# Strategic Plan 2020-2024

The goal of this strategic plan is to set an aspirational course for the Association’s future in three key areas: cultivate and mentor public garden professionals; bolster strong, resilient public gardens; and convey their positive impacts in solving local and global challenges.

Association staff and leadership are committed to Engagement, Professional Development, Leadership, Building Resilience, and Organizational Excellence.

## Our Mission
We champion and advance public gardens as leaders, advocates, and innovators in the conservation and appreciation of plants.

## Our Vision
A world where public gardens are indispensable.

## Our Goals and Objectives

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOAL 1</strong></td>
<td>Engagement</td>
</tr>
<tr>
<td><strong>GOAL 2</strong></td>
<td>Professional Development</td>
</tr>
<tr>
<td><strong>GOAL 3</strong></td>
<td>Leadership and Resilience</td>
</tr>
<tr>
<td><strong>GOAL 4</strong></td>
<td>Organizational Excellence</td>
</tr>
</tbody>
</table>

### GOAL 1: Engagement
Grow and nurture relationships with members by offering services and resources that anticipate and fulfill their needs.

**OBJECTIVES**
- A. Attract and Engage Diverse Membership
  Grow a healthy and diverse membership by attracting new members and nurturing existing ones
- B. Expand and Enhance Member Benefits and Resources
  Grow the portfolio of member benefits and resources
- C. Synergize Signature Programs
  Identify opportunities to link, improve, and better integrate programs and related communication
- D. Cultivate Strategic Partners
  Cultivate and strengthen innovative strategic partnerships and other relationships to advance the Association and its members

### GOAL 2: Professional Development
Offer quality educational resources and exemplary professional development opportunities to a diverse membership.

**OBJECTIVES**
- A. Expand Access
  Expand and create diverse delivery channels to programs and resources that further members’ professional development
- B. Promote Industry Talent
  Utilize and Create Professional Development Opportunities That Promote Industry Talent to Future Leadership Roles
- C. Promote Connections
  Promote Connections: Provide suite of opportunities for diverse members to engage, serve, and build professional relationships

### GOAL 3: Leadership and Resilience
Lead the promotion of public gardens as cornerstones for resilient, healthy communities. Build capacity and enhance the ability to extol how their work provides solutions to local and global challenges.

**OBJECTIVES**
- A. Build Resilience
  Galvanize gardens to proactively build and sustain resilience while navigating change
- B. Foster the Value of Public Gardens
  Benchmark, articulate, and advocate the value of public gardens as an influential voice for the industry. Continue to enhance the Association’s outward communications to fulfill its mission and vision

### GOAL 4: Organizational Excellence
Continue pursuit of organizational excellence and a business model that promotes sustainability, resilience, and core IDEA (inclusion, diversity, equity, and access) principles.

**OBJECTIVES**
- A. Increase Financial Strength
  Diversify and increase funding while seeking efficiencies and building financial reserves to ensure organizational sustainability
- B. Foster Service-Oriented Workplace Culture
  Foster a positive, service-oriented workplace culture that values and develops its people and advances IDEA principles in all operations
- C. Enhance Governance
  Follow best practices for board governance and succession to recruit, engage, and develop qualified, diverse board members that reflect the Association
- D. Improve Technology and Data
  Ensure efficient use of technology in all operations