

STRATEGIC PLAN 2021-2025

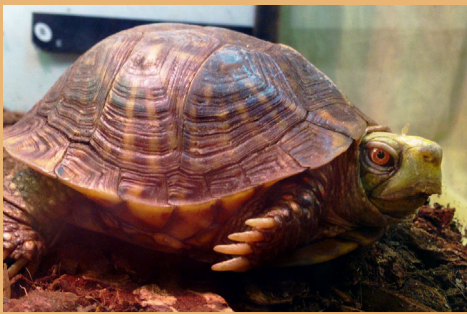


*Making Connections,
Protecting Nature*

Museum and Education Department
Champaign County Forest Preserve District

Mission

We collect, preserve, and interpret the natural and cultural history of Champaign County and East Central Illinois for all generations.



Museum and Education Department

Strategic Plan 2021-2025

Vision

Inspiring audiences to create connections to our natural and cultural history.



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Values

Respect

We respect the Grand Prairie's diverse cultures, environment and resources.

Engagement

We engage our community through collaboration with all people in Champaign County and East Central Illinois.

Wonder

We spark awe and wonder in our audiences through all the learning experiences we provide.

Innovation

We lead our field in professional practices, innovating new methods and fresh ideas.

Integrity

We act with integrity in all our work, ethically and professionally.

Empowerment

We empower each other, throughout the CCFPD, by sharing and developing expertise through teamwork.

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Strategic Plan 2021-2025

Coordination

As a department of the Champaign County Forest Preserve District, we designed our Strategic Plan to coordinate with the CCFPD Strategic Plan of 2020 to 2025.

That plan focused on the following desired outcomes

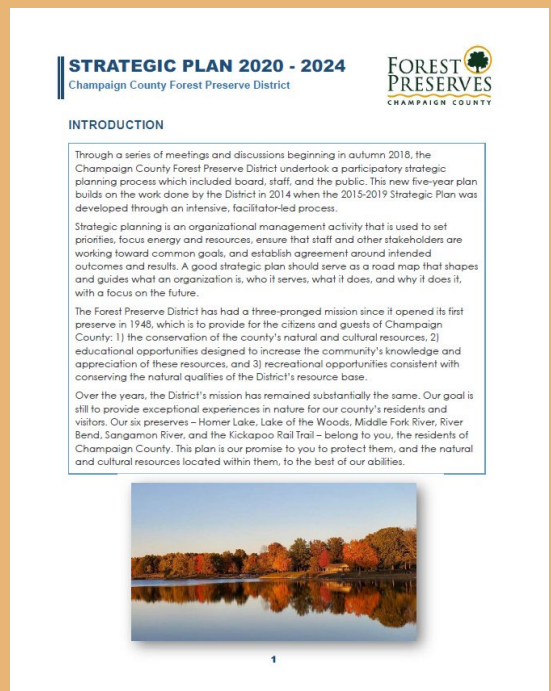
Outcomes:

Environmental Benefits

Connection to Nature

Appreciation for Grand Prairie Heritage

Organizational Excellence



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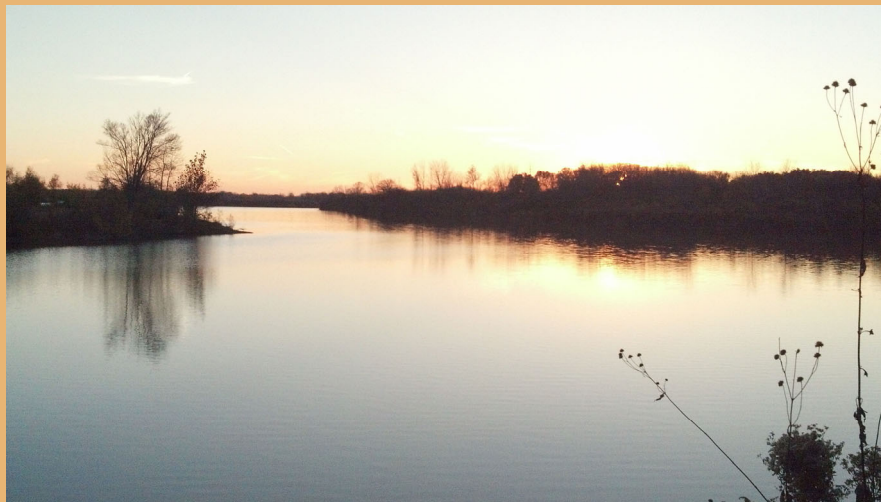
Strategic Plan 2021-2025

