshot has three people pointing up at four hand-drawn yellow stars. The second snapshot has a person in a blue shirt with yellow and white stripes, holding up a pink foam hand with the pointer finger up, indicating “number 1.” The third snapshot has a child with pigtails and a pink shirt standing in front of a person with a grey bun wearing a purple shirt and blue pants. Both have their hands raised and the child has a speech bubble over their head showing a smiley face emoji.

Outcomes Right

The right side of the strategic priorities circle is a black rectangular banner with the word “Outcomes” in white (identical to the banner above the left-hand column). Below the heading is a column with a light pink background that fades to white on the left and the bottom. At the top of this column is a heading in black text for the outcome category, “Community Integration.” There are three outcomes presented in this category of outcomes, each described in smaller black text and illustrated with an icon.

The first outcome is “Expand our ecosystem of partnerships to better serve communities.” The icon shows six grey boxes in a circular arrangement. Each box has a person stretching their arms outside of the grey box toward the center.

The second outcome for this heading, “Grow and diversify participation in OMSI experiences,” is illustrated using an icon that depicts many different people of different ages, ethnicities and abilities.

The third outcome under this heading is “Create an inclusive STEAM-based destination district.” This is illustrated with an icon showing people running in front of tree lined buildings, a bridge, and a fountain in the shape of a double helix.

Next is a heading for the outcome category, “People and Operations.” This category has two outcomes The first outcome is “Increase staff satisfaction.” The corresponding icon depicts a wide arrow pointing up toward the right. The arrow is created to resemble a path or sidewalk with different plateaus. On each of the plateaus are small groups of people giving each other high fives. The second outcome is “Strategically grow and diversify revenue to support mission delivery.” This is illustrated with three people standing on a horizontal line. Beneath the line are three arrows with dollar signs pointing up towards the people.

Footer of document

The footer of the document simply contains the OMSI logo in the lower left corner and OMSI contact information. omsi.edu, 504-797-4000, 1945 SE Water Avenue, Portland, Oregon, 97214