



International Planetarium Society Vision 2020 Strategic Plan

Rationale and Approach

The International Planetarium Society (IPS) is the global association of planetarium professionals. Its nearly 700 members come from more than 35 countries and represent schools, colleges and universities, museums, and public facilities of all sizes including both fixed and portable planetariums. To meet future challenges, the IPS Officers and Council met in August, 2013 and adopted a “**Vision 2020** initiative” - a bold, far reaching strategic planning initiative designed to foster fresh ideas and encourage serious discussion about how we might reshape IPS for continued growth and relevancy.

Vision 2020 will become the strategic document that will guide IPS in the decade ahead. To be effective, the planning process must be inclusive, providing opportunities for input and feedback for all IPS members, including individuals and institutions. It must consider the perspectives of all types of planetariums (stand-alones, portables, and those in museums, science centers, schools, and universities), as well as vendors and external partners. **Vision 2020** must anticipate what will be different over the next ten years and answer the question: How can IPS better serve and support its members as they work to accomplish their missions?

Vision 2020 will be created by focusing on how best to

1. improve and increase **professional development** efforts that are based on research and best practices (e.g. summer schools, KAVLI Institute);
2. strengthen ties with the **professional scientific community in the field of astronomy and other space sciences** (e.g. ESO, NASA, ESA, NAOJ) to bring current research and discoveries to our audiences through immersive data visualization on our domes;
3. expand **international collaborations** in recognition of the more global nature of our society and increase media attention to foster **enhanced financial support**;

4. gain **greater recognition** for IPS members' efforts and results, especially as related to STEM or STEAM education; and
5. provide support and leadership in **transitioning to next-generation planetarium** design, technologies and content development.

The process of creating **Vision 2020** must engage our younger members, who have unique perspectives and enthusiasm, as well as tap into the deep experience pool of our longer-term members. We must review and update the IPS Mission, By-laws and Procedures; the format and effectiveness of Council meetings; conference guidelines and best practices; standing committees; awards; and other aspects of the services that IPS provides to its community.

Vision 2020 will provide IPS with the opportunity to grow and better support its membership in every region around the world.

Format

Vision 2020 will use a format that many organizations have found helpful to clearly articulate plans and then assess progress towards their shared vision. Existing **IPS Mission, Vision, and Values Statements** will be updated to reflect changes that have occurred since they were developed and that are anticipated to occur in the decade ahead.

The **Mission** will state why IPS exists and what it does. The **Vision** will clearly articulate what IPS aspires to become in the next ten years. The **Values** will be a set of beliefs that are shared among the members of IPS. **Values** will drive the culture of IPS, help shape priorities, and provide a framework in which decisions are made.

To support these three fundamental statements, goals will be developed to guide the work of IPS in the decade ahead. A goal is a broad aim toward which IPS efforts will be directed over a ten-year period. It states where IPS is going, rather than how we will get there.

To achieve each goal, a set of objectives will be formulated. An objective is a specific and measurable milestone that must be accomplished in order to reach a goal. Progress towards accomplishing objectives can be readily measured over the course of one or two years.

As **Vision 2020** evolves, strategies will be implemented for accomplishing each objective. A strategy is a plan of action that states how IPS will accomplish each objective.

Methods and Steps for creating Vision 2020

Suggestions and input from the IPS community will be welcomed and encouraged throughout the planning process, seeking the perspectives of university theaters, large stand-alone theaters, planetariums that are part of science centers or museums, portable domes, school theaters, the international community, external partners, vendors, potential new members, and the fulldome evolution that is now encompassing other sciences, arts and culture. To facilitate input and to guide the planning process, several steps are envisioned.

1. Establish a **Vision 2020 Planning Team**: The IPS Officers, with input from Council, will identify and appoint a **Planning Team** of five persons; each one assigned the lead in formulation of one of the six goal statement above. Members of this Team will:
 - facilitate and coordinate input from and communications among all stakeholders throughout the planning process
 - review and analyze input and feedback from member's surveys, vendors, external partners, committee chairs, Council members, and officers
 - review existing documents and results of previous surveys
 - examine documents from other similar organizations
 - assist in leading a S.W.O.T. analysis
 - draft the documents necessary in creating all components of the **Vision 2020** document

The **Planning Team** will do much of its work using the internet, will meet periodically via Skype, will organize and lead a planning workshop aligned with the 2015 Council meeting, and will make a final presentation of **Vision 2020** at the 2016 Conference with implementation expected early 2017. The **Planning Team** will report to the IPS Officers, and will be chaired by Jon Elvert. In selecting members of the **Planning Team**, consideration will be given to individuals who are willing to commit to the time and effort required to accomplish the specified tasks, and who represent many of the diverse perspectives listed in the opening paragraph of this section. See attachment for list of both Planning Team and Advisory Group members.

2. Assemble an **Advisory Group**: The Officers will recruit advisors to provide historical and focused perspectives on important topics that emerge in the preparations of **Vision 2020**. This group will serve in an advisory capacity, not in a policy-making role. It will conduct its work via the internet and during targeted Skype sessions, and will not be

expected to participate in regularly-scheduled or on-going meetings. Advisors may be drawn from IPS past-presidents, external partners, and individuals with specialized knowledge and experience.

3. Conduct a survey of members and non-members: After reviewing existing survey results, the Planning Team will formulate a new survey specifically designed to gather input for **Vision 2020** that will be sent to all members. This survey will be part of an analysis of Strengths, Weaknesses, Opportunities and Threats (a SWOT analysis).

4. Activate Council members: Council members, along with the Officers and the committee

Chairs are key to facilitating and gathering useful information to formulate the essential components of **Vision 2020**. Council members will actively engage other IPS members in the planning process through Affiliates and standing committees. They will be responsible for reviewing and commenting in a timely manner on draft documents prepared by the Planning Team. The Planning Team will develop effective means of communication to enable Council members and other key individuals to be actively involved, and to keep them informed as plan details develop. Communications may include a chat-line, blog, and/or designated sections of the IPS website.

5. Inform and engage Affiliates: A descriptive document and/or short video about the **Vision2020** process will be produced to aid Council members in informing and engaging Affiliate members about the planning process.
6. Conduct a Planning Workshop: The workshop will align with the 2015 Council meeting, during which the **Vision 2020** Planning Team, Officers and Council members will participate. Web streaming to other key stakeholders not in attendance could be arranged.

For current **Vision 2020** Timeline, budget and list of Planning Team & Advisory Group members: See separate documents (attachments).

Respectfully submitted, Dec.15th, 2014

Jon W. Elvert, Chair, IPS Vision 2020 Initiative
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Joanne Young, IPS President-Elect, Lee Ann Hennig, IPS Executive Secretary,
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