



Cranbrook Educational Community



Cranbrook's History and Current Overview

One of the World's leading centers of education, science, and art, Cranbrook was founded in 1904 by George and Ellen Scripps Booth. Today, the Cranbrook Educational Community comprises an Academy of Art and Art Museum, a Center for Collections and Research, an Institute of Science, and Cranbrook Schools. Its National Historic Landmark campus is graced by architecturally significant buildings, outdoor sculpture, and natural and tended landscapes. The Cranbrook community receives more than 300,000 people annually, engaging learners of all ages and interests in educational programs and experiences.

Mission



The Cranbrook Educational Community provides extraordinary education, encourages creativity and innovation, and values learners of all ages and backgrounds. Cranbrook develops people who will live with purpose and integrity, create with passion, explore with curiosity, and strive for excellence.



Vision

Cranbrook is a diverse, sustainable community where education is prized, the human spirit is nurtured, and innovation and creativity are valued. Cranbrook challenges minds and transforms lives.

Core Values

Cranbrook has a rich history where education, art, science and notable collections intersect on a national landmark campus. We promote an environment of learning and creating where excellence, innovation, collaboration, inclusiveness, stewardship and service are fostered.

- **Excellence:** Maintain the highest standards of achievement, performance, and integrity in all of our activities;
- **Innovation:** Support innovation, creativity and curiosity across our programs and in our people;
- **Collaboration:** Work together to maximize the strength of our programs and take advantage of collaborative opportunities to enrich the experiences we provide;
- **Inclusiveness:** Promote diversity and access to all people regardless of background, beliefs, socioeconomic standing or ethnicity;
- **Stewardship:** Manage Cranbrook's historic legacy responsibly, and augment it carefully. Recruit and retain talented employees who responsibly support our constituents. Maintain and strengthen relationships with alumni and other constituents;
- **Service:** Share the "best of Cranbrook" with others.



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Strategic Themes

1. Promote and Sustain Excellence

In all we do, quality and excellence are our benchmarks. From the classroom and studio to the laboratory and historic buildings and campus, Cranbrook and its people strive for the exceptional. We aspire to lead rather than follow, and notable achievement will always be recognized.





2. Collaborate and Strengthen Community

Through education, art, and science, Cranbrook has an impact upon our community, region, nation, and the world that no one program area could achieve on its own. Collaboration between departments and program areas is encouraged and supported. We will seek opportunities, where appropriate, to meaningfully collaborate with other educational and cultural institutions to develop new experiences and reach new audiences.





3. Solidify and Extend our Financial Strength

Cranbrook's financial health depends upon sound operational management and financial equilibrium across all program areas. Programs are our top priority and will be sustained through efficient operations, an entrepreneurial spirit, and philanthropy. Unrestricted contributions and the endowment must grow to support all aspects of the Community — program, capital, students, faculty and staff.



4. Use Resources Sustainably



The responsible use of resources of all types is critical to our survival and success. From how we use energy, water, and the environment, to the efficiency of our facilities, business practices, and people, we commit to the well-being of future generations through our actions and behaviors.





5. Enrich our Programs through Technology

Technological literacy has become a cornerstone in our world. From students and teachers to the general public, instant communication and information has become part of everyday life. We will strive to create opportunities for students and visitors, both on our campus and beyond, to access our programs using progressive technologies that will enrich their experience in ways that are innovative and meaningful.

6. Serve Others Through Outreach

Cranbrook was founded upon a spirit of giving to others. Mindful of that legacy, we will share our educational experiences with diverse audiences. We will strive to create life-long relationships with all of our constituents, especially our alumni.





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