

ROYAL TYRRELL MUSEUM

2021 – 2026

STRATEGIC PLAN



WHO WE ARE

The Royal Tyrrell Museum of Palaeontology celebrates the spectacular diversity of life on Earth, from the tiniest grain of pollen to the mightiest dinosaur. Our world-renowned museum and research facility is situated in the dramatic Alberta badlands, which offer some of the richest deposits of dinosaur fossils in the world.

In 1884, Joseph Burr Tyrrell, a geologist with the Geological Survey of Canada, discovered a 70-million-year-old carnivorous dinosaur skull near present-day Drumheller. Tyrrell's find, named *Albertosaurus sarcophagus* ("flesh-eating lizard from Alberta"), was so significant that the Museum was named after him when we opened our doors in 1985.

The Royal Tyrrell Museum is operated by the Government of Alberta, and has become a recognized world leader for our engaging exhibits, innovative programs, and ongoing devotion to palaeontology.

Our Journey So Far



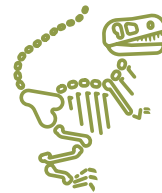
We've welcomed close to
14,000,000 VISITORS
from 150 countries



Over
665,000 VISITORS
have participated
in our free and paid
public programs



Nearly
800,000 SCHOOL CHILDREN
have participated in our
curriculum-based programs



We have presented over
65 EXHIBITS
—an average of two new
scientific exhibits annually



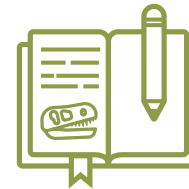
Our website attracts roughly
HALF A MILLION VISITS
a year



Social media audiences
total over
75,000 FOLLOWERS



Our Intellectual Heft



We have published
550+
PEER-REVIEWED
ARTICLES
 in many top scientific journals

HUNDREDS
 of additional publications have
 featured our research
 and collections



We have hosted
15 SCIENTIFIC
CONFERENCES
 attended by
2750
RESEARCHERS
 from around the world



The 170,000+ specimens
 in our collections represent
OVER A MILLION
FOSSILS

Our technicians have prepared
12,000+
SPECIMENS

OUR MANDATE

The Royal Tyrrell Museum of Palaeontology is an internationally recognized public and scientific museum dedicated to the collection, preservation, protection, presentation, and interpretation of palaeontological history, with a particular emphasis on Alberta's rich fossil heritage.

Our Vision

The Museum is a centre of excellence, highlighting Alberta's palaeontological significance in a global context. We inspire a lifelong passion for science and foster a better understanding of the past, nurturing stewardship of our changing planet.

Our Mission

We celebrate the wonder of discovery. By connecting people with the history of life on Earth through Alberta's fossil record, we inspire curiosity, shape perspectives, and deepen the understanding and appreciation of natural history.

Our Values

ACCOUNTABILITY

We honour our commitments while conducting ourselves with integrity.

DIVERSITY

We recognize, embrace, and promote the strength in our differences.

EXCELLENCE

We deliver unparalleled quality.

EXPLORATION

We encourage curiosity, wonder, and discovery.

INNOVATION

We boldly break new ground.

LEADERSHIP

We propel those around us to achieve greatness while realizing a shared vision.

PASSION

We are proud, enthusiastic, and dedicated.

PRESERVATION

We inspire stewardship of our fossil heritage.

RESPECT

We value and celebrate each other and members of our communities for the contributions they provide.

SUSTAINABILITY

We are socially, environmentally, and economically responsible.



WHERE WE ARE GOING



In response to our drastically changing landscape, there has been a fundamental shift in how museums engage with their communities and the roles museums play in society. The Royal Tyrrell Museum of Palaeontology must evaluate where we are and where we want to be in the coming years.

To help us realize these ambitions, we embarked on an intensive strategic planning exercise, reaching out to over 30 stakeholder groups to evaluate our relationships and understand where we want to improve. The results of that exercise strongly inform this plan, and will help shape the Museum as we move forward.

Our Goals

1. BE A CENTRE OF SCIENTIFIC EXCELLENCE
2. STRENGTHEN PUBLIC VALUE
3. BUILD RELATIONSHIPS
4. BE DIVERSE, EQUITABLE, ACCESSIBLE, AND INCLUSIVE
5. EXPAND FINANCIAL RESILIENCY
6. GROW STRATEGICALLY





How We Will Achieve Our Goals

1 BE A CENTRE OF SCIENTIFIC EXCELLENCE

We will strengthen our position as a centre of excellence for palaeontology, and a leader in advancing research, knowledge, and palaeontological stewardship.

