

NAMES Conference 2018

Sustaining science centres past, present and future

The Children's Museum Jordan

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Inside Our Exhibit Hall

187
interactive exhibits



Secret Garden

Art Studio

Tinker Lab

Library



Our visitors in 2017

299,020

Subsidized and free access

150,973

Schools and groups
71,663

Families
79,310



Regular admissions

148,047

Schools and groups
52,262

Families
90,817

Birthdays and facilities rentals
4,968



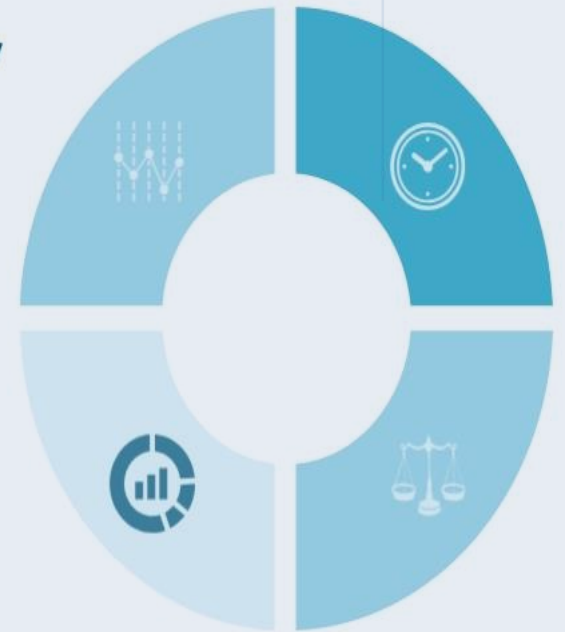
A story and a piece of advice

