Strategic Framework

**Mission**
To inspire community support for, and advocate on behalf of, Jeffco’s Outdoor Lab Program.

**Vision**
Enduring Program, Inspired Students, Cherished Sites

**Values – ICARE**
- Integrity
- Commitment
- Awareness
- Respect
- Empathy

**STRONG PARTNERSHIPS**
- Site Improvement Plan
- Housing updates
- Historic Preservation
- Conservation Easement
- Improved Marketing and Recruitment
- Scholarship Program
- Intern Program
- Preparation, Recognition and Support Programs
- Expand Evening Presentations
- Stronger Interpersonal Relations
- Student Frontloading Resources

**LASTING SUPPORT**
- Grow Individuals Donor
- Increase Corporate Donors
- Grow Foundation Support
- Increase Local Govt Support
- Expand Gear Shop Revenue
- After Dark Success
- Lab Card Participation
- Formalize comms calendar for internal and external audiences
- Improved content creation
- Events and Friendraisers
- Create/ refine donor reports – retention, growth, Lab Cards, monthly, etc.
- Develop Gear Shop sales and inventory reporting procedures
- Monitor newsletter, social, web growth and engagement

**COMMUNITY RELEVANCE**
- Community Outreach Program
- Expanded Gear Library
- School tailored marketing materials
- Improve distribution of unrestricted tuition funds
- Increase participation rates among Tier 2, Tier 3, and Tier 4 schools
- Youth development survey
- Stakeholder satisfaction survey
- Stakeholder roundtable and focus group listening sessions.

- N39° 19’ 55.258”
- W105° 23’ 11.59”
- N39° 38’ 28.946”
- W105° 27’ 37.148”