



Ignite your curiosity. ***Discover*** your story.



The Colorado Springs
Pioneers Museum will be
the source for igniting
curiosity and inspiring
discovery among all
residents and visitors.



Colorado Springs Pioneers Museum
Strategic Vision for 2023

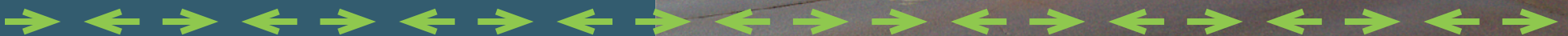


**Colorado Springs
Pioneers Museum**

Strategic Vision for 2023

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Our Story for Context

1896



1937



1941

The Colorado Springs Pioneers Museum has a rich history in the community dating back to 1896 when the El Paso County Pioneers' Association began collecting the artifacts and stories of the Pikes Peak region's earliest settlers

The City of Colorado Springs purchased the Knights of Columbus building at 25 West Kiowa street to provide the Museum its first permanent home.

In June of 1941, the Pioneers' Association transferred ownership of the collection to the City of Colorado Springs. Over the years, the museum outgrew this space.

1979



2010



2010-2011

The collection and exhibits moved to the historic 1903 El Paso County Courthouse, which had recently been saved from the wrecking ball so as to become the permanent home of the museum.

The Museum began its transition to becoming a public-private partnership with annual city appropriations, as well as robust nonprofit development efforts. The Museum revealed a strategy to create a more sustainable organization and a governing structure to support that goal.

The museum developed a new board of directors and achieved 501(c)(3) designation. These accomplishments put the museum on a path to transition from a wholly-owned City museum to a community institution working in partnership with the City of Colorado Springs. Momentum is building and it is time to define not just a sustainable future for the Museum, but one that is dynamic, relevant, vibrant, and durable.

Vision = Core Ideology + Envisioned Future



Truly great organizations understand the difference between what characteristics can and cannot change, and what is genuinely sacred and what is not. This rare ability to manage continuity and change – requiring a consciously practiced discipline – is closely linked to the ability to develop a vision. Vision provides guidance about what core must be preserved and what future to stimulate progress toward, but the term is often overused and misunderstood.

To provide clarity and rigor, we are using a conceptual framework to define a coherent vision for the Colorado Springs Pioneers Museum. A well-conceived vision consists of two major components: core ideology and envisioned future. Core ideology defines what we stand for and why we exist. The envisioned future is what we aspire to become, to achieve, to create – something that will require significant change and progress to attain.



The four quadrants of our Vision Framework.



OUR CORE PURPOSE

We exist to build a lasting connection to the Pikes Peak Region by preserving and sharing our cultural history.

OUR BIG GOAL

The Colorado Springs Pioneers Museum will be THE source for igniting curiosity and inspiring discovery among every resident and visitor.

OUR CORE VALUES

Storytelling
Authenticity
Stewardship
Respect

OUR VIVID DESCRIPTION

By 2023, CSPM will be brimming with activity, excitement, and energy. We will become renowned for the effective ways we use our building, the ever-expanding collection, our programs, and grounds to engage people in our region time after time. We are more than a building. Hundreds of thousands of people will connect with the Museum and all it has to offer in innumerable compelling ways to discover the past, make sense of the present and shape the region's future. Within 10 years, the Museum will have sparked a new era of community pride and citizen engagement. History will be impossible to ignore. Our Museum will be viewed as an essential taproot for students, educators, scholars and civic leaders.



Our **Core Purpose** is our Mission.

We exist to build a lasting connection to the Pikes Peak region by preserving and sharing our cultural history.



CORE PURPOSE
CORE VALUES



CORE IDEOLOGY



VISION



ENVISIONED FUTURE



BIG GOAL
VIVID DESCRIPTION

Our **Core Purpose** is our Mission.

Who we serve:

RESIDENTS AND VISITORS
EDUCATORS
STUDENTS
SCHOLARS

How we meet our Mission:

LEARNING & EDUCATION

School Programs, Tours, Visitor Services

COLLECTIONS & RESEARCH

Archives, Artifacts

CONNECTION & DISCOVERY

Exhibits, Building, Grounds curation



CORE PURPOSE
CORE VALUES



CORE IDEOLOGY



VISION



ENVISIONED FUTURE



BIG GOAL
VIVID DESCRIPTION

We have four **Core Values**. They are what we believe and how we behave.

