The New Bedford Whaling Museum ignites learning through explorations of art, history, science, and culture, rooted in the stories of people, the region, and an international seaport.

**WELCOME**

Visits to the museum are engaging, rewarding, accessible, comfortable and fun for all

- Create a space and feeling that actively invites all visitors to participate in a dynamic, customized and engaging experience.
- Represent our community and express that through a commitment to Diversity, Equity, Accessibility and Inclusion (DEAI).
- Position the museum widely with an identity that is clear and compelling.
- Increase family engagement with programs and spaces designed to meet interests and needs.

**ENGAGE**

Stimulate audiences, mobilize community conversations and create meaningful connections to the museum and its content.

- Create inclusive, accessible, and exciting opportunities and programs for all audiences and our community.
- Design unparalleled exhibitions, education and programs for all to broaden our reach in art, history, science and culture.
- Increase platform related to environmental stewardship and other critical issues.
- Expand digital engagement.

**STEWARD**

Collections are expertly cared for, safeguarded for future and shared widely with audiences to inspire deeper learning.

- Enrich and diversify public understanding of our stories through scholarship and research.
- Assess our Narratives, History, and Collections through lens of DEAI.
- Develop our collections and ensure high standards of stewardship.
- Increase and enhance access to collections.

**THRIVE**

The museum has the facilities, resources and visibility to grow and implement this plan.

- Grow the capacity and diversity of the team: staff, volunteers and board.
- Sustain a governance model that supports the work of the museum.
- Grow sound fiscal health.
- Increase financial supporters and partners.
- Grow Reputation.