



THE WILDERNESS CENTER

STRATEGIC VISIONING



OVERVIEW

The strategic visioning process included significant stakeholder engagement from nearly 200 individuals, including staff, board members, and the public. The public component was comprised of partners from the business community, foundations, other non-profit organizations, and even some new groups new to working with TWC. The result was a shared vision, goals, pathways to meet those goals, actions and projects, and metrics.



THE STRATEGIC PILLARS

The foundation for the strategic plan are four strategic pillars:

COMMUNITY PILLAR:

Build partnerships with communities, organizations, and landowners that enhance the shared benefits of connecting people and nature, as a collaborative approach is needed to address local conservation challenges.

EDUCATION PILLAR:

Create and implement accessible science-based programs for youth and adults that inspire curiosity, learning, as well as valuing and caring for nature in their own communities.

CONSERVATION PILLAR:

Create and enhance connected corridors and functional habitats for biodiversity in collaboration with regional conservation efforts.

VISITOR EXPERIENCE PILLAR:

Grow the number of visitors to Wilderness Center sites, and enhance their experience with nature, while increasing nature accessibility for all members of our community.



MEMBER SURVEY

The plan was also supported with feedback from a member survey. A key finding was respondents shared that nature-based day trips were motivated by the following:

1. Wildlife or habitat
2. Trails
3. Distance from home
4. Scenery