The American Alliance of Museums has established a set of standards for performance and best practices to nurture excellence. The Colorado Springs Pioneers Museum includes these standards as part of our values framework.

www.aam-us.org

Storytelling

We are, at our foundation, community storytellers. We help people make sense of the past to inform the present and shape the future. Building knowledge and fostering inquiry that helps everyone become storytellers in their own right.

Stewardship

Integrity guides every decision we make about how we utilize our resources. We take our responsibility to nurture the public trust and goodwill as essential to who we are. We care deeply about our artifacts and the stories, characters, and lesson they reveal.



Authenticity

We embrace our history in a way that is genuine and true to our roots. We are admirably sensible, realistic, and unpretentious. Embracing and expressing unembellished and unfiltered and impeccable scholarship.

Respect

We believe that our community is enriched and enlivened by multiple perspectives and viewpoints. Our ability to “walk-in-the-shoes” of others helps to build understanding, create meaningful connections, honor everyone’s unique contribution, and foster empathy.

CORE PURPOSE
CORE VALUES → CORE IDEOLOGY → VISION ← ENVISIONED FUTURE ← BIG GOAL
VIVID DESCRIPTION

The Museum's **Envisioned Future** is comprised of the big goal and the vivid description. Together, these components define a future desired state that will stimulate change and progress. This is not about writing the “mission statement.” This is about going on a mission!

The Big Goal:

The Colorado Springs Pioneers Museum will be the source for igniting curiosity and inspiring discovery among all residents and visitors.



CORE PURPOSE
CORE VALUES → CORE IDEOLOGY → VISION ← ENVISIONED FUTURE ← **BIG GOAL**
VIVID DESCRIPTION

A clear and **Vivid Description** of the Museum's Big Goal:



By 2023, the Colorado Springs Pioneers Museum will be brimming with activity, excitement, and energy. We will be renowned for the effective ways we use our building, the ever-expanding collection, our programs, and the museum grounds to engage people in our region time after time. We are more than a building. Hundreds of thousands of people will connect with the Museum and all it has to offer in innumerable compelling ways to discover the past, make sense of the present, and shape the region's future. Within 10 years, the Museum will have sparked a new era of community pride and citizen engagement. History will be impossible to ignore. Our Museum will be viewed as an essential taproot for students, educators, scholars, and civic leaders.



CORE PURPOSE
CORE VALUES → CORE IDEOLOGY → VISION ← ENVISIONED FUTURE ← BIG GOAL
VIVID DESCRIPTION

Our **Strategy** describes how the Colorado Springs Pioneers Museum will succeed and defines the fundamental guideposts we will use for decision-making.

- Client Experience
- Financial Strength
- Brand

These strategic anchors will serve as the fundamental guideposts for our work over the next three to five years. As we see it, our success is dependent on these three criteria. Every decision we make going forward will be evaluated in light of and informed by these anchors. We recognize that the collection of intentional decisions we make will give the Colorado Springs Pioneers Museum the best chance to thrive and will differentiate our work from similar institutions across the country. We recognize that these anchors will change whenever there is a significant shift in the conditions that inform our work. Finally, we are ready to embrace the discipline of using these anchors not simply to guide decisions on what to do, but also what not to do.

CORE PURPOSE
CORE VALUES → CORE IDEOLOGY → **VISION** ← ENVISIONED FUTURE ← BIG GOAL
VIVID DESCRIPTION

Strategic Anchors



We will differentiate ourselves by:

Focusing on the client experience and striving to make it exemplary.

Pursuing projects and opportunities that contribute to our financial strength and well-being.

Strengthening our image and reputation so that we are an influencer brand for the region.

CORE PURPOSE
CORE VALUES → CORE IDEOLOGY → **VISION** ← ENVISIONED FUTURE ← BIG GOAL
VIVID DESCRIPTION

Our Near-Term Goals: What's Most Important over the Next Five Years? The breadth and relevance of each priority allows Colorado Springs Pioneers Museum room to develop or refine specific programmatic initiatives as needed.

Our People:

We will focus on strengthening our staff and volunteers.

Our Place:

We will leverage the gem that is our building and grounds.

Our Programs:

We will innovate ways in which we tell our story, both inside the facility and beyond our walls.

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Ignite your curiosity. ***Discover*** your story.

