

SCIENCE FOR ALL:
**A STRATEGIC
PLAN** ◀

JANUARY 2025 TO JANUARY 2031





TELUS World of Science – Edmonton welcomes you to enjoy the spaces we steward on the lands of Treaty 6 and the Homeland of the Otipemisiwak Métis Government, that we recognize as the traditional and contemporary homes of the Nehiyawak, Niitsitapi, Nakota Sioux, Haudenosaunee, Saulteaux, Dene, Métis, and Inuit, among many others.

Through these lands, we are honoured to find ourselves in relationship with all beings; we acknowledge and respect that we are in relationship with all that exists here in and around amiskwaciywâskihikan (Beaver Hills House; Edmonton) and beyond. We are inspired to continue our mission to deepen our understanding of these connections through curiosity, discovery, and celebration, while in pursuit of continuous improvement of mutual respect and understanding.



Image: Lance Cardinal
amiskwaciywâskihikan, 2022

STRATEGIC ◀ FRAMEWORK

VISION

Our Vision Statement describes our future and what we are working to achieve.

We are the trusted hub of science engagement for all, pushing boundaries and igniting curiosity.

MISSION

Our Mission Statement expresses our purpose—what business we are in and who we serve.

We are a catalyst for lifelong learning, creating a community of curious minds through immersive experiences and connections with the wonders of science.



CORE VALUES

Our Core Values define how we achieve our mission—how we show up in our work and what the community can expect of us.

Leadership

We lead the science conversation in Northern Alberta by investing in staff growth, evaluating our work, and highlighting innovations in science. Every member of Team Purple is empowered to take the lead and use creative solutions to improve experiences for staff and guests.

Collaboration

Team Purple believes in the power of working together and leveraging our diverse talents to amplify impact. As a team, we value and respect the contributions of our colleagues. We support and encourage partnerships across organizations and sectors to further our mission.

TEAM PUR•PLE

/teem/PUR-pul/ proper noun

Team Purple is comprised of staff and volunteers as well as Board and Foundation Members of The Edmonton Space & Science Foundation.

Community

We are at the heart of our community, and we lead with our community in our hearts. We deliver fun, relevant, and engaging science experiences that meet the needs of our community. As a hub for science education across our province, we create connections and cultivate welcoming spaces where the voices of all community members are heard, and individuals see themselves represented in Team Purple and our programs. As a community leader, we share our passion and use our resources to invest in the future of our region and uplift our partners.

Transparency

We are authentic in the way we communicate with each other and community partners. We share information, share mistakes, and share victories to create learning moments that grow our organization and build trust. This culture of trust creates safe spaces where team members can be vulnerable and honest, furthering equal and open discussions.





Diversity

Our guests are diverse and so are we. We are committed to making our programs, services, and facilities accessible and meaningful for every member of our community. We build inclusive spaces and a culture of respect because our different perspectives, identities, abilities, and expressions are our strengths.

Fun

The secret ingredient that makes our science centre special is the emotional response we elicit from our guest. Happiness, excitement, passion – we cultivate this by having fun! We believe that fun is fundamental to making science learning positive, vibrant, and relatable. Members of Team Purple are leaders and we take pride in our work, but we don't take ourselves too seriously. We create the TELUS World of Science – Edmonton Experience by finding moments of joy and making time for fun.

STRATEGIC ◀ PRIORITIES

Our Strategic Priorities identify the change that will happen because of our work in the focused area of impact.

- **Science Engagement**

Communities are well-informed about science and technology, especially local knowledge and discoveries that impact them.

- **Spaces & Places**

Curious minds are connected with science at the Science Centre, on the land, digitally, and beyond.

- **Inclusive Experiences**

Everyone has access to exceptional, fun, and seamless science experiences.

- **Connected Communities**

Diverse perspectives shape our experiences and innovate our approaches.

- **Organizational Sustainability**

We balance our mission and financial sustainability to build a thriving organization.



A PLAN ◀ CATALYZED

by Community, Sustainability, and Accountability

The Edmonton Space & Science Foundation developed Science for All: 2025–2031 Strategic Plan over the course of one year and was inspired by the voices, input, and perspectives of Foundation and Board Members, staff, volunteers, guests, community members, and partners who have dedicated their time and support to the organization in countless ways.

This project brought together a diverse group, including our newest board members and employees, alongside the longest-serving members of Team Purple, fostering a rich blend of fresh perspectives and deep institutional knowledge. We heard from IMAX and Zeidler Dome fanatics, science experiment enthusiasts, inquisitive students, creative and curious members, and community near and far. We asked the opinions of those who have visited us once and those who come back several times a year. Through an inclusive and engaging process, the TELUS World of Science – Edmonton Strategic Plan has been shaped by the curious and innovative minds who make up the science centre's community.



For the last two years, the science centre recovered from the pandemic period and completed a decade-long capital renewal, while welcoming new leadership, and celebrating the 40th Anniversary. Now as the organization has begun writing new chapters in our story, the Science for All: 2025-2031 Strategic Plan will allow us to put our aspirations into action and enter an era of sustainable growth.

