Conner Prairie Strategic Imperatives with Key Initiatives

The Core Planning Group and Conner Prairie Strategic Planning Committee agreed that the strategic framework would focus on **four new imperatives that thematically align with the site master plan** through programmatic and organizational initiatives.

- **Enhancement** to museum experiences
- **Engagement** with the community, land, and brand
- **Connectivity** to people and partners
- **Sustainability** of resources, revenue, and river

**Enhancement to Museum Experiences**
- **Provide more year-round experiences** to grow visitation and engagement.
- **Create new and enhance existing opportunities for experiential learning** to provide extraordinary visitor experiences.
- **Implement the master plan to enable programming goals and activate the White River.**

**Engagement with the Community, Land and Brand**
- **Expand the use of our natural resources and the White River** to create a natural campus to teach about the history and science of the land and river.
- **Achieve premier brand status** to become top-of-mind and sustain cohesive messaging.

**Connectivity to People and Partners**
- **Create an engaged, collaborative and inclusive culture** to support and sustain strategic partnerships.

**Sustainability of Resources, Revenue and River**
- **Create sustainable financial resources** to fund operational, strategic, and master plans.
- **Protect our natural resources** to preserve and protect our cultural landscape.

As Indiana’s first Smithsonian affiliate, **Conner Prairie will be a national leader in reimagining museums and how people view and use them.** This strategic framework shapes the direction for that change.
The Strategic Planning Journey Map

The Core Planning Group and the CPELT have also worked on a Strategic Planning Journey Map that not only highlights the four strategic imperatives with key initiatives, but also their desired outcomes, essential elements for success, important dates and timing of key initiatives, and the resources required.

This journey map is being used by the CPELT and staff to complete a comprehensive 2019-2023 Strategic Plan with annual work plans to be presented at the March 2019 CPM Board of Directors meeting.