

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.*