



Kerry Falwell
Chief Executive Officer
Explorations V Children's Museum
kfalwell@explorationsv.com
Office: 863-687-3869
Cell: 806-789-0039

For Immediate Release
March 22, 2021

Explorations V Children's Museum Featured in Industry Publication for Leadership during Pandemic

Lakeland, Florida – Explorations V Children's Museum's Board of Directors and staff started the pandemic asking the question "what is most important to protect"? This inspired a ten-month process of writing and adopting a new strategic plan. The efforts are featured in the current magazine, ***Hand to Hand***, published by the Association of Children's Museums in a special edition spotlighting museums who took a leadership role over the last year.

"I am honored to have our work recognized in this way but even more important is that we have a clearly defined lighthouse for this storm and into the future," says Kerry Falwell, CEO of Explorations V Children's Museum.

Hand to Hand is distributed to the more than 300 affiliate museums across the world, industry vendors, and sponsors of the Association of Children's Museums.

The keystone to the new strategic plan are the Museum's new Seven Guiding Principles. These define the Museum's values and each have a subset of specific objectives over the next five years.

The Seven Guiding Principles

1. We Educate Through Exploration
2. We Welcome all Children
3. Our People are our Secret Sauce
4. We are Here to Stay
5. We Serve Our Community
6. Our Children are Safe and Secure
7. We Serve the Whole Family

The strategic plan was chaired by Patrick Murphy, Explorations V Children's Museum Board Member since 2019. He lead a group of volunteer community leaders that ultimately took the plan to the Board of Directors to discuss and adopt in December 2020.

About Explorations V Children's Museum

Explorations V Children's Museum is an independent, non-profit 501(c)(3) organization located in Lakeland, Florida dedicated to curating the world for all children to explore. Explorations V is the only children's museum in Central Florida and partners with schools, colleges, arts & cultural organizations, foundations, government, civic groups, individuals, and corporations like Disney, Publix, United Way, Born Learning, Success by 6 and many others to provide engaging programs. Museum hours are 10 a.m. – 5 p.m. Monday – Saturday, 10 a.m. – 3 p.m. Sundays; the Museum is closed on major holidays and fully accessible.

###