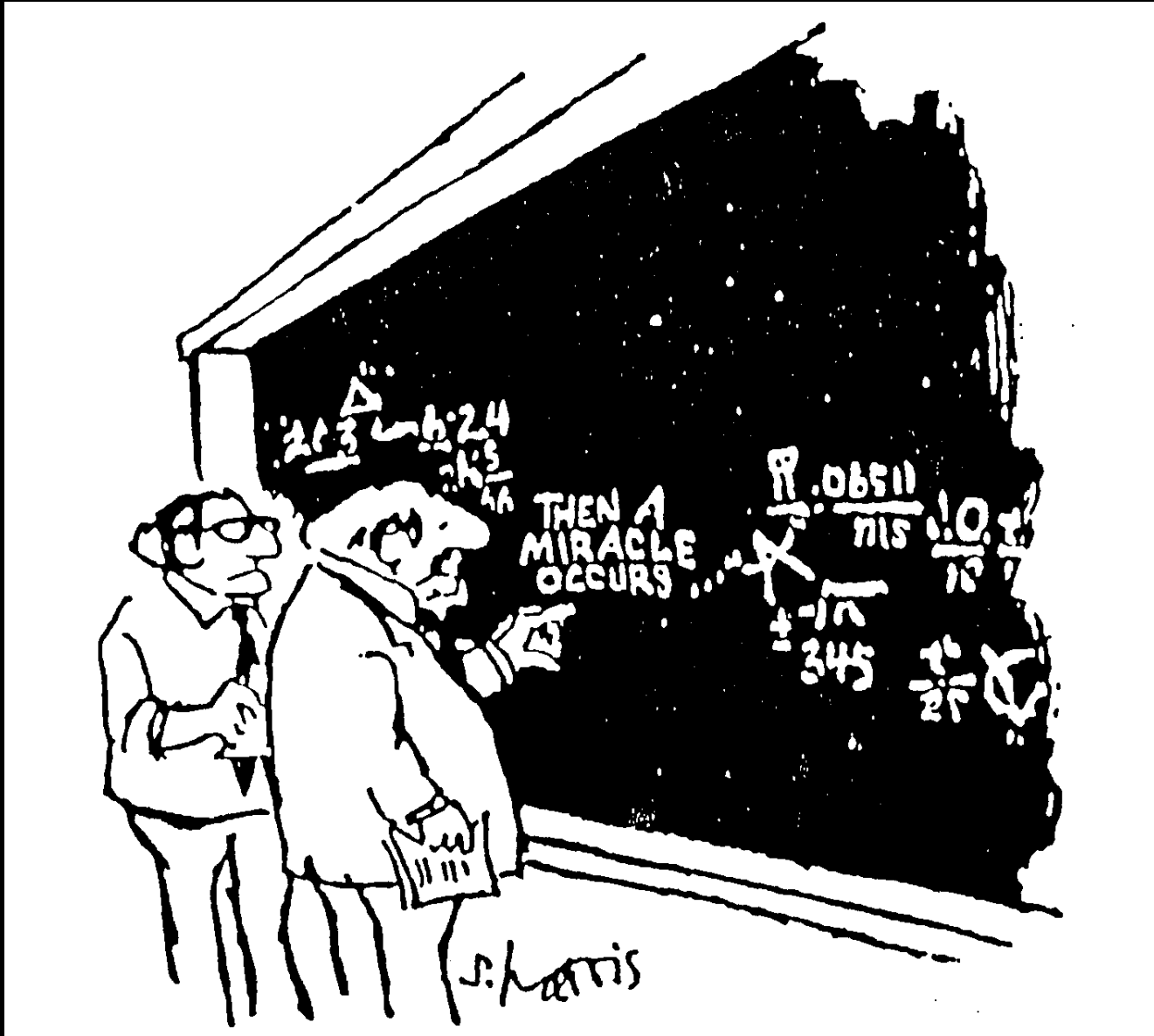


“We’re not the Worst”