- Evaluate and refine our research programs to establish long-term priorities.
- Align resources with long-term research strategy and operating resource requirements.
- Communicate and present discoveries and research in timely, effective, and wide-reaching ways.
- Enhance awareness and knowledge of provincial palaeontological resource stewardship.

2 STRENGTHEN PUBLIC VALUE

We will continuously enhance the Museum's public value by ensuring our exhibits and programs are widely accessible, regularly evaluated, and updated with new content to reflect recent scientific research.

- Evaluate all public and educational programs on a regular cycle for relevance, accessibility, performance, and renewal or replacement.
- Establish a cross-organizational Program Development Steering Group to improve transparency, and inform design, development, and evaluation of program offerings.
- Prioritize development of regular program offerings for diverse, under-served audiences.
- Engage current theories, standards, and best practices in all exhibit and program development.
- Use stakeholder engagement, goal setting, and evaluation practices to measure exhibit and program outcomes.
- Refine the Exhibit Development Plan and continue ongoing renewal of exhibit spaces.
- Explore new public engagement opportunities and expand our outreach programs, exhibits, and events to engage diverse audiences.



3 BUILD RELATIONSHIPS

We will connect palaeontology to relevant scientific and cultural matters. Our relationships and partnerships will bolster our efforts to achieve mutually beneficial strategic goals.

- Develop an external stakeholder and partnership framework.
- Work to build and strengthen relationships with key stakeholders.
- Secure our position as North America's authoritative palaeontology resource.
- Engage in, and respond to, contemporary matters important to public conversation as they relate to our core subject matter.

4 BE DIVERSE, EQUITABLE, ACCESSIBLE, AND INCLUSIVE

We will provide an exemplary level of service and experience to ensure all feel welcome.

- Research and benchmark accessibility standards and best practices. Work with stakeholder groups and initiate improvements to physical, intellectual, cultural, and financial accessibility.
- Leverage available resources to build diversity and equity understanding and delivery, and increase DEAI performance.

5 EXPAND FINANCIAL RESILIENCY

We will ensure a robust, diversified, and high-performing portfolio of income streams.

- Make effective use of our resources to deliver our mission, public value, and priorities, and enhance our income streams.



6 GROW STRATEGICALLY

We will work to ensure our physical, organizational, and technological capacities are aligned with our strategic plan, to enhance visitor experience, and advance core museological and research priorities.

- Develop business cases for an identified list of facility enhancements.
- Improve admissions processes to meet and exceed visitor needs.
- Explore non-capital changes to scheduling, program delivery, timing, location, and content to make better use of the facility and improve visitor experience.
- Ensure technology is used appropriately and effectively.
- Advance long-term staffing strategies to deliver current and future organizational objectives.

WE ARE SUCCESSFUL WHEN...



- ... we are the 'go-to' resource for palaeontology in North America, with specific emphasis on Alberta.
- ... we continually refresh and renew exhibits and programs based on stakeholder feedback and industry practice.
- ... we maintain and build on our positive organizational culture, while continuing to evaluate and strengthen the organizational structure and practices.
- ... our embracing of diversity, equity, accessibility, and inclusion is evident in our organizational design and overall public value.
- ... we have strong relationships with key stakeholders throughout our various communities.
- ... we are able to confidently build upon diversified revenue streams.
- ... we embrace a strategic plan that will guide the growth of the organization, both physically and organizationally.

OUR GRATITUDE

The Royal Tyrrell Museum of Palaeontology thanks all of our stakeholders who took the time to share their thoughts and visions for the Museum. We are truly grateful for their input, collaboration, and enthusiasm.

Alberta Education

Alberta Environment and Parks

Alberta Museums Association

Alberta Palaeontological Society

Blackfoot Crossing

Calgary Teachers

Calgary Zoo

Canadian Museum of Nature

Dinosaur Research Institute

Drumheller and District Chamber
of Commerce

Drumheller Valley Secondary School

Glenbow

Golden Hills and Prairie Land
School Divisions

Government of Alberta,
Diversity and Inclusion Secretariat

Government of Alberta,
Francophone Secretariat

Greentree Elementary School

Kneehill County

Mount Royal University

Royal British Columbia Museum

Royal Ontario Museum

Royal Saskatchewan Museum

Royal Tyrrell Museum Cooperating
Society

St. Anthony's School

Starland County

Telus Spark

Town of Drumheller

Travel Alberta

Travel Drumheller

University of Alberta

University of Calgary

Wheatland County

Yukon Beringia Centre

Individual researchers and partners

Media and tourism stakeholders

Our visitors and online followers

...and, of course...our staff!

Thank you to W. Jim Cullen for his guidance throughout this process. He harnessed the passion of the Museum staff and inspired us to share our ideas and dreams for the Museum so that we could create this strategic plan.

Alberta