



Values Statements

External values:

1. Freshwater is critical and life sustaining. GLA has a responsibility to help visitors understand the **importance of freshwater conservation**.
2. **Lake Superior is the centerpiece** for GLA's exhibits and educational programming.
3. We are all connected to the world's waters. Lake Superior provides an excellent lens for **exploring global ecosystems**.
4. GLA's exhibits and educational programs are rooted in sound science. GLA will ensure **scientific accuracy** in any information shared with partners or the public.
5. GLA demonstrates a profound respect for nature and is dedicated to providing **top-quality animal care** and enrichment.
6. GLA advocates the promotion of Lake Superior-oriented scientific research, and acts as a **conduit for sharing this research** with the public. GLA actively seeks **collaboration with partners** to strengthen community assets and enhance its own programming.
7. GLA is a local and regional **leader in environmental education** curriculum content and pedagogy.
8. The Aquarium is a comfortable, accommodating, and **engaging gathering place** for community members and organizations.
9. GLA cares about visitors and seeks to provide **meaningful and memorable experiences**. In so doing, GLA:
 - Provides a welcoming atmosphere and friendly, helpful service
 - Is accessible to all
 - Encourages learning through exploration and fun
 - Provides opportunities for individual discovery
 - Incorporates technology as an engagement tool
 - Tells the human story; connects people to the lake
 - Promotes curiosity and play, and engages the senses
 - Delights and surprises, inspires and entertains

10. GLA believes in and supports the development of **Great Lakes literate communities and individuals**. This includes fostering an understanding of the Great Lakes Literacy Principles*:
- The Great Lakes, bodies of fresh water with many features, are connected to each other and to the world ocean.
 - Natural forces formed the Great Lakes; the lakes continue to shape the features of their watershed.
 - The Great Lakes influence local and regional weather and climate.
 - Water makes the Earth habitable; fresh water sustains life on land.
 - The Great Lakes support a broad diversity of life and ecosystems.
 - The Great Lakes and humans in their watersheds are inextricably interconnected.
 - Much remains to be learned about the Great Lakes.
 - The Great Lakes are socially, economically, and environmentally significant to the region, nation, and the planet.

**The Great Lakes Literacy Principles were developed by a coalition of organizations including the National Science Foundation, the National Oceanic and Atmospheric Administration, Great Lakes Sea Grant Network, COSEE California, and COSEE Great Lakes.*

Internal values:

1. GLA is flexible and **embraces change** that is responsible, thoughtful, and, ultimately, furthers its mission.
2. GLA is a **fiscally responsible, transparent organization**. Its leaders have fiduciary responsibility for its sustainability and growth.
3. GLA recruits **Board members who represent a wide cross section of the community** and are engaged advisors, committed to our mission, provide essential skills, are willing ambassadors and networkers, provide effective leadership, and help raise revenue through contributions and connections.
4. **Voluntarism is critical** to the Aquarium's success. GLA actively recruits, sufficiently trains, and regularly recognizes its volunteers for their donations of time and talent.
5. **GLA practices environmental stewardship** at "home" by implementing "green" practices in building operations and maintenance, and product purchasing and recycling.
6. Experienced, skilled, and devoted **staff are crucial for GLA's success**. Staff members are regularly rewarded for their good work; ongoing training and networking are encouraged and supported.
7. GLA encourages and strives to **embrace cultural diversity** in all facets of its work: visitor accommodation; staff and board recruitment; educational programming and exhibits; and facility signage and interpretation.