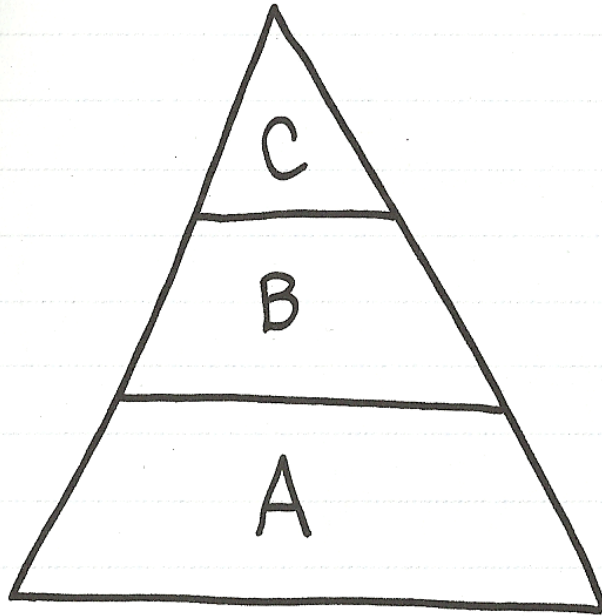
From Good to Better in Two Steps

*Joe Hastings, Executive Director
Don Harrington Discovery Center, Amarillo
joeh@dhdc.org*



By Sidney Harris, Copyright 2007, The New Yorker

Try not to step on anybody on the way up.



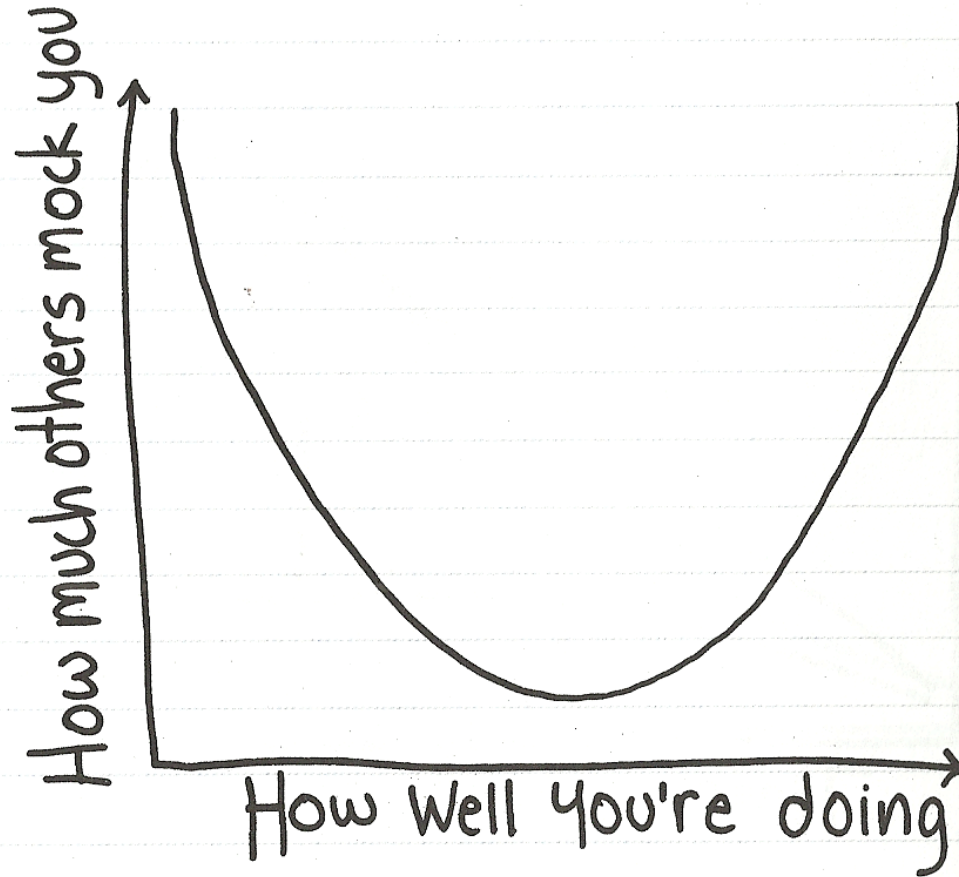
Pyramid of
Success

A = Makes money

B = Makes an
impact

C = Makes good

Sometimes, average is good.









