Strategic Planning

FY2015
Strategic Framework
3–5 year implementation
Our Vision

Inspiring a passion for Death Valley and Ash Meadows
Mission Statement

Preserving and interpreting the natural and cultural resources of the Death Valley region in cooperation with our government partners.
Our Values

• Education
• Preservation
• Partnership
• Accountability
Strategies
Maintain and Grow a Strong Business Model

- Maintain appropriate reserves, staffing levels and infrastructure to support business growth
- Evaluate and adapt product mix to new demographics
- Explore bookstore reorganization and layout for optimal sales
- Increase “on the spot” donations, including addition of donation boxes at all locations
- Identify high value programs suitable for fundraising
- Engage membership and cultivate donors through events and special offers
- Determine opportunities to engage board of directors in supporting strategic initiatives
Strengthen Marketing, Communications, & Outreach

• Sell our story through multiple media
  Improve store signage – who we are, what we support and achieve
  Better communicate how contributions make a difference
  Develop multi-lingual brochures with donation box
  Increase online trip planning information tied to products and social media
  Test marketing and messaging for one-time versus repeat visitors
  Determine viability or adaptability of online/app travel products

• Integrate additional educational articles into our communications

• Strengthen community outreach
  Regional festival booths
  Activity packets
  Continued or broadened involvement with regional groups
Maintain and Enhance Partnerships

• Supplement capacity by partnering with private, nonprofit and for-profit organizations and educational institutions
• Cross promote Death Valley National Park and Ash Meadows National Wildlife Refuge materials and sales
• Maintain good communication and mutual respect among DVNHA, NPS and USFWS
• Plan and coordinate with partners, avoiding duplicate requests and clarifying strategic priorities
• Plan and implement NPS 2016 initiatives for sustained impact
• Cross train DVNHA staff and partnering agency staff
  - Monthly brown bag
  - New employee orientations and park/refuge familiarization
  - Cashier, membership and product familiarity
Advance Educational Programming

• Maintain and build successful programs, including
  Road Scholar, with strategic inclusion of Ash Meadows
  Science Conference
  History Conference

• Rebuild or develop new programs to engage broader constituencies
  Death Valley R.O.C.K.S. (with agency interpretation support)
  Adult weekends
  Step-on guides
  Ranger days at schools
  Products for self-guided tours

*Note: examples of programs and projects are included to reflect potential activities and are not reflective of all opportunities that may arise or take priority during the course of this strategic plan.*