The Children's Museum Jordan - established in 2007

A registered NGO reporting to a Board of Directors

A story of evolution and adaptability

Why we should all have a plan B



2009



The Financial Crisis hits Jordan

An aid-dependent country ultimately gets hit by the ripple effect

The Arab Spring

Tunisia, Egypt and Syria...Jordan follows



2011 - 2012



Government is overthrown

The new Government makes major cuts in budget

The Private Sector responds

CSR budgets are slashed



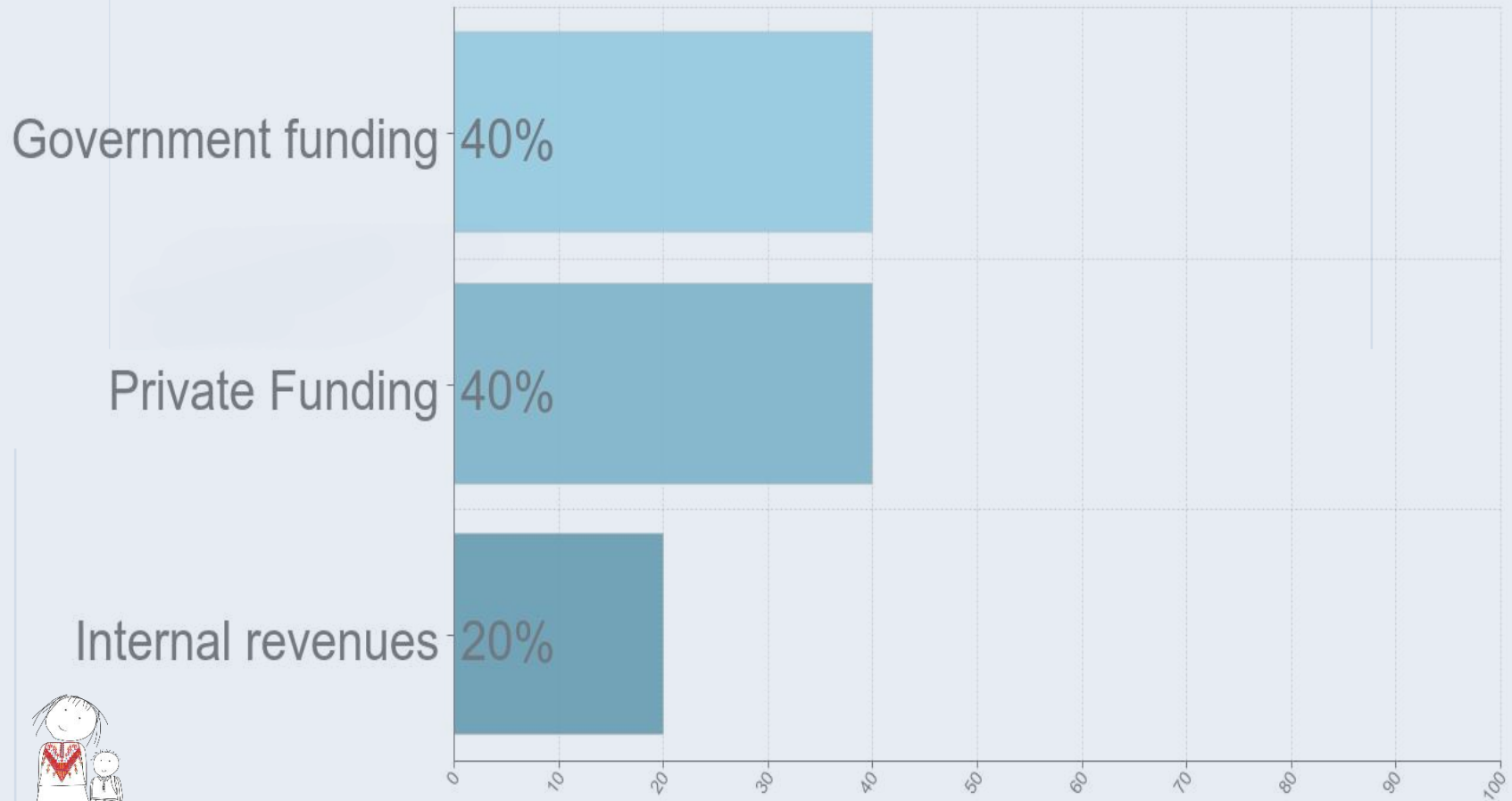
2012 - 2013

NGOs receive their first hit

