

Vision Elements

Our Team

Education

Physical Site

Outreach

Fund Development

Strategic Intent

To have the resources necessary to attract, develop, nurture and retain the most talented staff, board and volunteers.

To create lasting impressions in the lives of visitors through programs focused on the environment and sustainable practices.

To invest in a campus that is at the forefront of educating the community about the environment and sustainable practices.

To increase awareness of the ENC and its mission using all available resources and relationships.

To develop and sustain the funding needed to operate facilities and present programs in order to fulfill our mission.

To provide life changing opportunities to experience and learn about our relationship with nature.

3 to 5 Year Goals

- To expand staff and board to support strategic direction.
- To develop and maintain an organizational structure to carry out strategic plan.
- To adopt a long-term board/staff leadership development/succession plan.

- To continually refine current program offerings and expand to additional target markets.
- To develop a variety of sustainable environmental practice programs.

- To enhance existing plant communities to assure quality programming.
- To position organization to take advantage of opportunities for expansion including connections to neighboring natural areas.

- To develop and implement a marketing plan.
- To establish strategic partnerships.

- To formalize and implement a fund development and recognition plan that addresses all revenue streams.
- To expand social enterprise activities

2011/12 Objectives

- Formalize succession plan by June 2012
- Review benefits package by May 2012

- Perform comprehensive evaluation of programs regarding areas such as effectiveness, targeted outcomes, cost and mission alignment by June 2012
- Successfully implement the ENC's Traveling Naturalist Program including marketing to schools, purchasing necessary equipment/instructional materials, and generating \$30,000 in program fees while presenting quality programming aligned to CA State Science/Social Science/Visual Arts Standards by June 2012

- Review grounds policies and procedures for "best practices" by March 2012
- Renovate Valley Grassland Plant Community by February 2012

- Develop and implement, along with a calendar that outlines the steps to be completed, the marketing materials (including: logo, printed material, sales merchandise, recognition items, giveaways, etc.), events calendar, and donor relations program related to the ENC's 40th Anniversary celebration by February 2012
- Redesign ENC website including on-line program enrollment and payment features by April 2012

- Grow membership by 10% by April 2012
- Formalize capital campaign for expansion property by January 2012
- Generate at least \$90,000 in corporate and foundation support with at least half of the funding acquired through new donors by June 2012



Mission Statement:

To provide quality education through hands-on experience with nature.

Vision Statement:

The ENC inspires all generations to protect the natural world by serving as our community's foremost authority on ecological responsibility, sustainable practices and environmental education.

Core Values:

- **Respect** We respect each person who comes to the Center and strive to impart in return respect for our natural environment.
- **Responsibility** We accept personal responsibility to be good stewards of our resources, accountable to our membership and actively promote our educational mission.
- **Dedication** We maintain our commitment to the environment and the work necessary to convey our educational message.
- **Integrity** We are consistent and honest by making certain our actions match our words.