



EXPERIENCE WHAT'S NATURAL | LEARN WHAT'S NATIVE  
OUR PLANET DEPENDS ON IT.



Bowman's Hill  
**Wildflower  
Preserve**

## **Strategic Plan Summary**

2022 - 2026



# Bowman's Hill Wildflower Preserve

**The Preserve has developed its 2022 - 2026 strategic plan** which charts ambitious yet achievable goals for the future. It reflects the ongoing challenges and repercussions of the pandemic, while also capitalizing on the community's enhanced awareness of environmental causes and appreciation for outdoor resources. This summary outlines the new strategic plan: a comprehensive and integrated roadmap for the next five years.

## **Internal & External Interviews**

To enrich our understanding of the Preserve's current footing, our planning consultants conducted one-on-one interviews with the Preserve staff, board, volunteers and key external stakeholders.

## **Board, Volunteer & Member Surveys**

We received responses from 13 board members and 263 members, 65 of whom were volunteers.

## **Benchmarking Interviews**

- Lady Bird Johnson Wildflower Center
- Mt. Cuba Center
- Native Plant Trust
- Natural Lands.

**As a result of these interviews and surveys, several key themes emerged.**

- We will be a more public-facing organization that is no longer a "best-kept secret."
- The native plant collection serves as a crucial backbone for mission delivery.
- We are committed to being a science-based organization and will better share our knowledge.
- We will invest more in our amazing volunteers.
- We will integrate climate change more in the way we tell our story.
- We will prioritize an engaging visitor experience over a passive one.
- We will work beyond the regional community.
- We will amplify our impact and message through organizational partnerships.
- Financial awareness will inform our decision-making.





### **Core Values**

Core values reflect and help shape the culture of an organization. They are at the heart of how our organization views and treats our staff, trustees, volunteers, members and larger community. These shared values are a statement to the outside world of how Bowman's Hill Wildflower Preserve views itself and what qualities it embraces.

### **Dedication to Our Mission**

- ✿ We are dedicated to providing exceptional care to our native plant collection and grounds.
- ✿ Our team is committed to excellence in native plant conservation, restoration and stewardship, and the visitor experience.
- ✿ We share our collective knowledge of native plants and their role within the larger ecosystem with our staff, volunteers, guests and community partners.
- ✿ We utilize scientific research to continually develop our expertise and ensure our community receives the most accurate and current information.

### **A Motivated Team**

- ✿ We approach our work with passion, enthusiasm and a commitment to excellence.
- ✿ We perform best when we trust, respect, communicate and collaborate with one another.
- ✿ We grow by continually learning, being curious and pursuing innovation.

### **A Place for Everyone**

- ✿ Everyone is welcome at Bowman's Hill Wildflower Preserve.
- ✿ We value diversity in our staff, volunteers, guests and community partners.
- ✿ As stewards of the Preserve and its living collection, we aim to enhance community accessibility.

### **Responsible Management**

- ✿ We maintain strong fiscal practices.





