



Change a child's life as they discover the power of learning through play.

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THE PLEASE TOUCH MUSEUM LAUNCHES ITS NEW STRATEGIC PLAN, PTM 2023: ELEVATING PLAY LEARNING TOGETHER; WELCOMES FIVE NEW MEMBERS TO THE ITS BOARD OF TRUSTEES

*Building upon its previously completed strategic plan, **PTM 2023** reaffirms the mission of the Museum while establishing a new vision and set of core values to guide its continued work.*

PHILADELPHIA (January 22, 2020) – The Please Touch Museum today announced the adoption of its new strategic plan, **PTM 2023: Elevating Play Learning Together (PTM 2023)**, by its Board of Trustees. This new strategic plan focuses on the next three years of work for the Museum as it prepares for reaccreditation by the American Alliance of Museums in 2022 and begins to look ahead to the national celebration of America's founding in 2026. While reaffirming the Museum's mission of "changing a child's life as they discover the power of learning through play," **PTM 2023** takes a bold step forward in creating a new Museum vision of "a world where all children are creative, compassionate, confident and curious."

In developing **PTM 2023**, the Museum's executive team, board, management and staff came together to set goals for the future through the lens of key questions. These questions ranged from how to best meet the evolving needs and expectations of visitors to what physical investments in space need to be made at the Museum to how to better communicate the Museum's values and purpose in a crowded market. The engagement of these questions led to robust conversation and ultimately a single critical question put forth, which **PTM 2023** aims to address: **What does the Please Touch Museum need to do to become a 'must have' in Philadelphia instead of a 'nice to have?'**

Rooted in – and clearly articulating – the values of curiosity, engagement, community and excellence, **PTM 2023** establishes four critical goals to which the Museum is wholly committed and will work toward in the next three years:

1. Provide Best-In-Class Experiences
2. Foster Inclusion
3. Advance Our Field
4. Strengthen the Organization

"More than ever, research shows the necessity of play in the social, emotional and cognitive development of children," said Patricia D. Wellenbach, President & CEO of the Please Touch Museum. "The work of this Museum, as articulated in **PTM 2023**, is to ensure that we are delivering outstanding experiences in a welcoming environment, which encourage learning through play. Our goals focus on impact through a deep and abiding commitment to the mission, vision and values we set forth for the Museum. Each one of us – from the executive team to the Admissions staff to Museum operations – understands the imperative our day-to-day work. We aim to provide an experience that is defined by excellence and creates community. We work to create a space that cultivates curiosity and engages children and caregivers alike. We accept the important responsibilities of **PTM 2023**, and we are excited to undertake it."

In addition to the launch of **PTM 2023**, the Museum also announced the appointment of a new class of Trustees. Adding five Trustees, the Please Touch Museum further strengthens its commitment to diversity, with 39 percent of its Board now reflecting diverse cultures and communities (*i.e. race, ethnicity, gender and sexual orientation*). The following individuals are members of the Museum's Trustee class of 2020 (*in alphabetical order*):

David M. Davis

Managing Director, Consulting Lead for Pennsylvania
Talent Organization Lead, North America

[Accenture](#)

Ron Koch

Partner, Data Platform Services

[IBM](#)

Christyn L. Rossman

Senior Counsel

[The Vanguard Group, Inc.](#)

Tracey Santilli

Chief Growth Officer

[Tierney](#)

Salima Suswell

President & CEO, [Evolve Solutions, LLC](#)

President & CEO, [The Halal Meal Resource, Inc.](#)

"As we begin a new chapter with **PTM 2023**, we are proud to welcome such high caliber Trustees to our Board," said Benjamin L. Johnson, Senior Vice President, Wealth Management Merrill Lynch and Chair, Board of Trustees at the Please Touch Museum. "Dave, Ron, Christyn, Tracey and Salima all bring important experience, perspective and passion to our Board. We have every confidence that their work will help further our mission and more importantly, allow us to achieve the fullest potential of **PTM 2023** – and the Museum."

To read the Executive Summary of ***PTM 2023: Elevating Play Learning Together***, please visit: www.pleasetouchmuseum.org/2023.

About Please Touch Museum

The Please Touch Museum's mission is to change a child's life as they discover the power of learning through play. Recognized locally and nationally as one of the best children's museums, Please Touch Museum is open Monday, Tuesday, Thursday, Fridays and Saturdays from 9 a.m. - 5 p.m.; Wednesdays from 10 a.m. - 5 p.m.; and Sundays 11 a.m. - 5 p.m. Admission is \$19.95 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181 or visit our website at www.pleasetouchmuseum.org.

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