

Vision 2020 Goals
Ruth Coalson
Version 2
11th June 2015

Shared Values

The International Planetarium Society is the global association of planetarium professionals. Its nearly 700 members come from 35 countries around the world. They represent schools, colleges and universities, museums, and public facilities of all sizes including both fixed and portable planetariums. The primary goal of the Society is to encourage the sharing of ideas among its members through conferences, publications, and networking. By sharing their insights and creative work, IPS members become better planetarians.

IPS membership is open to anyone interested in planetariums. Members include directors, teachers, technicians, writers, artists, media specialists, presenters, vendors, scientists, students, and sponsors and friends of the planetarium dome and its starry sky.

More than 20 regional and national planetarium associations from around the world are affiliated with IPS. Representatives from those affiliates, together with the elected officers, make up the Executive Council, the ruling body of the organization. IPS was founded in 1970.

Source

IPS website

http://www.ips-planetarium.org/?page=about_us#benefits

Missions

IPS offers a variety of resources, professional development opportunities, and networking/partnership opportunities to create stronger planetariums around the world. IPS encourages the teaching of astronomy and science education in any domed environment using a wealth of tools and technology.

Source

Karrie Berglund -IPS Vision 2020, Mission-Vision-Value Statement Ideas document.

My Vision 2020 Goal Assignment

To expand international collaborations in recognition of the more global nature of our society and increase media attention to foster enhanced financial support. Essentially, the objective of this goal is to recommend to IPS how it might connect more effectively with other international organizations.

STRATEGIES

1. Evaluate current membership locations worldwide and strategically target new markets to increase local membership.

Tactics

- Identify target markets and develop a business plan for each.
- Consider setting up IPS chapters in other markets, to be managed locally.
- Utilize and empower current IPS affiliates to help expand awareness in their countries.
- Hire staff to enhance international trading and manage and develop new promotional material for foreign markets, possibly to include multiple language versions.
- Make the membership resources more attractive to prospective new members in other countries / cultures.

Accountability / Measurement

Over time, growth should be seen in new foreign markets and increased membership and brand awareness.

2. Create partnerships with other relevant international organizations to help raise awareness of IPS.

Tactics

- IPS already has affiliate organisations and representatives in many worldwide markets; we should use these in-market representatives to foster new partnerships (how?).
<http://www.ips-planetarium.org/?page=affiliates>
- Network and possibly exhibit with other groups and planetarium organisations to draw new members to IPS, such as: ECSITE, ASDC, WAC, ASTC, IMERSA, IMPF (South Korea) trade organisations and trade shows such as BRNO Fulldome Festival, Fiske, GSCA (Giant Screen cinema Association) IFF, Esphino, Imiloa etc.
- Partner and possibly advertise membership benefits through banner ads via Fddb (Fulldome database) <http://www.fddb.org/> and others.

Accountability / Measurement

Membership growth will be the best measurement with new members being asked where they heard about us to assist us in measuring the effectiveness of each recommendation.

3. Raise awareness of IPS by increasing presence at other international conferences.

Tactics

- Conduct market research from current data to strategically identify International events that currently have a low membership base or that IPS are not aware of. Identify an IPS representative to attend targeted identified countries' conferences, such as ASDC in the UK and ASTC in the US.
<http://sciencecentres.org.uk/>
<http://www.astc.org/>
- IPS to have a table in the vendor area at regional conferences for awareness to increase membership base.
- Long term strategy -consider hosting smaller regional conferences or partnering with other existing groups. Some large trade organisations have one annual conference in the US and one in Europe (IAAPA / EAS). Lunar & Planetary Science Conference <http://www.hou.usra.edu/meetings/lpsc2015/>
- IPS could have some marketing materials produced such as button badges, pens, and key-rings to increase awareness and create an inclusive feel among members.

Accountability / Measurement

Measure growth in countries and membership numbers, before and after attending and marketing at new events.

4. Evaluate forming new partnerships with hardware vendors.

Tactics

- Create partnerships with hardware vendors to encourage outreach and increased awareness. The hardware vendors are always the first to know about any new planetariums being planned. For those who supply either online PDF brochures or hard copies at events, IPS could advertise on their websites or in their brochures in exchange for membership or reciprocal advertising.

Suggestions on some of the hardware vendors we could partner with:

- E & S , Spitz, Sky-Skan, Sciss, Konica Minolta, AV Imagineering, ASE (Middle East) Canadian Telescopes, Electrosonic, Holovis, Carl Zeiss (Worldwide offices) Libra Corporations (Japan) Lochness, Nowatron (Czech Republic) EnterIdeas LLC (Russia) E Planetarium, Digitalis, Fulldome Pro to name a few.
- We could advertise or have a dome sting and present at regional conferences.