Amarillo





T E X A S





Stratford, Texas, April 18, 1935, NOAA, George E. Marsh Album



THE PUBLIC IS INVITED
COME ONE COME ALL

THE BIG TEXAN

ESMAYILLO







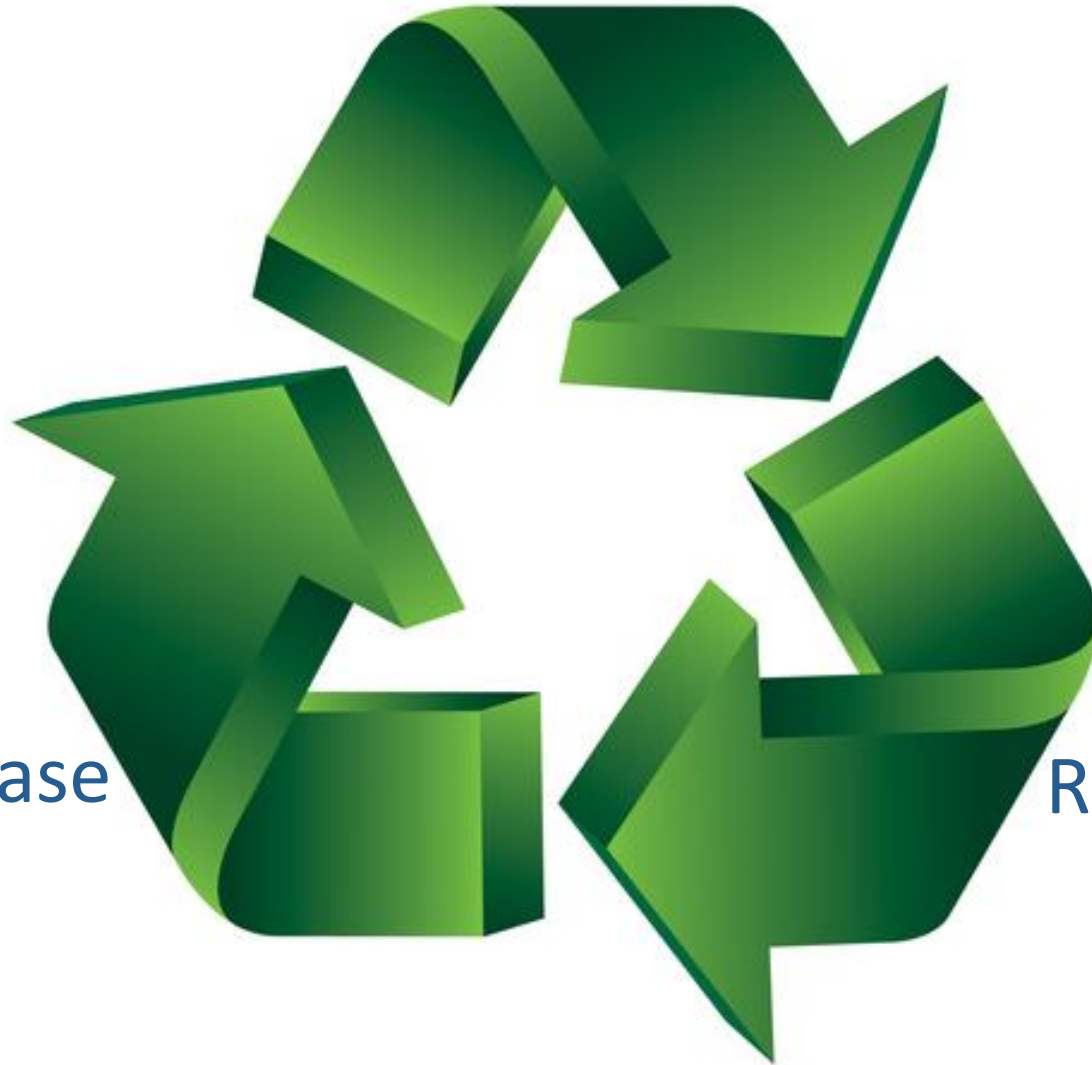


Good Coffee, No Back Talk
A Portland tradition since 1988

If you fear
Change...
Please feel
free to leave
it here!



Retain



Release

Receive

Don Harrington Discovery Center
Strategic Planning and decision-making Framework

Core Values and their signal behaviors

- Fully-Engaged
 - Direct communication: verbal and non-verbal
