

# Accokeek Foundation at Piscataway Park

## STRATEGIC PLAN - May 2014

### **Our Mission**

The Accokeek Foundation cultivates passion for the natural and cultural heritage of Piscataway Park and commitment to stewardship and sustainability.

### **Our Vision**

People connected to the land and engaged in creating a sustainable world.

## **GUIDING PRINCIPLES**

### **What we do:**

1. We inspire people to care about the environment by connecting people to this landscape.
2. We explore historical and cultural connections to today's trends in agriculture and conservation.
3. We engage communities in shaping a more sustainable food system.
4. We prepare people to make earth-friendly choices in their daily lives.
5. We contribute to the evolving scholarship on stewardship and sustainability.

### **How we do it:**

1. We create meaningful experiences that engage visitors' minds as well as their hearts.
2. We ask important questions about the past, present and future of sustainability.
3. We experiment with and demonstrate best practices to advance our mission.
4. We align the allocation of our resources with our interpretive messages and mission.
5. We approach partners, funders, and other stakeholders in a spirit of collaboration to advance our mission.

### **Who we do it for:**

1. We aim to reach audiences that are representative of the community, with a focus on traditionally underserved populations.
2. We seek to engage young, service-minded audiences.

### **Our Organizational Culture:**

1. We create an open and positive organizational culture that inspires staff members to become invested in the Foundation's future.
2. We foster an environment in which learning – about the past and about best practices for a more sustainable future – is highly prized.
3. We approach serious content in a serious manner, but we embrace novelty and convey a sense of fun.
4. We encourage thoughtful dialogue on important topics, always honoring differences in perspective.

## **PRIORITIES 2014-2016**

### **Priority 1**

**Unify all programs (history and culture, conservation, agriculture) under the interpretive message of sustainability.**

1. Clarify interpretive goals internally and externally.
2. Align the allocation of resources with interpretive messages and mission.
3. Integrate program planning with marketing planning.
4. Clarify brand identity and align market perception with mission and goals.

### **Priority 2**

**Create transformative learning experiences that engage visitors and encourage critical thinking.**

1. Create programs that connect to visitors' emotions and are thought-provoking, participatory, and inclusive of different perspectives.
2. Increase opportunities for engagement with the concept and practice of sustainability through time.
3. Expand the reach of the Accokeek Foundation to include new and more diverse audiences.
4. Transform visitors into engaged members and donors.

### **Priority 3**

**Expand and diversify funding sources to lessen dependence on the federal appropriation and become more financially sustainable.**

1. Create a long-term comprehensive plan for financial growth.
2. Develop financial accountability measures to ensure maximum impact and profitability.

### **Priority 4**

**Build a strong team and a strong network of stakeholders.**

1. Redefine and strengthen a mutually beneficial partnership with the National Park Service to support mission and goals.
2. Align the skills and experience of board and staff with organizational priorities.
3. Increase site-wide staff collaboration and knowledge sharing.
4. Seek input from stakeholders to guide decision making on relevant projects.
5. Lead regional efforts that align with the Foundation's mission.