

PRESERVE | INSPIRE | EDUCATE

About Us





Kenneth Emery

Museum of Aviation

Aviation, including both the Air Force and the Museum of Aviation Foundation. While roles and responsibilities are divisible this plan is intended as a corporate document to guide decision-making and planning for

both entities

his strategic plan is an enterprise plan for the entirety of the Museum of

The Museum of Aviation opened its doors in November 1984 and has grown to become the second largest Air Force museum in the United States and the fourth most visited museum in the Department of Defense. The growth to this stature can be directly attributed to the strong partnership that exists between the USAF and the Museum of Aviation Foundation.



Jeffrey E. Brett President / CEO Museum of Aviation Foundation



Given the significance of the Museum of Aviation and its overall contributions to enhancing tourism in the state of Georgia and telling of the Air Force story, it is important to put forth a strong planning effort that ensures the continued growth and sustainability of this crown jewel.

Who We Are

MISSION

To inspire and educate by preserving the heritage of the United States Air Force and Georgia aviation through public engagement and a superior visitor experience.

To be the most visited aviation Museum in the Southeastern U.S.

PRIORITIES Preserve Inspire Educate

VALUE IS MEASURED BY THE EXPERIENCE OF THE VISITOR XX

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Museum of Aviation Foundation 4

Focal Points

PRESERVE

Identify, acquire, and maintain historically significant focal points of Air Force and Georgia aviation history.





Acquire Focal Point



Maintain Focal Point

GOALS

Define Museum focal points Metric: Identify focal points for preservation

Maintain exhibit standards Metric: Percentage of compliant exhibits

Enhance the historical significance of the collection *Metric: Number of historically significant focal points*

Define appropriate facilities for long term collection preservation Metric: Percent of artifacts in climate-controlled facilities

FOCAL POINT ARTIFACT, EVENT OR PERSON OF SIGNIFICANT HISTORICAL IMPORTANCE

INSPIRE

6. 60

EXIT RELEASE-PRE BUTTON-TURN HANDLE PULL OUT

Museum of Aviation Foundation 6

Experience





GOALS

Increase community involvement through events and tours Metric: Track number of events and attendance Create a superior experience Metric: Measure donations Metric: Measure feedback Recognized excellence by peer organizations Metric: Charity Navigator score >90

INSPIRE

Inspire all visitors, military and civilian, through a historical, educational, and patriotic experience.



Marathon Scott Memorial Golf Tournament Auction / Raffle National STEM Academy Benefit



Official Events Non-Official Events Heritage Series Family Aviation Day



Tell the focal point story through exhibits, technology and interactive exhibits.

Museum of Aviation Foundation 7

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EDUCATE

Nuseum of Aviation Foundation 8

Immerse



EDUCATE

Create an environment for life-long learners while providing a foundation for our future leaders and workforce. National STEM Academy (Structured)



Summary

MISSION

To inspire and educate by preserving the heritage of the United States Air Force and Georgia aviation through public engagement and a superior visitor experience.

VISION

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PRIORITIES

STRATEGIC TARGETS



Preserve

Identify, acquire, and maintain historically significant focal points of Air Force and Georgia aviation history

Inspire

Inspire all visitors, military and civilian, through a historical, educational, and patriotic experience.

Educate

Create an environment for life-long learners while providing a foundation for our future leaders and workforce.

GOALS

Define museum focal points Metric: Identify focal points for preservation

Maintain exhibit standards Metric: Percentage of compliant exhibits

Enhance the historical significance of the collection *Metric: Number of historically significant focal points*

Define appropriate facilities for long term collection preservation Metric: Percent of artifacts in climatecontrolled facilities

Increase community involvement through events and tours Metric: Track number of events and attendance Recognized excellence by peer organizations Metric: Charity Navigator score >90

Create a superior visitor experience Metric: Measure donations Metric: Measure feedback

Provide education continuum focusing on STEM, innovation and leadership for K-12 grade Metric: Track number of student participants

Provide educators with resources and training to enhance STEM and innovation standards *Metric: Track number of educator participants*





Learn more and follow our progress at MuseumofAviation.org

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/museumofaviation/MuseumofAviationRAFB