

**Virginia Museum of Transportation**  
**Approved by the Board of Directors**  
**April 27, 2011**

**Vision**

The Museum was founded by the City of Roanoke almost fifty years ago as a public trust of Roanoke's most important historic resources and as a public service to its community. As the organization enters its sixth decade, the Virginia Museum of Transportation seeks to become

- globally recognized for the treasures in its collection,
- an essential educational resource, and
- a driver in the Roanoke Valley's economic growth.

To achieve its vision, the Museum is committed to excellence in its interpretation of Virginia's transportation heritage including:

- personal transportation-related experiences, past and present;
- community development brought about by transportation, both social and commercial;
- transportation technologies, and changes in those technologies over time.

Given our location in Roanoke, the Museum will focus on telling Roanoke's story:

- to celebrate local and regional achievement, restoring Roanoke's pride in its rail heritage; and
- as exemplary of similar developments in other parts of the Commonwealth.

The Museum strives to accommodate, educate, and engage the broadest audience possible, while working collaboratively with other organizations. Special consideration is given to addressing appropriate educational standards, as well as fostering creativity and a sense of wonder among visitors.

Through the authentic and innovative interpretation of the Museum's collection, visitors will gain a greater understanding of the history and accomplishments of both their community and their own families, providing inspiration for achievement in future generations.

## Values

As the official transportation museum of the Commonwealth of Virginia, the Virginia Museum of Transportation is committed to:

- Becoming a world class public attraction with an emphasis on rail;
- Becoming one of America's most noted participatory museums;
- Serving as an important historical and educational resource;
- Excelling in customer service and the continual improvement of the visitor experience;
- Earning a high standing in the museum community for excellence and professionalism;
- Enhancing accessibility to facilities, programs, collections, and their appeal to diverse audiences;
- Being visible and valued in the community and beyond;
- Steadily increasing membership and community support;
- Being financially sound.

## Goals

Transportation is a universal experience: because all people experience transportation, it becomes easier to develop a personal connection to and appreciation of history when presented in the context of cars, trains, or planes. Transportation shapes communities and is a major employer locally and across the country. The greatest gift that the Museum can share with its visitors is an understanding of their community's development and an appreciation of their own family's story. In service to its visitors, the Museum:

- holds historic assets as a public trust,
- preserves and interprets meaningful transportation-related objects, and provides the opportunity to interact with real artifacts as appropriate,
- records and retells the stories of the accomplishments of men and women of all ranks in Virginia transportation history,
- educates school children in a fun, historically authentic environment through standards-based programming that teaches history and expands young imaginations,
- provides meaningful experiences for volunteers interested in our transportation heritage and giving back to the community
- collaborates with other organizations, including rail heritage, scientific and other historical organizations, to expand services while avoiding duplication throughout the Commonwealth and beyond, and
- focuses on the railway heritage of Virginia as our region's most significant.