The Children's Museum Jordan - donors don't see much value in informal learning



Revenue Streams in 2011



A 7-year process



We power our building

Solar Power cuts
electricity costs

Improved operations

In-house content
& exhibits'
design &
fabrications

Attraction

Appeal to more
and diversified
visitors

Revenue Streams

Diversified
income streams &
improved internal
revenues

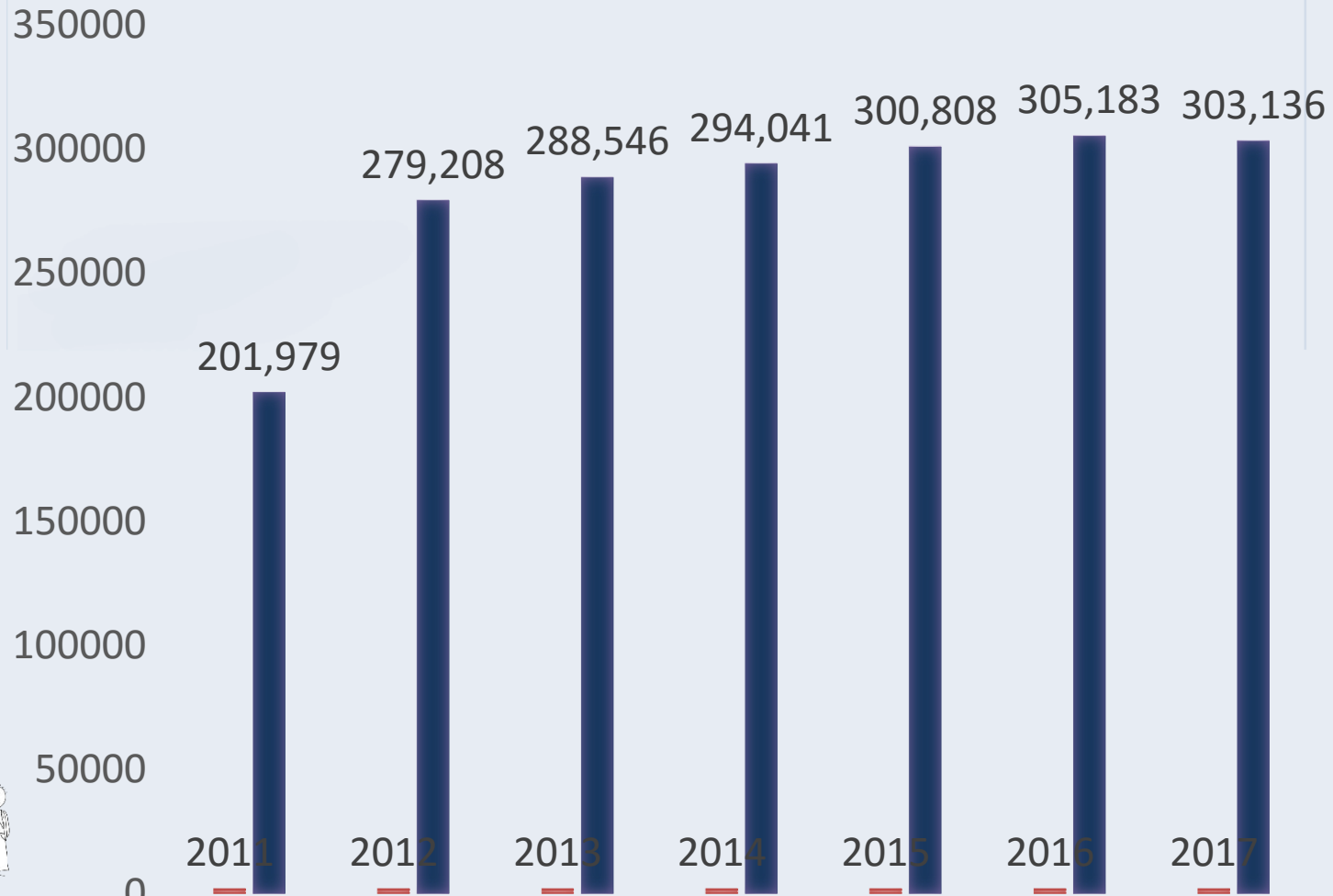


The results

GET THE
CREATIVITY
FLOWING



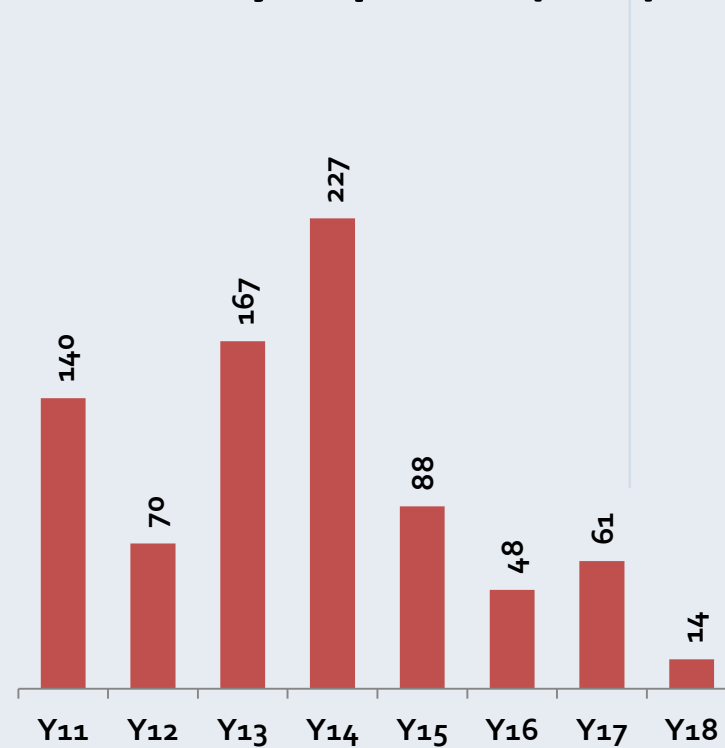
OUR VISITORS – TOTALS (WITH THE MOBILE MUSEUM)