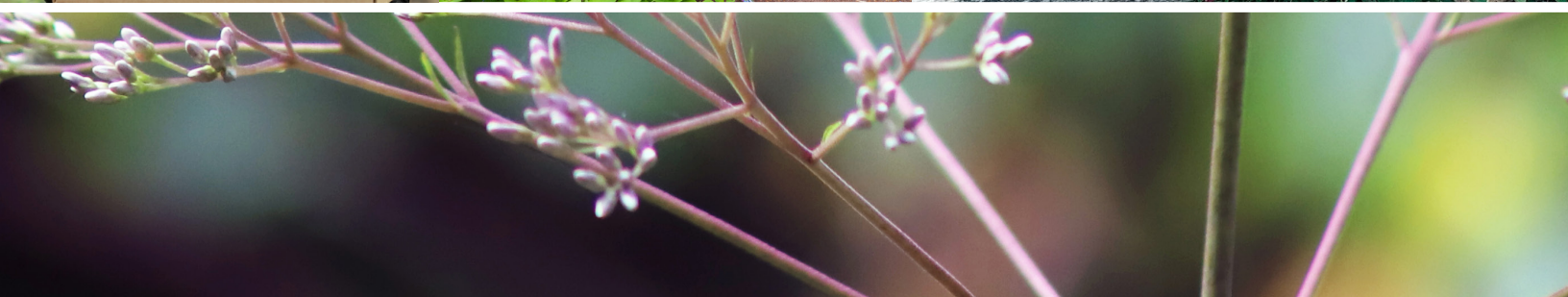
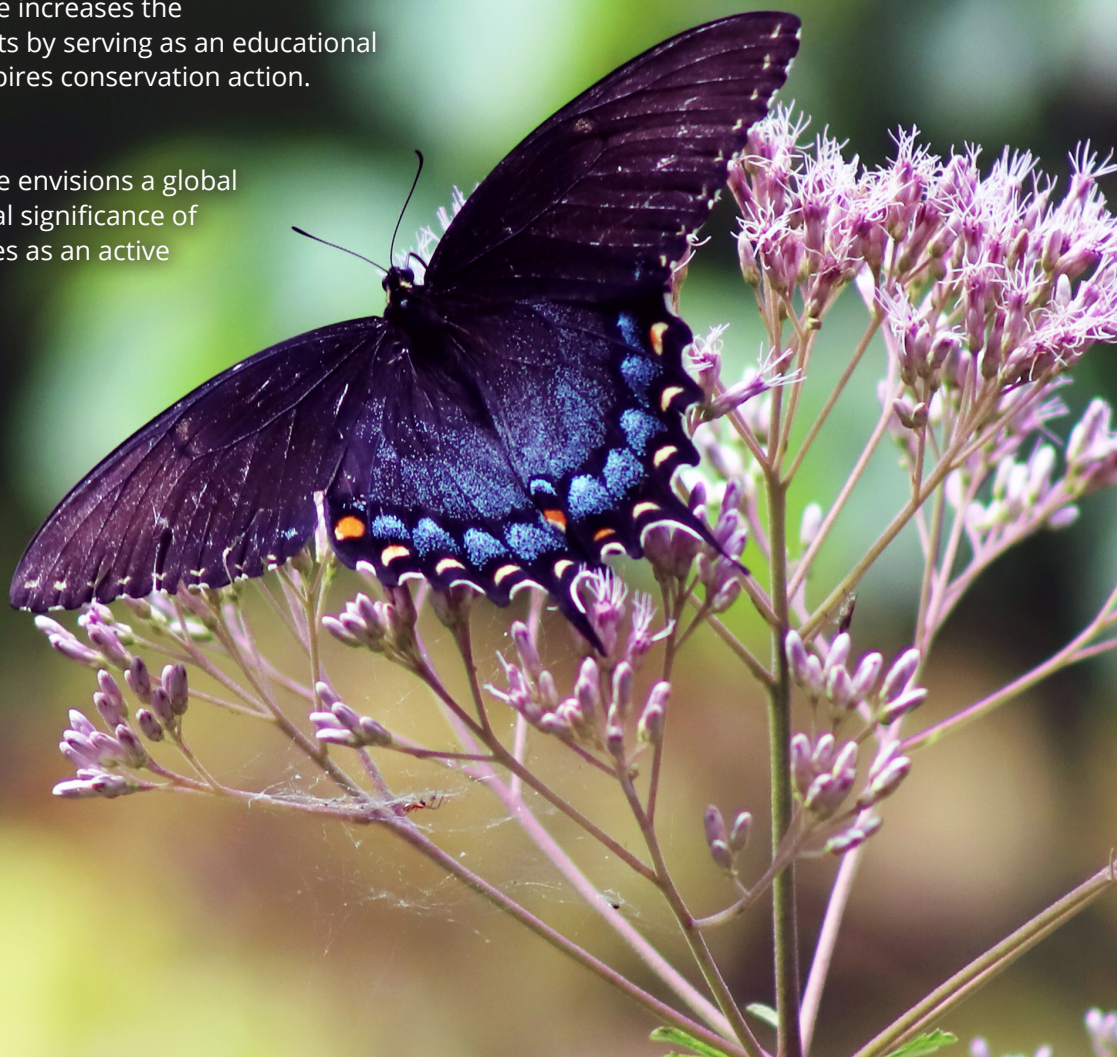
During the planning process, the staff, board and leadership team revised the mission statement and developed a new vision statement.

