



# NORTH CASCADES INSTITUTE

## STRATEGIC PLAN 2020 – 2024

*Approved by the Board of Directors: 17 January 2020*

**VISION:** Healthy Northwest ecosystems where all communities and species thrive

**MISSION:** To inspire environmental stewardship through transformative learning experiences in nature

### CASE STATEMENT:

- ❖ North Cascades Institute is a conservation organization focused on outdoor learning in the mountains, rivers, forests and communities of the North Cascades ecosystem.
- ❖ Transformative learning experiences in nature include: place-based environmental education, outdoor recreation, and related outdoor activities that promote health and wellness, conservation, environmental justice and community engagement.
- ❖ Ecosystems thrive when communities have opportunities for meaningful experiences outdoors in nature, from a neighborhood garden to a national park. We have a shared responsibility to open the doors to people of all ages, abilities and backgrounds to ensure their outdoor experiences are powerful and rewarding. When people connect with nature, communities are strengthened, nature is protected, and we all benefit.

### WE BELIEVE:

1. Nature has intrinsic value.
2. Hands-on learning about the environment begins in childhood and lasts a lifetime.
3. Intimate contact with nature helps people lead healthy, well-balanced lives.
4. Transformative learning lies at the confluence of natural and cultural history, science, humanities and the arts.
5. Everyone benefits when people have equitable access to nature and public lands for education, recreation and renewal.
6. Shared experiences in nature strengthen community.
7. Outdoor education, combined with critical thinking and civic engagement, promotes environmental stewardship and conservation.

### 2020 – 2024 STRATEGIC GOALS:

1. **Life-long Learning** – Facilitate ongoing environmental stewardship through effective, high-quality, place-based programs and digital outreach.
2. **Kinship** – Cultivate an Institute community of belonging that is welcoming and accessible to ensure the Institute is relevant in a changing world.
3. **Conservation in Practice** – Achieve Institute climate neutrality by 2030 and use the journey as an opportunity to inspire action in ourselves and others.
4. **Exemplary Workforce** – Establish best practices for sustainability of Institute staffing and operations to ensure our ability to respond to opportunities and challenges.
5. **Fiscal Sustainability** – Maintain long-term financial sustainability to support the Institute’s mission and strategic goals.