 - Full attention to all of our tasks
 - No half-assers
 - Create opportunities for people to enjoy the Discovery Center
 - Pride in what we are doing
 - Always looking for improvement opportunities
 - Seeking to be more relevant and effective in what we do

- Fun
 - We laugh a lot
 - We create fun family events for the community
 - Announce to visitors that this is a Fun place
 - Provide ambassadors-of-fun on the floor for families
 - We put Fun in fundraising
 - We are pleased to see each other
 - We do Ice Cream!

- Fiscally Responsible
 - Maintain standard accounting procedures
 - Operate with a balanced budget
 - Engage the best affordable professional services; accounting, etc.
 - Transparent finances: Report regularly to trustees, staff and donors
 - Reconcile all income data
 - Allot funds in accordance with donor wishes
 - Reduce, Reuse and Recycle

Don Harrington Discovery Center

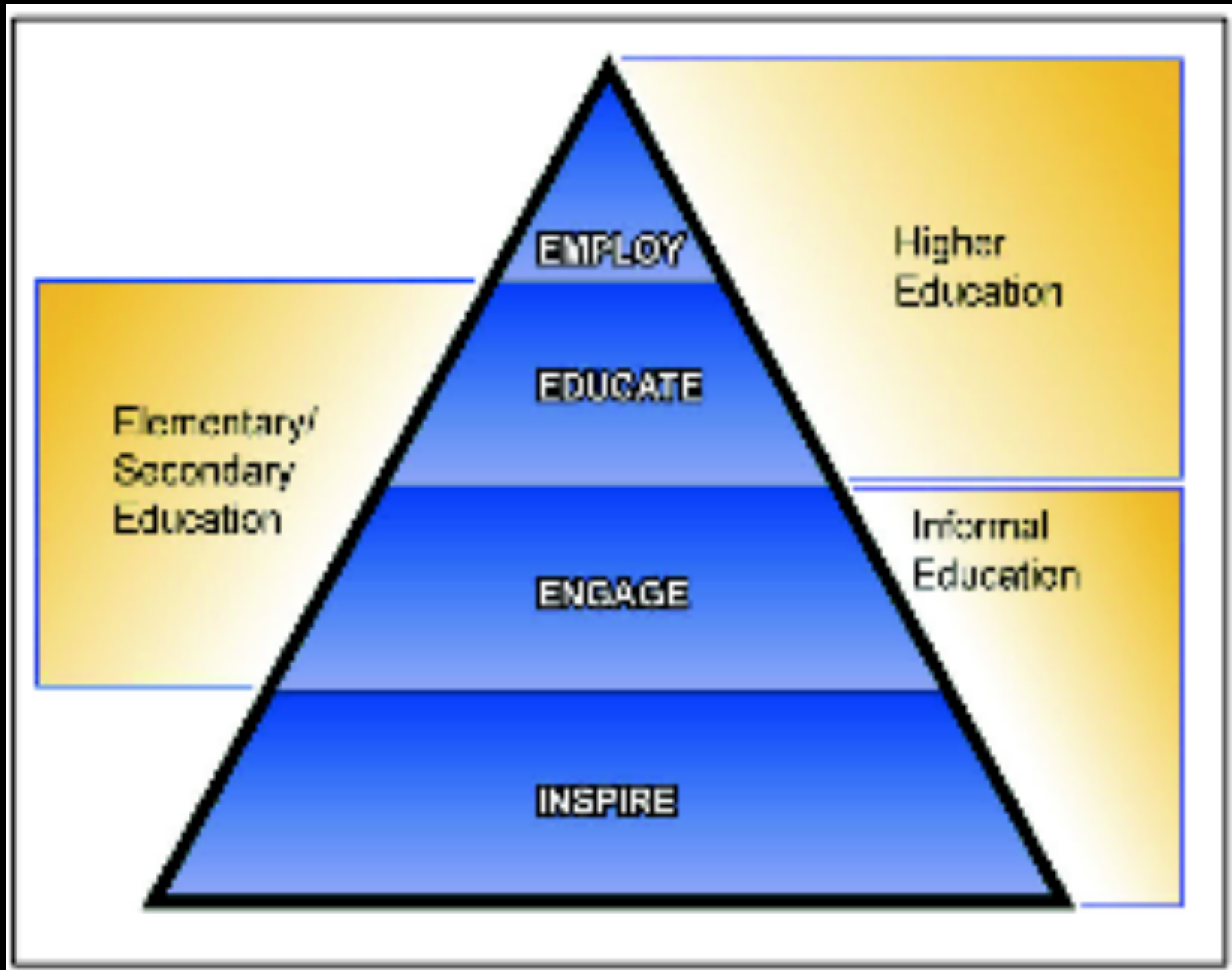
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NASA Education Coordinating Committee, NASA Education Strategic Coordination Framework, 2006.



