Core Language
Approved by the Board of Trustees, July 19, 2023

Mission
Cultivating and encouraging human connection across place, time, and cultures.
- *Additional language for use in certain contexts:*
    - *Through objects, stories, and experiences.*
    - *For everyone.*

Tagline
A journey from curiosity to connection

Our Guiding Principles
- We put people first.
- We are a community gathering place.
- We nurture curiosity.
- We value context.

Our Goals
- We are building an organization that is human, friendly, and warm, where people can feel welcomed, seen, valued, and trusted.
- We are cultivating a strong sense of place throughout our campus, where people can learn, play, connect, and participate in community-wide conversations.
- We are developing resources for open-ended and wide-ranging exploration that expands world views and supports human growth.
- We are working to understand and shape our broad collection so it can better illuminate the ways we are all connected.

Social Responsibility Statement
The Wilson Museum is a work in progress. We acknowledge that the history of our organization is rooted in colonialism, extractive collecting, and privilege. With humility and openness, we are committed to becoming an organization that reflects and supports values and actions essential to an equitable and sustainable shared future. This is serious work, and it is also hopeful and joyful work that makes us a better organization.
- We are committed to decolonizing our collection, our relationships, our content, and the way we work.
- We see the effects of climate change in our local community and around the world, and we are committed to becoming a sustainable organization that is part of the solution.
- We seek to be ethical and inclusive at every level, opening up to broader audiences and perspectives.

How We Do Our Work
- Towards growth, abundance, resilience, and generosity
- With trust and respect for all
- In a spirit of stewardship and care
- As a good neighbor, collaborator, and partner
- Across local and global contexts
- In community