### **Mission Statement**

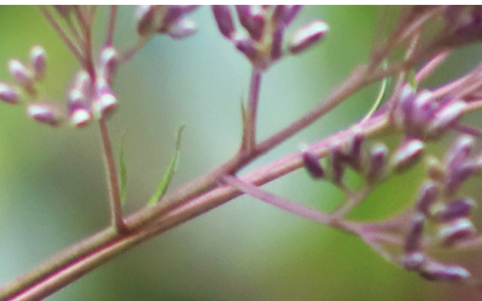
Bowman's Hill Wildflower Preserve increases the knowledge and use of native plants by serving as an educational resource and destination that inspires conservation action.

### **Vision Statement**

Bowman's Hill Wildflower Preserve envisions a global community that embraces the vital significance of native plants and, therefore, serves as an active steward of the environment.







## Strategic Goals

Five strategic goals provide the framework for the plan and connect every objective and action step within the plan to the vision.

Although each goal is singularly significant, their relationship to one another is key to realizing the plan's vision for meaningful and lasting impact. The goals are compelling and focus on advancing the Preserve's mission in measurable ways that will drive our achievements over the next five years and position the organization for sustainable growth.

### 1. Curation & Research

Be a sought-after, trusted resource in science-based native plant knowledge, conservation and stewardship locally and beyond.

### 2. Financial Sustainability

Position the Preserve to thrive through optimized financial support and revenue streams, and smart business practices.

### 3. Interpretive Experience

Deliver exceptional experiences that promote meaningful connections to all native plants, their role in the broader natural world and the beauty and value of our site to encourage conservation action.

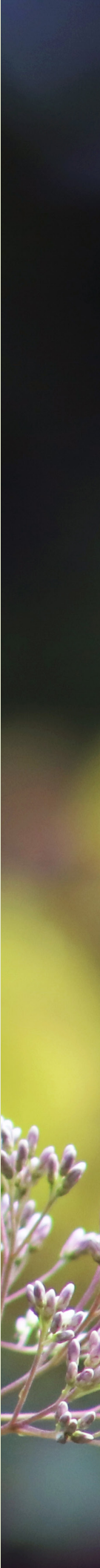
### 4. Organizational Excellence

Proactively drive positive change through a culture of excellence, organizational integration and stewardship of our facilities and land.

### 5. Outreach & Marketing

Strengthen the recognition of the Preserve by advancing awareness, knowledge and the use of native plants.

These goals and action steps will ensure that the Preserve remains well positioned to chart a strong and ambitious course over the next five years.







**We extend our deepest gratitude to those who made the Preserve's Strategic Plan possible:**

Oliver Bass, president of Natural Lands

BLBB Charitable

Laurie Cleveland, executive director of Sourland Conservancy

Lee Clippard, executive director of Lady Bird Johnson Wildflower Center

Jeff Downing, executive director of Mt. Cuba Center

Debbi Edelstein, executive director of Native Plant Trust

Shannon Fredebaugh-Siller, community engagement programs manager of Heritage Conservancy  
Relevant Strategies & Solutions

Preserve staff, board, volunteers and members, most especially:

Deborah and Patrick Agnew

Jean Barrell

Jeffrey and Mary Jo Buckwalter

Dave Horne



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