Eagle Mesh by James Murphy, Image Copyright (c) 1998 by Mateen Greenway

Amarillo, ~~1999~~ 2020

- individuals have opportunities and choices
- everyone contributes to defining and improving our quality of life
- families have adequate income
- the community progressively adapts to change
- there is a shared outlook for a better future, and we are well-equipped to create it

DHDC 2020 Strategic Objectives

- provide a safe, clean place for families to spend time together
- provide world-class service in the form of transformative programs and exhibits
- complement the work of schools and colleges
- establish science as a way of understanding
- celebrate learning versus knowing
- be a resource for all of Amarillo

Strategy Screen-Opportunity Matrix

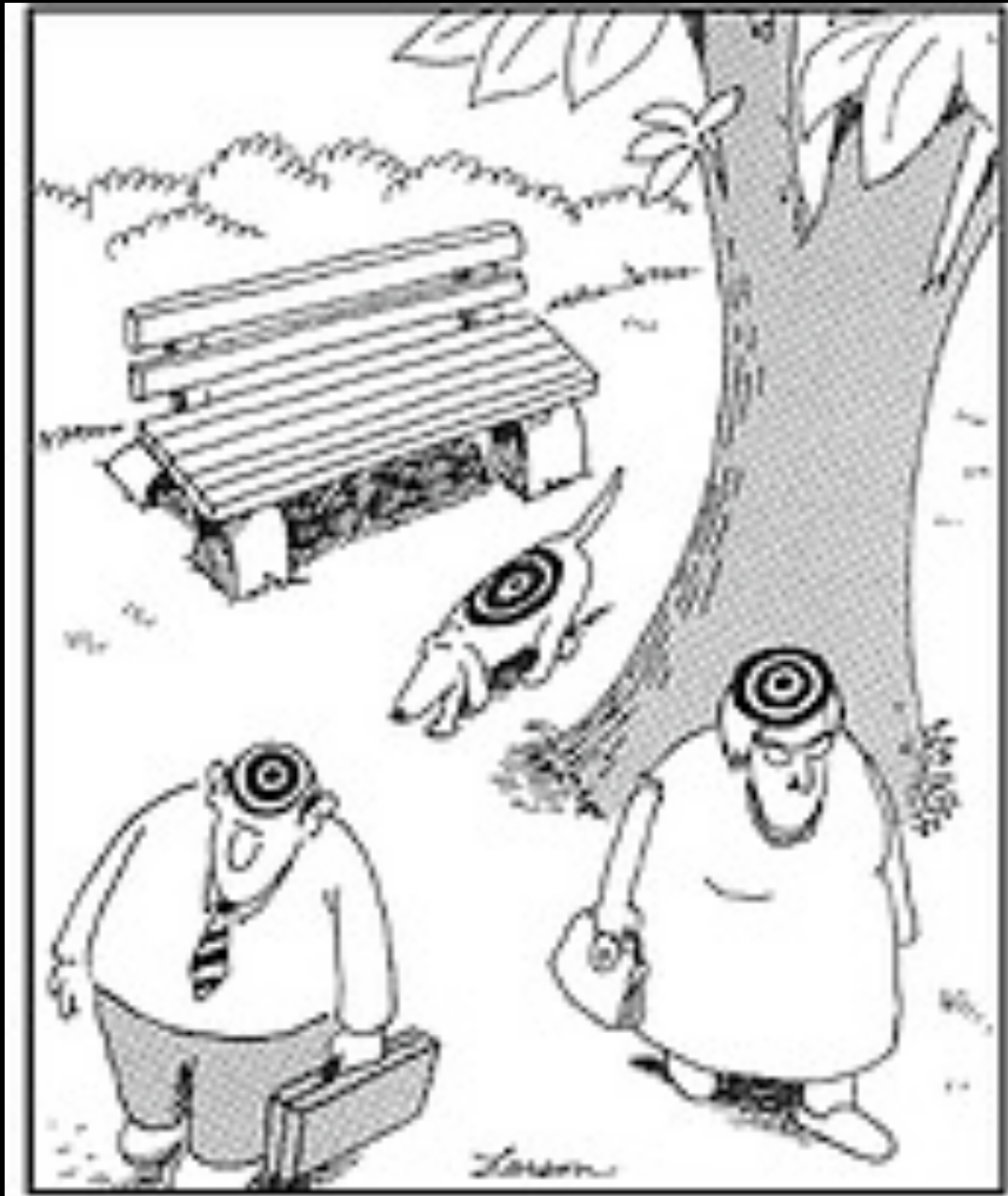
- Fits with mission, vision, and core values.
- Will help us learn, grow, and develop as an organization, and will excite, engage, and invigorate staff, board, and/or volunteers—help us bloom and grow.
- Builds on existing endeavors.
- Based on experience, evidence, and strong intuitions.
- Will provide transformational learning experiences.
- Is not a resource black hole and will not kill (many) staff and volunteers—low body count.
- Has a champion on staff.
- Expands audience profile, inviting participation by diverse groups.
- Is fun, exciting, and/or extraordinary and includes partners we want to play with.

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Adapted from David Hawkins essay "I, Thou, It" in the Informed Vision



The Complete Far Side, Gary Larson, Andrews McMeel, 2003.