Accountability / Measurement

Results should be seen in new contacts and enquiries.

5. Build and nurture relationships with relevant media and press worldwide.

Tactics

- Utilise Martin Ratcliffe and Carolyn Collins Petersen services as they both attend the American Astronomical Society meetings on press passes. Martin writes a monthly article for Astronomy magazine, and Carolyn's a freelance writer and blogger.
- Compile a database of relevant press magazines, press and contact on a regular basis with news-worthy articles on any key areas within IPS.
- Submit articles all written by IPS members, content suggestions:

New Technologies
STEAM and schools
Storytelling in the dome
New planetariums
IPS growth and vision 2020

Examples: Astronomy News and Online Magazines

- Sky at Night Magazine
- <http://www.skyatnightmagazine.com/astronomy-news>
- Sky and Telescope
- <http://www.skyandtelescope.com/sky-and-telescope-magazine/beyond-the-printed-page/voices-from-educational-planetariums/>
- [Air & Space Magazine](#) - The magazine of the [Smithsonian Air and Space museum](#).
- [Amateur Astronomy Magazine](#) - Written by amateur astronomers for amateur astronomers for 13 years.
- [AmSky](#) - A new online (free) astronomy magazine.
- [Astronomer, The](#) - An online astronomy magazine from the UK.
- [Astronomy](#) - Includes the photo of the week, astro. news, etc.
- [Astronomy Briefly](#) - Astronomy news, events, etc., in an entertaining fashion.
- [Astronomy Digest](#) - News throughout the internet, updated weekly. Free!!
- [Astronomy and the Media](#) - Current hot topics in astronomy.
- [CNN News, Science, Technology, Space](#) - The latest news reports about space stuff.
- [JPL News Flashes](#) - News from NASA's Jet Propulsion Laboratory.
- [MeteoriteTimes Magazine](#) - An on-line magazine for the enjoyment, education and preservation of meteorites, tektites, and impact structures.
- [NASA Science](#) - Science - for the benefit of all humankind.
- [Sky News Magazine](#) - The Canadian magazine of astronomy and stargazing.
- [Sky & Telescope](#) - Sky and Telescope Magazine, lots of astronomy-related info.
- [Space.com](#) - Space, astronomy, entertainment, games and sci-fi.
- [ScienceDaily](#) - Get the latest science info here.
- [SpaceWeather.com](#) - Science news and info about the Sun-Earth environment.
- [StarDate](#) - Detailed skywatching info, in-depth features, the latest astronomy news and more.
- [The Universe Today](#) - Space news from around the Internet - updated every weekday.

Accountability / Measurement

Collect press mentions / stories and articles, monitor mentions via Google Analytics and social monitoring services. Reporters interviewing IPS personnel to produce feature articles.

6. Invite renowned international speakers to our conferences.

Tactics

- Approach influencers in key areas to speak at our IPS conferences. Some suggestions:
- Tim Slater
Kavli Institute of Cosmological Physics (Randy Landsberg et al)
Brian Cox
Neil deGrasse Tyson - Director Hayden Planetarium at the Museum of Natural History, New York City.
Jacqueline Hewitt
Martin Rees- Astronomer Royal of Britain
Brian Greene – Superstar String Player
Elon musk
Steve Squyres
Jerry Nelson
R. Jay GaBany
Chryssa Kouveliotou
Louis Allamandola
Andrea Ghez
John Mather
Geoff Marcy
Liu Yang
Jill Tarter
Michael Brown
Avi Loeb
Sara Seager
K. Radhakrishnan
Alan Guth
Carolyn Porco
Adam Riess

http://www.amesteam.arc.nasa.gov/NewsArticles/TIME_Space_Allamandola_25MostInfluentialPeopleinSpace.pdf
- IPS members should also speak at other events to spread expertise and awareness, build the brand to be the font of all knowledge and the place to go.

Accountability / Measurement

Speaker bookings would be the measurement of success.

7. Develop web-based systems that leverage online content platforms and increase the value of being a member of IPS.

Updating the website for more local content /resources and adding new features and expertise in one place will build the brand and reposition IPS as the place for everyone related in some aspect to the planetarium market to be part of their organisations.

Tactics

- Update and/or rebrand the website to present an updated look and feel and re-launch IPS as an industry leader.
- Attract paid advertisers on IPS website, to help fund development and improvements on the website.
- Target different countries on a monthly basis. Get people to write blog posts on what is new in their particular market (this can be translated). This will help share information on common issues and challenges members face. This will make the members feel like IPS belongs to them and this will encourage more use and interaction on the website.
- Find known influencers and writers and ask for them to be guest bloggers that are experts in their fields to supply articles. This will be informative and a real draw to encourage use of the IPS website.
- Share podcasts and presentations from previous IPS conference online such as via YouTube and Vimeo.
- Use social media to expand and reach new markets to significantly increase the membership base. Create online communities using Linked in groups, Facebook and Twitter. Ensure all social medial links are on the main IPS home page and home page.
- Create an e-mail marketing program or newsletter, segmented by location.