Coordination

The Champaign County Forest Preserve District Strategic Plan also outlined the following objectives:

Objectives:

- 1. Protect Conserve Preserve Steward**
- 2. Connect Land Connect People**
- 3. Educate Inspire Lead**
- 4. Promote Healthy Lifestyles through Recreation**
- 5. Achieve Organizational Excellence**



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CCFPD Objective 1

Protect Conserve Preserve Steward

Museum and Education Department Goal

Maintain our existing infrastructure and improve facilities to meet community needs

- ◆ **Replace LAS with Rankin Center; complete move in**
- ◆ **Continue Work toward new Nature Center**
- ◆ **Employ Energy Efficient Solutions in projects/renovations**
- ◆ **Continue to maintain facilities through Capital Funds**
- ◆ **Work toward the Green Museum concept**

Key Staff: *Administrative*

Funding Source: *Capital Fund, Grants, Fundraising*

Timeline: *Long Term*

Guiding Documents: *Strategic Plan*

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Strategic Plan 2021-2025

CCFPD Objective 1

Protect Conserve Preserve Steward

Museum and Education Department Goal

Use best industry practices to guide the care of our natural and cultural history collections.

- Preserve and Steward Collections through Planning and Practice
- Continued Processing, inventorying and organization of collections
- Completion of Collections Care Plan
- Maintain Education and Live Animal Collections
- Adopt natural conservation practices where ever possible
- Attain reaccreditation for the Museum and Education Department.

Key Staff: *Curatorial*

Funding Source: *Operating*

Timeline: *Medium Term and Ongoing*

Guiding Documents: *Collections Plan, Policy and Collections Care Plan.*

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CCFPD Objective 2

Connect Land, Connect People

Museum and Education Department Goal

Deepen connections to Champaign County's forest preserves through an array of recreational, educational, and cultural experiences.

- Work with Department heads to provide programming at all sites
- Proactively pursue new technologies, virtual experiences, cutting edge ideas to reach new and traditional audiences.
- Actively pursue new audiences through programming designed with Diversity, Equity, Accessibility and Inclusion goals.

Key Staff: *Administrative and Programming Staff*

Funding Source: *Operating*

Timeline: *Short to Medium Term*

Guiding Documents: *Interpretive Plan*

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CCFPD Objective 2

Connect Land, Connect People

Museum and Education Department Goal

Pursue Cultural Competency internally and externally. Nurture a welcoming environment promoting diversity, equity, inclusion and accessibility.

- Provide formal training for staff and with community partners in cultural competency and inclusion.
- Develop diversity of Museum and Ed Advisory Committee
- Develop potential of Hoskins Archive for Cultural Diversity
- Create programming/examine facilities for accessibility
- Expand collaborations and translation opportunities
- Coordinate efforts with ongoing CCFPD DEI efforts and plans

Key Staff: *Administrative, Programming, Curatorial*

Funding Source: *Operating*

Timeline: *Medium to Long Term*

Guiding Documents: *Interpretive Plan, Collections Plan*

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CCFPD Objective 2

Connect Land, Connect People

Museum and Education Department Goal

Evaluate and Adjust Services to meet evolving community needs and interests.

- Solidify partnerships with other Champaign County Museum Network Institutions.
- Continue current and develop new partnerships with UI, community groups and like organizations.
- Create a department-wide program plan to identify priorities, partnerships and opportunities

Key Staff: *Programming Staff*

Funding Source: *Operating, Fundraising*

Timeline: *Medium to long term*

Guiding Documents: *Interpretive Plan*

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CCFPD Objective 3

Educate, Inspire, Lead

Museum and Education Department Goal

Provide positive learning experiences for people of all ages and abilities

- **Develop additional school programs and curricula to meet the changing needs of teachers and students**
- **Develop and maintain strong relationships with the Regional Office of Education**
- **Grow the ages and cultural diversity of our audience throughout the community.**

Key Staff: *Education, Programming*

Funding Source: *Operating*

Timeline: *Short to Medium Term*

Guiding Documents: *Interpretive Plan*

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CCFPD Objective 3

Educate, Inspire, Lead

Museum and Education Department Goal

Inspire visitors to make a connection between their own personal history and that of the community and environment. Invite that audience to be good stewards of natural and cultural history.

