

Squam Lakes Natural Science Center

Strategic Plan

(2022-2026)

OUR VISION:

Through experiencing the exhibits and programs of Squam Lakes Natural Science Center, visitors of all ages and backgrounds will gain a greater understanding of ecology and a lifelong respect and appreciation for the natural world leading to active environmental stewardship.

OUR MISSION:

To advance understanding of ecology by exploring New Hampshire's natural world.



SQUAM LAKES
NATURAL SCIENCE CENTER

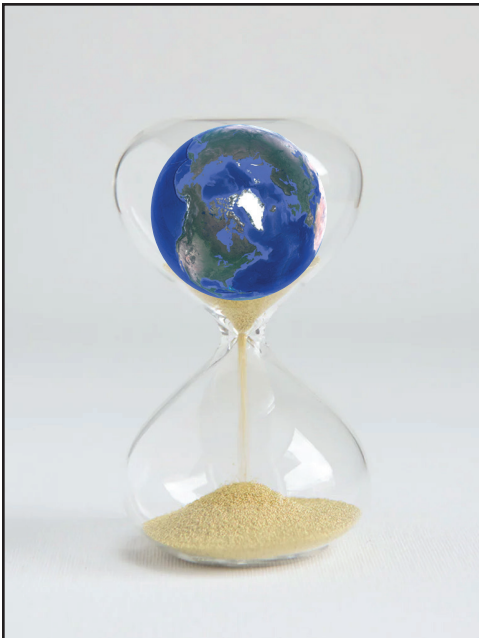


Strategic Priority 1: **OUR ANIMALS: *Being Topnotch Stewards***

Given the importance of the animal collection to the Science Center, which annually attracts over 70,000 trail visitors in recent years, attending to the care and exhibition of our animals is central to the Science Center's future. Our goal in this key area is to showcase native species in engaging ways that (a) increase understanding of their behaviors and habitats, and (b) teach about ways to ensure their future well-being. In so doing, we aim to exemplify humane, state-of-the-art animal care, enrichment, and stewardship, and meet AZA-accreditation standards. An important part of this focus is to secure sufficient funding to assess and refresh, as needed, the Science Center's animal care facilities and animal enclosures on the trail, the animal medical facilities, and the infrastructure needed to care for the animal collection year-round.

Goals:

- **Ensure compliance with all AZA accreditation standards**
- **Design and construct a new facility for our ambassador animals**
- **Provide top-notch veterinary care and support to our animals**
- **Provide long term financial support for the care of our animals**



Strategic Priority 2: **OUR PLANET: *Addressing Climate Change***

The consensus is strong that the Science Center must design a comprehensive program addressing climate change, which is clearly a profound threat to our area, state, country, and globe. As an organization dedicated to ecological education, we must equip both young people and adults with the scientific evidence and understanding that will enable them to take intelligent, effective action. The opportunities are immense and the Science Center can become a leader in showcasing the impact of climate change on animals, ecosystems, and humans.

Goals:

- **Evaluate existing climate change education programs**
- **Continue to look for and examine best practices in climate change education offered by other effective groups**
- **Secure funding for expanded climate change initiatives**
- **Partner with other organizations that can help us enhance our existing climate change education programs and create new ones that engage youth in developing the skills they need to craft local solutions to climate change issues**



Strategic Priority 3: **OUR PEOPLE: *Nature for All***

In all our efforts and activities, the Science Center’s goal is to ensure that our environment, programs, staff, and facilities are welcoming to a wide variety of individuals, groups, and families. Moving in this direction requires us to be inclusive, respectful, and equitable and an organization that engages the talents of people with a variety of backgrounds, abilities, and perspectives to accomplish our mission. This overall priority attaches to the Board, staff, volunteers, facilities, and programs.

Goals:

- **Broaden our socio-economic visitor profile**
- **Reach out to, reflect and celebrate the diversity of the state and region**
- **Improve the visitor experience for all**
- **Promote and value the diversity within our Staff**
- **Make Blue Heron School a “School for All”**

Strategic Priority 4: **OUR FUTURE: *Building Our Financial Strength***

Reflecting the Science Center’s stellar reputation in our area, a large and generous donor base has been developed over many decades, and in recent years, more foundations and public sources have invested in us as well. Donors were especially generous when the COVID pandemic arrived in the Lakes Region. Even so, our pool of major, sustaining donors is both small and aging, which means that the entire Science Center family needs to focus on expanding this key constituency as well as our broader donor base to secure our future and to allow progress in the areas noted above. Doing so requires that we focus on the goal of both cherishing our existing supporters and also engaging additional people, families, groups, and sectors in the Science Center’s magic. Tracking progress will involve regularly assessing the overall donor pool, the yield of various fund-raising strategies, and new ways to use technology to increase support.

Goals:

- **Reinvigorate our donor base**
- **Evaluate effectiveness of existing development efforts**
- **Optimize the use of social media**
- **Review and expand the effective use of the Science Center campus**
- **Expand outreach to new groups**
- **Support the initiatives of other Science Center committees**



Acknowledgments:

The Strategic Planning process was led by board chair Sarah Brown and the Science Center Executive Committee with support and input from all members of the board, staff and non-trustee members of the board committees:

Executive Committee:

Sarah Brown (chair), Lisa Aulet, Kevin Barrett, Lisa Bennett, Martha Grant, Anne Lovett, Susan Lynch, Iain MacLeod (Executive Director), Geoff Stewart, Justin Van Etten.

Current Board of Trustees:

Sarah Brown (chair), Justin Van Etten (vice chair), Anne Lovett (treasurer), Susan Lynch (secretary), Lisa Aulet, Kevin Barrett, Lisa Bennett, Cathy Denious, Lisa Doner, Diane Garfield Gross, Martha Grant, Barbara Nan Grossman, Carl Lehner, David Murphy, Cris Salomon, Frank Stevens, Geoffrey Stewart.

Immediate past Board members:

Laurie Beeson, Laurie Burke, Ken Evans, Emily Preston, Dick Starbuck.

Non-trustee Committee members:

Josh Askew, Brent Anderson, Alexandra Breed, Peggy Conner, Lisa Davis, Peter Desloge, Andy Eaton, Ann Ehrhart, John Fernandes, John Gephart, Mark Goldstone, Liz Hager, Bonnie Hunt, Michelle Janosa, Jessica Jones, Dave Katz, Bill Lee, David Martin, Susan McKimens, Olivia Saunders, Bob Snelling, Lea Stewart, Carol Stone, Dr. Ellyn Tighe, Bryant Tolles, Rebecca Upham, Tony Wagner.

Staff Leadership Team:

Iain MacLeod (Executive Director) Brian Eaton (Finance and Operations Director), Audrey Eisenhauer (Education Director), Amanda Gillen (Development and Communications Director), Keith Hosking (Facilities Director), Lauren Moulis (Animal Care Director).

Staff Input:

Erick Amero, Bonnie Baker, Kim Beardwood Smith, Jennifer Byam, Dennis Capodestria, Eric D'Aleo, Adam Donnelly, Bob Donnelly, Clare Eckert, Emma Erler, Genlyne Fiske-White, Jordan Fitzgerald, Jordy Gianforte, Margaret Gillespie, Phoebe Hartvigsen, Joy Huke, Mary Noyes, Morgan Goodrich-Osborne, Dylan Parker, Jeremy Phillips, Carol Raymond, Kyle Salmons, Corrie Underwood, Dan Walsh, Sharon Warga, Carolyn Wawrzynowski, Holly Williams, Ashley Yeaton.

**Squam Lakes Natural Science Center
March, 2023**