Accountability / Measurement

Use Google Analytics to generate reports on website visitor locations and the impact of new social media initiatives for IPS.

Social Media monitoring and listening.

Number of email subscriptions.

8. Research how other International trade organisations operate successfully on a global scale.

Tactics

Evaluate working with the following organisations to foster growth:

<http://www.fita.org/>

<https://www.wto.org/>

http://en.m.wikipedia.org/wiki/Category:International_scientific_organizations

The Planetary Society

<http://planetary.org/>

This website is a very clear and concise, user friendly website with lots of attractive membership features. Social media and sign ups appear on most pages. The navigation is straightforward and it really feels like it is focused at the members rather than the organisation. There are lots of resources for members, interesting guest blogs and many opportunities to contribute, volunteer and donate. They have an online shop and also associate travel. I really like the “Share your Story” page.

<http://www.zazzle.com/planetarysociety>

<http://www.planetary.org/get-involved/travel/>

The Meteoritical Society

<http://www.meteoriticalsociety.org/>

The Meteoritical Society is a non-profit scholarly organization founded in 1933 to promote research and education in planetary science with emphasis on studies of meteorites and other extraterrestrial materials, including samples from space missions, that further our understanding of the origin and history of the solar system.

The membership of the society boasts over 1000 scientists and amateur enthusiasts from over 40 countries who are interested in a wide range of planetary science. Members' interests include meteorites, cosmic dust, asteroids and comets, natural satellites, planets, impacts, and the origins of the Solar System.

Their website is very dated without any references to social media, it is easy to navigate but not exciting or inspiring and it is very copy heavy. They do have an international membership reach in over 40 countries and no language versions online.

IAAPA

<http://www.iaapa.org/>

Founded in 1918, the International Association of Amusement Parks and Attractions (IAAPA) is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents more than 4,500 facility, supplier, and individual members from more than 97 countries.

The website is in 10 language versions with clear navigation and obviously well maintained and updated for all its members. It has clear social media icons, a mobile phone app for expos and call to actions on most pages. It has a simple mission statement that is prevalent for members to see. It allows advertising and also has an ecommerce section for related books and papers.

Membership has 4 different categories and prices vary as follows:

Attraction membership

Small Attraction - Under 1 Million

\$635 for North American, Latin America, Asia Pacific, and Africa

525€ for Europe

Large Attraction - Over 1 Million

\$2,230 for North America, Latin America, Asia Pacific, and Africa

1,795€ for Europe

Manufacturer/ supplier/ consultant

\$510 for North American, Latin America, Asia Pacific, and Africa

453€ for Europe

Individual

\$480 for North American, Latin America, Asia Pacific, and Africa

395€ for Europe

Student

\$50 for North American, Latin America, Asia Pacific, and Africa

€50 for Europe

The membership pricing is high but what they give is high, this is a very different market but interesting as a measurement and to see how they differentiate their membership categories.

They have a fabulous online brochure PDF highlighting the membership benefits and it is a strong informative offering:

<http://www.iaapa.org/docs/default-source/membership/2015-membership-brochure.pdf?sfvrsn=0>

IAAPA has a really well thought out, industry relevant professional achievement certification:

<http://www.iaapa.org/events-education/education/iaapa-certification>

Diversity

Its membership base is as diverse as IPS and on their home page they have icons clearly defining each individual member category.

International annual conferences

IAPPA has several expos under their umbrella; their main one is always in Orlando every November and they annually have one for the European market (EAS) and one for the Asian market (Asian attractions Expo).

<http://www.iaapa.org/expos>

This really is a highly maintained leader in the trade membership market and a fabulous website to base our own aspirations and offerings on, we can use as a benchmark.

INFORMATION REQUIRED FROM IPS TO HELP WITH THIS GOAL:

- Information needed on current membership and stats. Data required to see what has happened with membership numbers historically and to date. Membership retention figure would help to give a clearer picture.
- Data required on where the members currently reside, do we have figures and data to enable a strategic approach to increase awareness?
- How do you currently contact your members, is database used to reach members on a regular basis or do you use just dome L?
- Is everyone who attends the IPS conference a member? If not are they encouraged to join and incentivized. (For example, IAAPA offers a reduction if you join against the conference registration fee.)