- Revise and expand exhibit plan
- Create interpretive plan for new Nature Center
- Continue work on trailside interpretation
- Focus interpretive efforts on restorative properties of nature and learning.

Key Staff: *Curatorial, Education, Programming*

Funding Source: *Operating, Capital, Fundraising*

Timeline: *Medium to Long Term*

Guiding Documents: *Exhibit Plan, Interpretive Plan*

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CCFPD Objective 4

Promote Healthy Lifestyles Through Recreation

Museum and Education Department Goal

Promote outdoor recreation that is compatible with our land management practices and natural beauty of the land

- Continue things like fishing, birding, gardening programs, walks/hikes, self-guided activities
- Explore collaborations, e.g. Healthy Champaign County, Community Coalition
- Expand self-guided opportunities on trails, in parks, and at museum.

Key Staff: *Education, Programming, Curatorial*

Funding Source: *Operating, Capital*

Timeline: *Short to Medium Term*

Guiding Documents: *Interpretive Plan, Exhibit Plan*

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CCFPD Objective 5

Organizational Excellence

Museum and Education Department Goal

Increase financial resources to optimize the organizational mission

- Comprehensive Evaluation of Fees
- Develop focused objectives and guidelines for the Advancing Equity Fund to serve all Champaign County residents
- Enhance fundraising strategies through donations, grants and alternative sources of revenue
- Create Museum Endowment

Key Staff: *Administrative*

Funding Source: *Operating, Fundraising*

Timeline: *Long Term*

Guiding Documents: *Financial Plan*

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CCFPD Objective 5

Organizational Excellence

Museum and Education Department Goal

Hire and retain quality staff. Enhance employee satisfaction through training; support employees through pay, benefits, a good work environment and meaningful recognition.

- Encourage professional training
- Provide adequate staffing/funding for strategic initiatives
- Continue work with Compensation Committee
- Coordinate trainings with Human Resources.
- Develop internships and staffing plan to meet new goals.
- Incorporate Diversity, Equity, Accessibility and Inclusion into all training programs.

Key Staff: *Administrative, Supervisory*

Funding Source: *Operating, HR*

Timeline: *Ongoing*

Guiding Documents: *Inclusion Plan, Staff Manual*

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CCFPD Objective 5

Organizational Excellence

Museum and Education Department Goal

Foster and facilitate active and transparent communication among staff at all levels and between the organization and the public at large.

- Develop tools to facilitate meetings within and between departments.
- Make commitments to spend more time throughout the preserves
- Recognize differences within staff as strengths and build upon them.

Key Staff: *All staff*

Funding Source: *Operating*

Timeline: *Ongoing*

Guiding Documents: *Staff Manual*

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Audience

Who we Serve-Champaign County

Census Bureau estimates 2019

Area: 997 square miles

Population: 209,689; 5.4% under 5; 18.7% under 18; 13.3% over 65; 50.3% female.

Race, Ethnicity, Origins: 71.8% white alone; 13.8% Black/African American alone; American Indian 0.4%; Asian alone 10.9%; Hawaiian/Pacific Islander 0.1%; Hispanic or Latino 6.3%; More than one race reported 3.0%

Families: 82, 369

Computer Use: 93. 2%; 82.6 with broadband

Education: 95% High School, 45% Bachelor's Degree. (over 25 years old)

Health: 5.9% with a disability; 7% uninsured

Economy: 62% employed; median income-52,797; 19.9% live in poverty

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Locations and Facilities

Where We Are

Locations

Our staff presents programs throughout the county and in seven forest preserves.

Lake of the Woods Homer Lake

Middle Fork River Sangamon River Heron View

River Bend Kickapoo Rail Trail

Facilities:

We have two facilities:

Museum of the Grand Prairie

950 North Lombard, Mahomet IL 61853

Lake of the Woods Forest Preserve

Homer Lake Interpretive Center

2573 S Homer Lake Rd, Homer, IL 61849

Homer Lake Forest Preserve

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