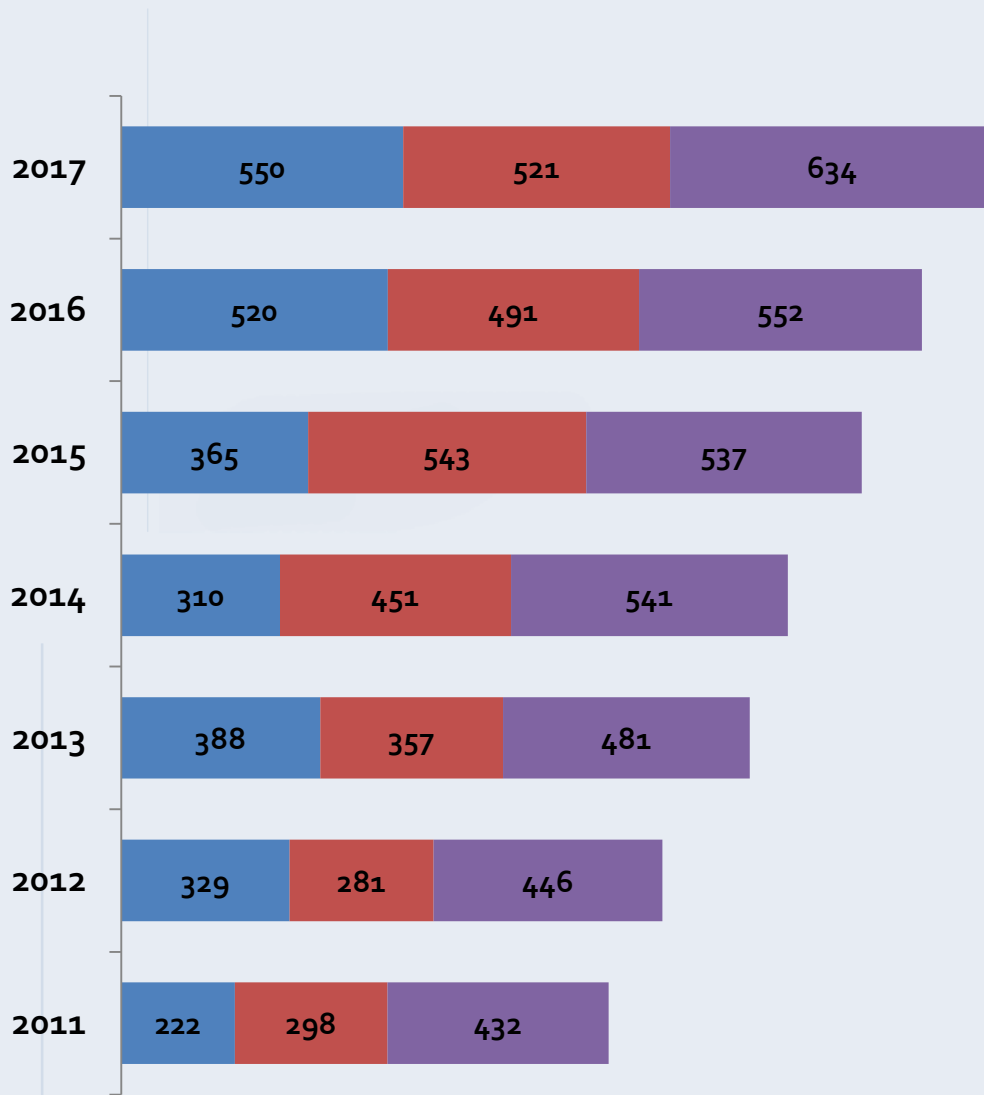
Operating Expense (000)



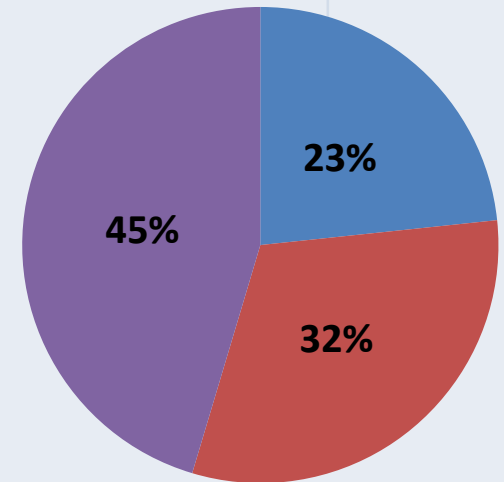
Electricity Expense (000)



Revenue Breakdown



Contribution By Revenue Stream (2017)



■ Government grants ■ Donations & grants ■ Internal Revenue

Gross Income /deficit



2016

Business Development Projects & first in-house exhibit

Challenges in running the operations



2017

Re-examination and review

Where are we going? What do we need to do?



