

An aerial photograph of the Cranbrook estate in Bloomfield Hills, Michigan, taken at sunset. The image shows a large, historic estate with multiple buildings, including a prominent tower, surrounded by dense, mature trees. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon. The overall mood is serene and majestic.

CRANBROOK

MISSION | VISION | CORE VALUES
STRATEGIC THEMES



CRANBROOK EDUCATIONAL COMMUNITY

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, House & Gardens, 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 Historic 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**

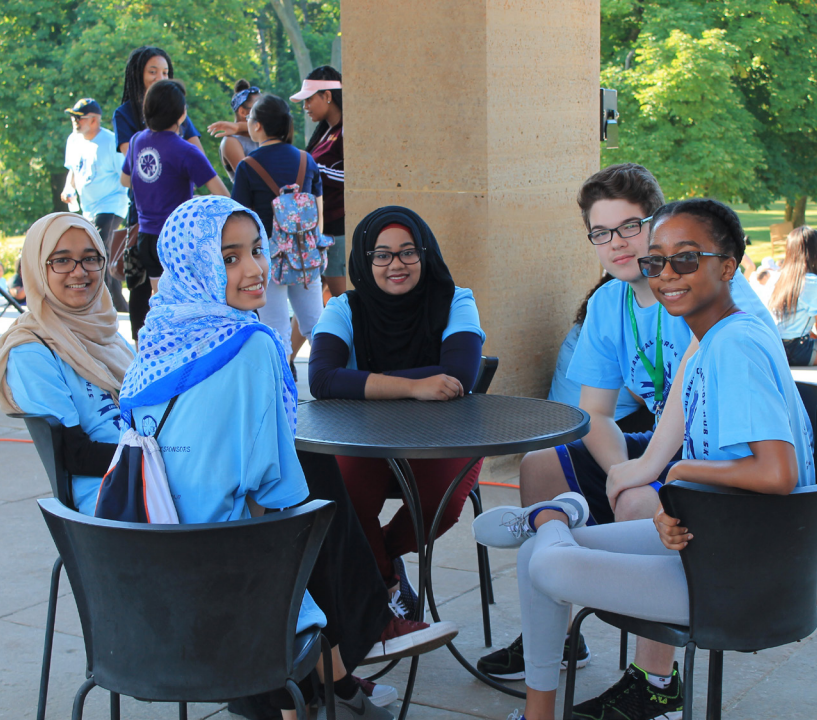
Promote diversity and access to all people regardless of backgrounds, beliefs, socioeconomic standing or ethnicity;

✓ **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.



STRATEGIC THEMES



1. Continually Focus on the Safety, Welfare and Security of our Campus

The safety and welfare of our students, guests and those who work at Cranbrook are of paramount importance. We commit to providing a safe and secure environment while welcoming our many diverse audiences. Providing a safe working and educational environment includes prohibiting all forms of harassment, sexual assault, and violence.

2. Promote and Sustain Excellence

We will passionately pursue quality and excellence in all that we do. In classrooms, studios and laboratories, on stages, sports courts and playing fields, in our historic buildings and throughout campus, Cranbrook and its people will strive to be exceptional. We aspire to lead, and notable achievements will always be recognized.





3. Collaborate and Strengthen Community

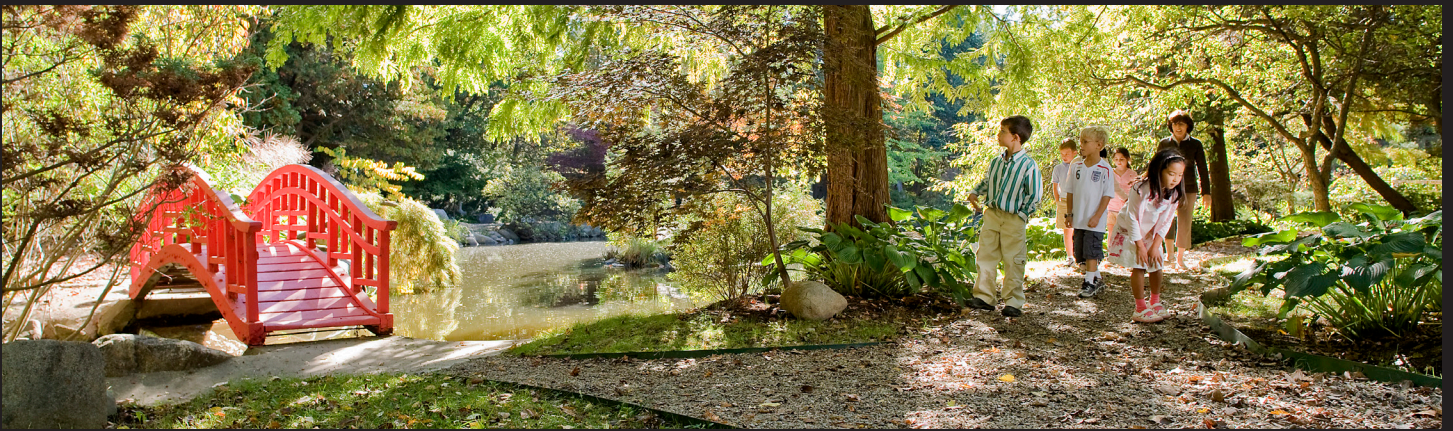
Through education, art and science, Cranbrook influences our community, region, nation and the world in a multitude of ways. We encourage and support collaboration between departments and between the Schools, the Institute of Science, the Academy and Museum, and the Center for Collections and Research. We will seek opportunities through the engagement of students and families to participate in our region's renaissance and to positively affect the lives of those who reside here.

4. Solidify and Increase our Financial Strength

Cranbrook's financial health depends upon sound operational management and financial equilibrium across all program areas. We will sustain our programs through efficient operations, sound strategic planning, entrepreneurial spirit, and philanthropy. We commit to growing both endowment and unrestricted contributions to support all aspects of the Community: programs, capital projects, students, faculty and staff.

5. Use Resources Sustainably

Our survival and success depend-critically-on the responsible use of resources of all types. From the ways in which 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 as well as through our efforts to educate and motivate others.



6. Embrace Innovative Thinking and New Technologies in All That We Do

As a leading educational and creative environment, Cranbrook will always seek innovative paradigms for teaching, creating and engaging our constituents. We will continually embrace the meaningful inclusion of new and emerging technologies in all our efforts.



7. Serve Others Through Outreach

George and Ellen Scripps Booth founded Cranbrook on 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.



Photography by Corine Vermeulen

CRANBROOK

Cranbrook Educational Community

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