



KALAMAZOO NATURE CENTER 2021-2025 STRATEGIC PLAN

MISSION STATEMENT

KNC creates relationships and experiences that welcome and inspire people to discover, enjoy, value, and care for nature.



VISION STATEMENT

KNC envisions a resilient community where all people have strong interconnections with the natural world.

CORE VALUES

Inclusion & Equity: KNC works intentionally to create experiences that are increasingly equitable, inclusive, diverse, and accessible where every person feels a sense of belonging.

Well-being: KNC will honor, care, and support the well-being and vitality of our people, talent, and resources.

Integrity: KNC maintains the highest ethical standards and a commitment to transparency and honesty in all our work.

Leadership: KNC uses its influence to inspire and motivate our community and sector toward action that impacts the most pressing environmental concerns of our time.

Research-based: KNC believes in the power of evidence and well-researched data to inform and guide our relationship with the natural world.

Sustainability: KNC strives to lead by example in our management of environmental, financial, and social resources towards greater sustainability, conservation, and restoration.



STRATEGIC FOUNDATION

KNC has identified four core areas that are foundational for all the work they will complete during the next five years. Elements of this foundation are comprehensively incorporated in the plan.

Goal #1 High Quality Programming: KNC will continue to develop the strategy, capacity, and effective processes to deliver high quality, relevant programming for our community.

- Objective 1.1. Refine strategies and develop funding plans for all program areas
- Objective 1.2. Improve and expand capacity for educational team and programs
- Objective 1.3. Strategically scale programs to maximize impact
- Objective 1.4. Develop organization-wide curriculum plan that meets all intended audiences and strategic priorities
- Objective 1.5. Offer high quality, nature-based, community-focused programming that aligns with sustainability and equity goals

Goal #2 Equity, Inclusion, & Diversity: KNC will transform its leadership, programs, and policies to further a vision of equitable access, reflection, and universal engagement across our entire community.

- Objective 2.1. Better represent and reflect the diversity of the community we serve
- Objective 2.2. Create internal processes and systems to support advancement of EID objectives
- Objective 2.3. Involve the community in strengthening EID efforts
- Objective 2.4. Increase diversity through strategic outreach
- Objective 2.5. Improve physical access to properties and resources



Goal #3 Innovative Infrastructure: KNC will become a vital place to visit and work by investing in our facilities, grounds, technology, operations, and people.

- Objective 3.1. Renovate and modernize facilities
- Objective 3.2. Create and implement an active land management plan
- Objective 3.3. Make strategic technology upgrades
- Objective 3.4. Strengthen organizational operation and functions
- Objective 3.5. Create a workplace culture of value and respect



Goal #4 Sustainability: KNC will demonstrate and offer programs that promote meaningful action toward the greater sustainability concerns of our time, including climate change, habitat conservation, food security, and financial stewardship.

- Objective 4.1. Obtain adequate and diverse operational resources
- Objective 4.2. Demonstrate and interpret sustainable practices in facilities
- Objective 4.3. Demonstrate and interpret sustainable use of natural resources
- Objective 4.4. Define and implement a meaningful, collaborative, local response to global climate change
- Objective 4.5. Lead and support local and regional conservation and restoration initiatives