2018

Back-to-Basics

New strategic objectives for 2018 - 2020



Was that enough???

Team was stretched and tired

Also not getting along

Losing focus in some ways

Are we focusing too much on outside the Museum?

Build on the positive

Evaluate what we have and we lack (again!)



Our new strategic objectives & direction



The Back-to-Basics phase



Strategic Objective: Achieving Long Term Sustainability

Increase internal revenue by 10% by 2020
(from where we are now)

Cultivate talented team members

Develop and enhance our fundraising
portfolio

Enhance and Develop Visitor experience

Create a welcoming and comfortable experience

Attitude - Adopt a holistic culture of hospitality

Physical spaces – Provide visitor-focused amenities

Establish the Museum as a Leader and Partner in Interactive Learning

Strengthen the partnership with the schools community (Public + private)

Refine educational experiences. (1-12 years old)

Enhance and reinterpret the Exhibit Hall

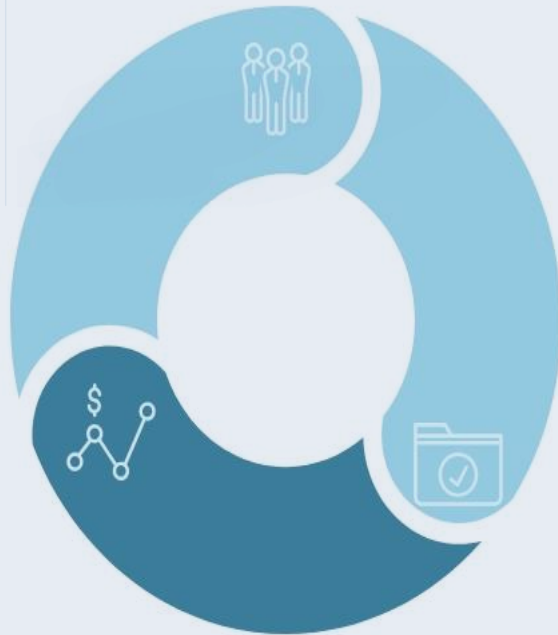
Build Institutional Stability

Develop and apply a quality management system

Review and enhance all functional spaces (operational and working)

Strengthen the Museum's brand

Our new definition of sustainability

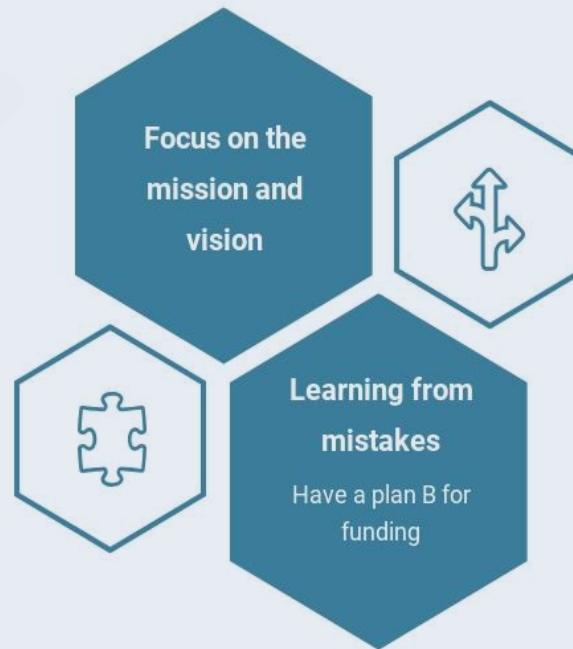


- **Our visitors and our team**
- **Our exhibits and our content**
- **Our revenue streams and fundraising**

The lessons

Bring the team together

**Internal analysis
& communication**



**A clear direction for
all the team**

Thank you

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