The Process: 2023 - 2024

- Project Kick-off to set intentions for the outcomes of our Strategic Plan
- Community engagement—interviews, small group discussions, and public survey
- Board and staff interviews
- Board and staff values survey
- Organizational Sustainability workshop
- Strategy Development session
- Financial Revenue and Relevance workshop
- Governance review
- Organizational Evaluation System development

Community Engagement

- 1,238 responses to our community survey sent to newsletter subscribers, annual members, educators, IMAX passholders, donors, foundation members, and alumni
- 30 individual interviews with Board members, staff, volunteers, and community members and partners
- 60 responses to our Board, staff, and volunteer values survey, confirming that our values continue to ring true for Team Purple
- 3 small group discussions composed of 17 individuals, including TELUS World of Science -Edmonton's Indigenous Initiatives Advisory Circle, Science and Education Committee, and the Edmonton Space and Science Foundation

1,345

ENGAGEMENT
TOUCHPOINTS

WHAT WE ◀ HEARD

Team Purple and the community are excited about what the future of TELUS World of Science – Edmonton could look like, and where we currently excel.

The findings from each of the project's engagement streams and the 1,345 engagement touchpoints were distilled into themes that directly informed the development of the renewed strategy and priorities to guide the TELUS World of Science – Edmonton in the coming years.



Strengths

What TELUS World of Science – Edmonton is doing well and what the community values most.

- Passionate and dedicated Team Purple.
- One-of-a-kind facility.
- Building and maintaining strong relationships.
- Creating memorable experiences.
- Featuring unique, dynamic, and hands-on science exhibits and activities.
- Being a place for play, curiosity, excitement, and learning.
- Creating avenues for accessing sciences and technology.
- Encouraging critical thinking and exploring ideas.

Opportunities

What areas TELUS World of Science-Edmonton can explore further.

- Prioritize exhibits and programs that highlight the science that is most relevant and meaningful to our community.
- Create spaces for sharing Indigenous cultures, Knowledge, and Ways of Knowing.
- Develop partnerships and community outreach.
- Leverage our spaces to amplify reach and impact.

Aspirations

What the TELUS World of Science – Edmonton team and community envisions for the future of the science centre.

- Continue innovative programs and immersive exhibits.
- Be a hub for community learning and connecting people with science.
- Be a trusted source for science education that is accessible for all.

Results

What success means for TELUS World of Science – Edmonton.

- Changing lives through science.
- Guests to the Science Centre having fun, educational, and memorable experiences.
- Being deeply embedded within the fabric of our community.
- A supportive working environment that balances our passion with employee well-being.
- Financial sustainability.

A VISION OF THE FUTURE: COMMUNITY SURVEY HIGHLIGHTS

In our community survey, we asked, “What is your vision for TELUS World of Science – Edmonton in the coming decades?” Responses included the following:

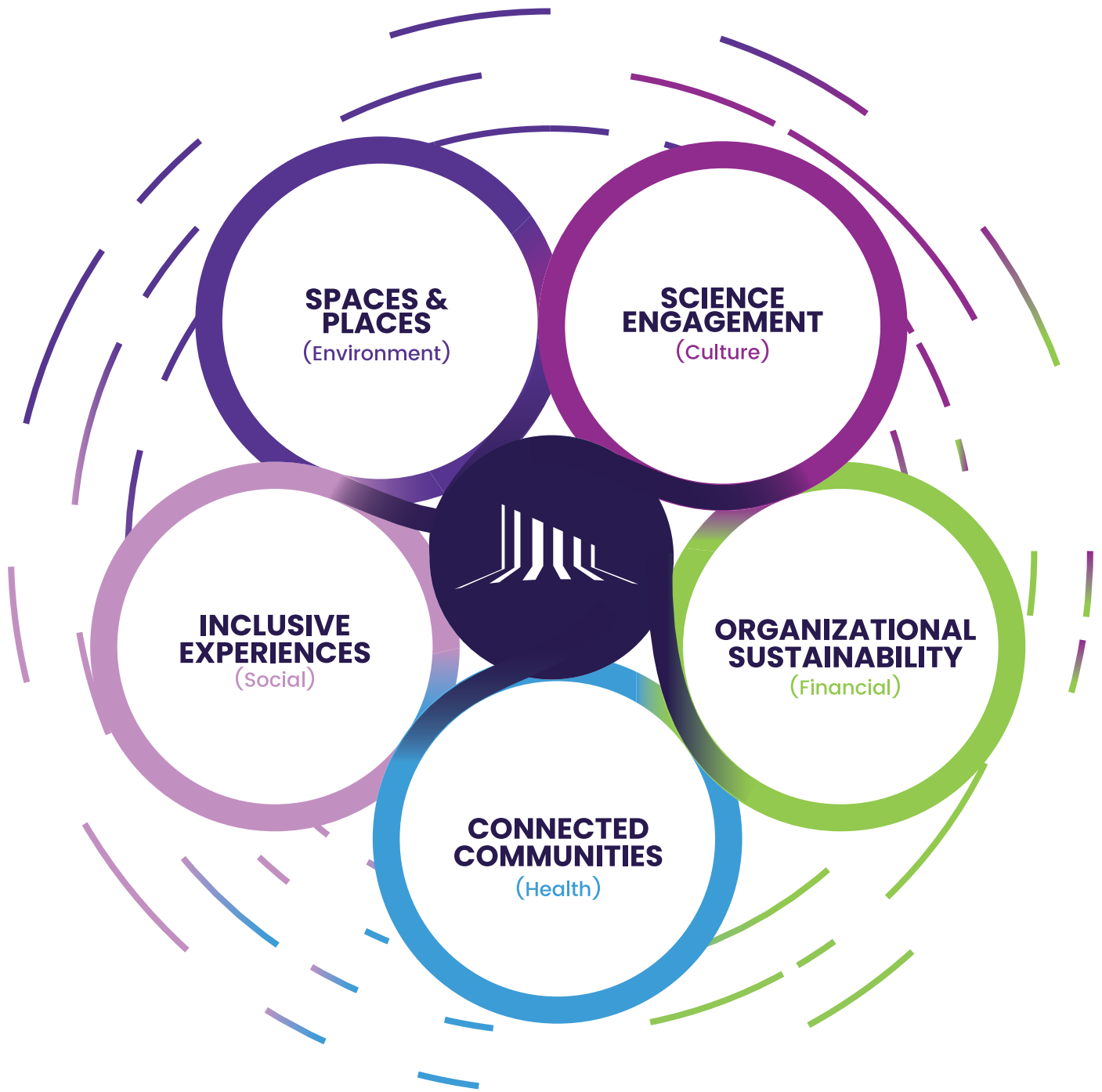
- “That it’s a great place to introduce kids to the wonders of science.”
- “Ignite curiosity about science and the world through experiences.”
- “To provoke individual curiosity and critical thinking.”
- “That it is a warm, welcoming, and inclusive space.”
- “To be a world class, hands-on, learning environment.”
- “Innovative and immersive programming and exhibits providing science and technology experiences unavailable elsewhere.”
- “A place where everyone feels welcome, energized, engaged, hopeful, awestruck.”
- “To be a leader in educating the public and developing a love of science for Edmonton and surrounding areas.”
- “A source of reliable science education and inspiration for young Albertans.”

SUSTAINABILITY ◀

Throughout the development of the Science for All: 2025–2031 Strategic Plan, defining what sustainability means for TELUS World of Science – Edmonton and what it means for our future success was at the core of the strategy development.

For TELUS World of Science – Edmonton, sustainability means finding a balance where the organization’s programs, events, and activities are relevant to the community and connected to our Mission but also leveraging opportunities for revenue generation to support that work. It means that as an organization, TELUS World of Science – Edmonton put plans in place to ensure that Team Purple has what it needs to be successful and that capacity is considered in all aspects of our operations. It means prioritizing resource management, identifying where funds are coming in, as well as the time, space, equipment, and materials used to conduct our activities. It means considering the environmental impact of the decisions TELUS World of Science – Edmonton makes, from the use of energy and water to the stewardship of the land on which our facilities are located. Sustainability also means intentionally integrating into our activities an understanding of larger societal and community issues that may impede, or support, not only the success of TELUS World of Science – Edmonton, but also the communities we serve.

With this in mind throughout our strategic planning, the 2025–2031 Strategic Plan priorities that we identified will support Team Purple in working strategically and sustainably to ensure that the TELUS World of Science – Edmonton is not only bringing in revenue to support our work and growth, but that we remain relevant to our communities.



The Strategic Priorities included as part of the TELUS World of Science – Edmonton Strategic Framework connect directly with the Five Facets of Organizational Sustainability: culture, health, environment, financial, and social, providing a holistic view of how the work of the organization is interconnected.

¹ Alberta Museums Association, Sustainability Working Group Final Report (Edmonton, AB: Alberta Museums Association, 2013).

COMMITMENT TO ACCOUNTABILITY ◀

To support the implementation of Science for All: 2025–2031 Strategic Plan, TELUS World of Science – Edmonton will monitor our progress towards the Strategic Priorities, while also ensuring alignment with our mission, vision, and values. We commit to regular reporting on progress, ensuring accountability to our Board and Foundation, as well as our community partners, funders, members, and the many guests who choose to engage with the Science Centre’s immersive experiences and programs.



Thank you to those who contributed to the development of this strategic plan

- Board and Foundation Members
- Staff and Volunteers
- Community Partners
- Science Centre Guests
- Hatlie Group

11211 142 Street NW
Edmonton, Alberta, Canada

1.780.451.3344
info@twose.ca
www.twose.ca



**Edmonton Space &
Science Foundation**

The Edmonton Space & Science Foundation is a registered charitable organization that operates TELUS World of Science – Edmonton.