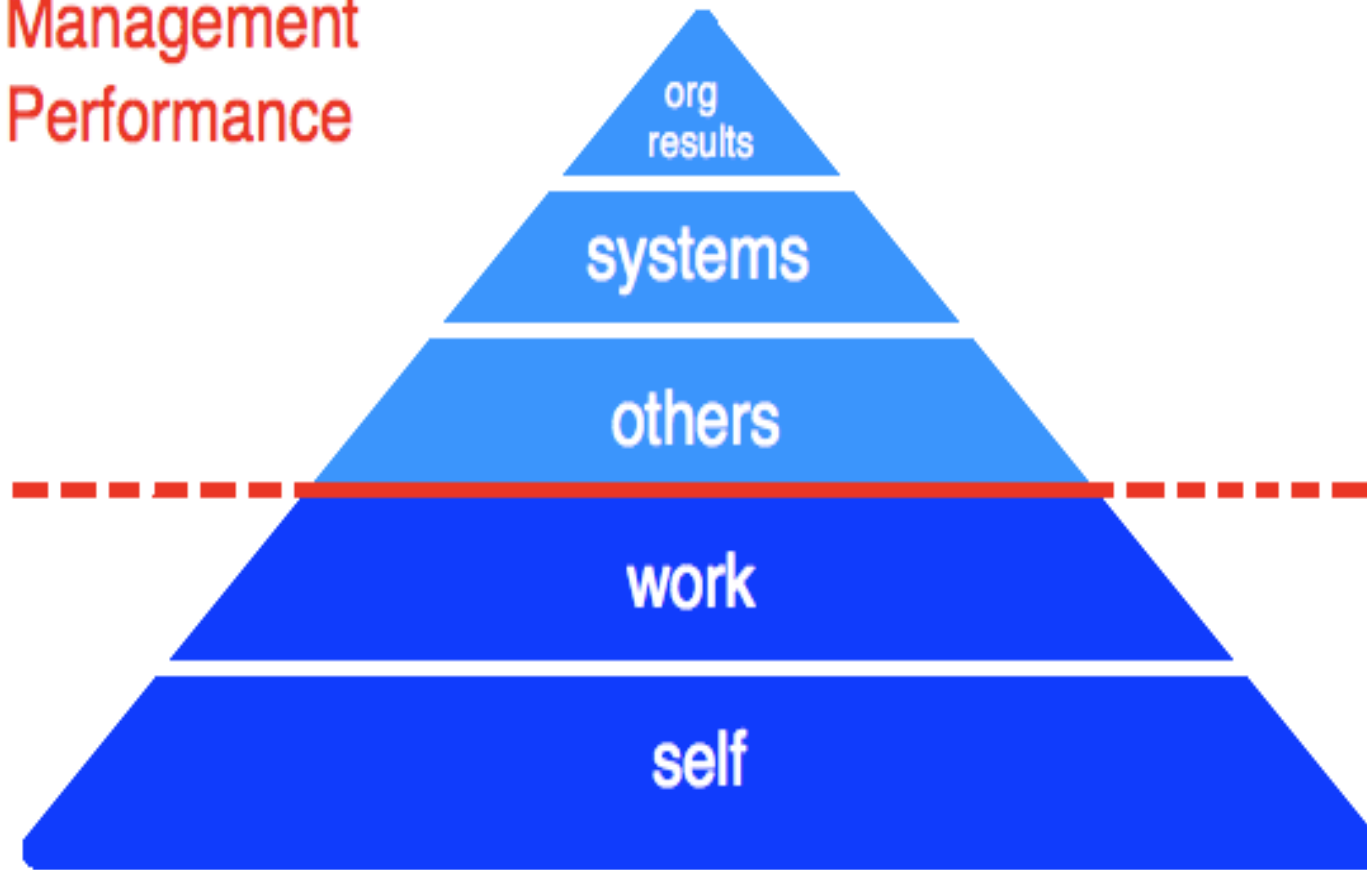






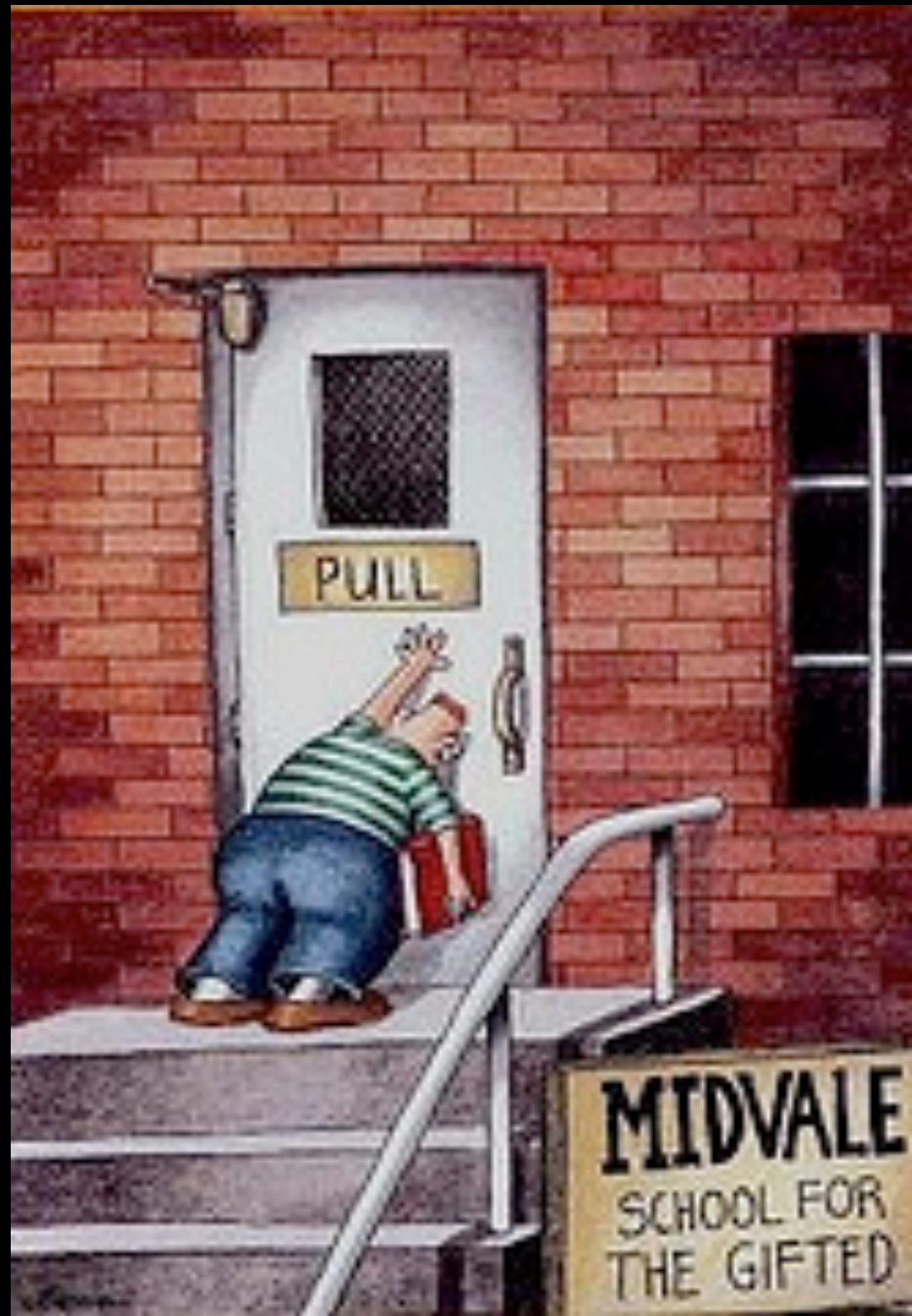


Management Performance



Qualities for Great Small Organizations

- Flexibility
- Effectiveness
- Attitude



The Complete Far Side, Gary Larson, Andrews McMeel, 2003.





Discovery Center

My favorite exhibit at the Discovery center is the one where you lift up the bowling ball and then you let it go and the tennis ball shoots out. I like it because the ball shoots out and because it shows you how strong you are.

By: Valarie

- We are apt to think that our ideas are the creation of our own wisdom, but the truth is that they are the result of our experience through outside contact.

-Konosuke Matsushita-Founder of Panasonic