

Mid-Hudson Children’s Museum Announces New Executive Director

POUGHKEEPSIE, June 13, 2022 – The Mid-Hudson Children’s Museum (MHCM) is pleased to welcome Jeffrey Sasson as its new Executive Director. Sasson comes to us after conducting a national search and selection process, led by a committee of museum trustees and a representative of the Dyson Foundation in collaboration with a consulting firm to identify candidates.

Daniel Freedman, Vice-President of the Mid-Hudson Children’s Museum’s board of trustees and Chairman of the search committee had these words of welcome, *“Jeff Sasson’s wealth of valuable leadership experience in the science museum field was immediately apparent to the search committee. We are very excited to welcome Jeff Sasson as our new Executive Director.”*



Sasson served as the Chief Operating Officer and the Vice President of Experience Integration of the Liberty Science Center (LSC) for 12 years, and 9 years as a trustee of the New City Library. His experience includes strategic planning, finance, fundraising, human resources and organizational development, marketing, administration, guest experience, volunteer development, education, and exhibition development.

Sasson led the Liberty Science Center from pending insolvency to solid sustainability. From rethinking LSC’s brand to reconnecting to the community and key stakeholders, his efforts enabled Liberty Science Center to emerge from its dire situation as much more relevant, vibrant and sustainable institution. Through strategic initiatives ranging from creating the largest planetarium in the United States, to marketing, to experiential programming and guest satisfaction efforts, he increased annual attendance, as well as earned and contributed revenue, making LSC a popular destination and compelling institution to support. Sasson transitioned the LSC focus from the Common Core to the Next Generation Science Standards (NGSS), a powerful teaching approach that develops children to become critical thinkers through hands on investigative learning; not book memorization.

Sasson brings a wealth of knowledge and experience to the museum and feels *“MHCM is truly a Hudson Valley STEM treasure that I am so excited to join as we look to engage and motivate the young learners of our community.”*

About the Mid-Hudson Children’s Museum:

Named “Top Place to Take the Kids in the Hudson Valley” (2019, 2018, 2017) by Kids Out and About, the Mid-Hudson Children’s Museum is the ideal destination for families with children ages 0-12. With exhibits that focus on early literacy, art, STEM, and the local community, the Museum provides an educationally rich environment through which children have the opportunity to develop foundational skills, to engage in purposeful play, and to develop

interpersonal connections. The Museum is located in the heart of the historic waterfront in Poughkeepsie nestled between two city parks, just steps away from the Poughkeepsie Metro-North Train Station, the Walkway over the Hudson and fabulous restaurants. The Mid-Hudson Children's Museum is open Tuesdays-Saturdays from 9:30 am to 5:00 pm and Sundays from 11:00 am to 5:00 pm. Admission is \$12.00 per person. Children under 1 year old are free. Memberships are available. Visit www.mhcm.org or call (845) 471-0589 for more information.

Mid-Hudson Children's Museum

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