



# Lindsay Wildlife Experience Three-Year Strategic Initiatives

Adopted May 2017

The following are the five strategic initiatives identified by Lindsay's Board of Directors at its meeting on April 8, 2017 and adopted in final form on May 9, 2017. Each is followed by interim milestones and the three-year goal for each initiative. These initiatives are of equal importance and their order does not suggest any prioritization.

Developing and communicating a consistent message, achieving fiscal stability and financial growth, and cultivating partnerships to extend Lindsay's mission are objectives that are to be pursued within each of the five initiatives.

- **Take an active, visible, leadership role – grounded in Lindsay's rehabilitation experience and expertise – in environmental and habitat issues that affect California wildlife.**

FY1 Milestone 1: Take a leadership role in building a coalition of like-minded organizations that can have a collective impact on policy and civic engagement.

FY2 Milestone 1: Establish Lindsay as a destination for a conservation forum.

FY2 Milestone 2: Complete an inventory of internal expertise to distribute to external sites / organizations / media that may seek experts, speakers, etc.

FY2 Milestone 3: Develop methods for demonstrating and communicating Lindsay's depth of wildlife- and ecosystem-related expertise to the public.

Goals By FY3:

- To be perceived as the go-to organization by civic and media organizations for environmental policy positions.
- To be a resource for reviewing environmental impact studies for Bay Area cities and organizations.
- To be able to point to an impact or win that occurred because of Lindsay's advocacy efforts.

- **Develop an exciting, changing, and inspiring "experience" for the public – both onsite and online.**

FY1 Milestone 1: Complete the Master Interpretive Plan – a plan addressing how to better communicate Lindsay's message.

FY1 Milestone 2: Increase the visibility of the rehabilitation side of Lindsay.

FY1 Milestone 3: Explore options for building a more multi-lingual experience.

FY1 Milestone 4: Develop comprehensive plan for live collection of wildlife ambassadors and pet education animals that reflects the diversity and abundance required to deliver an exciting, unique, and inspiring experience for guests

Goals By FY3:

- To be using technology more effectively:
  - Have an in-depth, linked web site with great resources for the community.
  - Have addictive webcams that communicate Lindsay's mission
  - Offer a mission-centered curriculum on the web
  - Provide merchandise and webinars online.
- To be housing a more diverse live collection
- To be able to track repeat visitors and have increasing membership

- **Increase camaraderie, respect, adaptability, teamwork, and valuing of expertise among and between Lindsay's leaders, volunteers, and staff members.**

FY1 Milestone 1: Cultivate an environment of greater positivity and empowerment

FY1 Milestone 2: Use more volunteers in more meaningful ways in Lindsay's various areas.

Goals by FY3: Use more volunteers in more meaningful ways in Lindsay's various areas:

- To be an even more volunteer-focused organization
- To have training and development embedded in the culture
- To have achieved an environment of greater positivity and empowerment



- **Drawing on Lindsay's rehabilitation experience, expand educational offerings and programs – delivered onsite, offsite, and online – for all age groups, ranging from toddlers to senior adults.**

FY1 Milestone 1: Integrate the Next Generation Science Standards into Lindsay's educational programming for K-12 students.

FY1 Milestone 2: Develop a master educational plan that addresses programming for all age groups.

Goals by FY3: To offer a vibrant and effective set of programs that reach multiple age groups and communities, as measured by revenue and participants.

- **Optimize Lindsay's current physical footprint and explore options for offsite space to maximize both public impact and animal welfare.**

FY1 Milestone 1: Explore possibilities within Lindsay's lease for increased flexibility to use the existing facility.

FY1 Milestone 2: Connect with various organizations to investigate possibilities for offsite land.

FY1 Milestone 3: Look for creative ways to beautify Lindsay's landscaping.

Goals by FY3: To have formalized the right space strategy to achieve the rest of Lindsay's strategic initiatives.