

KRA 5. RELATIONSHIP WITH MEXICO

Develop relationships with Mexican institutions that result in partnerships and build organizational effectiveness of all to better serve our binational region.

Rationale:

The San Diego Natural History Museum is poised to be a critical agent in a comprehensive regional partnership that will initiate real and measurable change. Conservation research and effective environmental education that lead to real changes in level of knowledge, attitudes, and actions benefiting the greater Baja California peninsula and the Sea of Cortés will require *new* knowledge, *new* tools, *new* partners, and a *sustained* effort. The infrastructure, represented by the Biodiversity Research Center of the Californias (BRCC), the Environmental Science Education Center (ESEC), and the new facility, has brought us to this important crossroads. Through the BRCC and ESEC programs we have established strong relationships with potential partners in research and education both here and in Baja California. Never before has such a coordinated effort been attempted nor have any such efforts had such a great chance for success. Now the questions truly are, “If not us, then who? If not now, then when?” *Now* is the time and the *Museum* is the institution that can fuel the realization of this vision.

San Diego Natural History Museum

ACTION PLAN

Key Result Area #5: Develop relationships with Mexican institutions that result in partnerships and build organizational effectiveness of all to better serve our binational region.

Planning Leader: Michael W. Hager

Dates of Action Plan: 2002-2012

Objective 5.1: Within two years, strengthen and engage the Binational Advisory Board to support the binational programs of the institution.

Strategy 5.1.1: Increase number, representation and responsibilities of Board

Presented:

Approved:

Action Steps	Who Responsible (*Lead person)	Starting Date	Scheduled Completion Date	Actual Completion Date	REMARKS (e.g., opportunities or problems uncovered; talents or weaknesses revealed; coordinated efforts required)
5.1.1.1. Meet twice a year – once in San Diego and once in Mexico.	President, Binational Advisory Board	March 2003 in San Diego	Fall 2003 in Mexico		Spring in San Diego in conjunction with Dos Aguilas. Fall in Mexico.
5.1.1.2. Involve the Board Quarterly.	Ex. Dir, President	March 2003	On-going		2 meetings, 2 update reports between meetings.
5.1.1.3. Review binational research, education and exhibition program to determine funding opportunities and facilitate action.	Staff for each meeting	March 2003	On-going		
5.1.1.4. Raise funds on both sides of the border to support programs.	Board/Staff	March 2003	On-going		To enable funding for Objectives and Strategies which follow.
5.1.1.5. Serve as a liaison for the board	Entire Board	On-going	On-going		

and affiliates and other organizations.					
5.1.1.6. Enable Binational Advisory Board to operate as a Board with full Board structure (Mission & Purpose, By-Laws, Committees, etc.	President, Staff, Bd. Comm.	March 2003	Winter 2005		Type of Membership Board Resources Committee
5.1.1.7. Support Dos Aguilas annually.	Full Board	March 2003	On-going	On-going	Binational Board to be part of Host Committee.
5.1.1.8. Advisory Board supported by Museum staff from research, education, exhibits, development and marketing.	Exec. Director	March 2003	On-going	On-going	

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Objective 5.2: Within five years, create a network of affiliate institutions throughout the region to better serve people of the region with programs of natural history, research, environmental education, exhibits, and conservation.

Strategy 5.2.1: Offer assistance in capacity building for affiliates (research, education, exhibits, administration, fundraising).

Presented:

Approved:

Action Steps	Who Responsible (*Lead person)	Starting Date	Scheduled Completion Date	Actual Completion Date	REMARKS (e.g., opportunities or problems uncovered; talents or weaknesses revealed; coordinated efforts required)
5.2.1.1. Create a Memo of Understanding with each affiliate.	Executive Director	2002	2006		In process with the Museo in Bahia de Los Angeles.
5.2.1.2. Share a leadership role with affiliates in coordinating research, education and exhibit programs throughout the Peninsular California Region.	Executive Director	2002	On-going		Have annual meetings, conduct trainings, do needs assessments, coordinate traveling exhibits, and facilitate educational programs.
5.2.1.3. Conduct a Needs Assessment among affiliates and create a plan to fulfill the needs.	Executive Director/Director of Binational Education	2004	2006		

5.2.1.4. Be a fiscal agent (when appropriate) for affiliates.	D.D. Fin. & Admin/Ex.Dir.	2002	On-going as needed		Accept U.S. donations to support affiliates in Mexico, Bahia de Los Angeles in process.
5.2.1.5 Become a liaison between and among affiliates.	Executive Director/Director Binational Education	2003	On-going		As affiliates are identified and signed up. Facilitate periodic meetings.
5.2.1.6. Create Museum methods training programs and make available to affiliates.	Director Binational Education	2004	On-going		
5.2.1.7. Equip all affiliates with digital projection equipment.	Executive Director	2003	On-going		Seek donations from a Tijuana Maquilladora.
5.2.1.8. Produce digital programs for affiliates.	Executive Director	2003	On-going		Could start with Ocean Oasis.

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Objective 5.3: Increase public and professional awareness of our role as a natural history resource and be recognized as a catalyst for programs of research, environmental education and conservation for our binational region as indicated by widespread participation in programs and availability of funding.

Strategy 5.3.1: Use affiliates and technology to reach the public and professionals throughout the region.

Presented:

Approved:

Action Steps	Who Responsible (*Lead person)	Starting Date	Scheduled Completion Date	Actual Completion Date	REMARKS (e.g., opportunities or problems uncovered; talents or weaknesses revealed; coordinated efforts required)
5.3.1.1. Become a clearinghouse for affiliates and other NGO's.	BRCC Dir./Director Binational Ed.	On-going	On-going		Might be some sort of web-based service.
5.3.1.2. Share regional information with and among affiliates.	BRCC Dir./Director Binational Ed.	March 2003	On-going		This would promote affiliates.
5.3.1.3. Conduct PROBEA trainings at affiliate locations.	Director of Binational Education	In Process	On-going		Will begin at affiliate locations as soon as affiliates are established.
5.3.1.4. Market and create professional and public awareness of Museum and affiliates and programs.	Director Marketing, Binational Education, BRCC	On-going	On-going		On website, in publications, at professional meetings, and "word of mouth".

	Director				
5.3.1.5. Better utilize telecommunications/technology infrastructure among affiliates.		On-going	On-going		
5.3.1.6. Create a bilingual website (Remarks: see 1.4. Cross Reference)	Director of Website Development, Deputy Director of Public Programs	2005	2006		Will require substantial funding but a great opportunity for a corporate sponsor.
5.3.1.7. Make necessary strategic alliances with institutions outside of the region to support our binational programs (i.e., governments, NGO's, foundations, corporations).	BRCC Director, Museum Ex. Director, Research Staff, Ed. Director, Binational Ed. Director	On-going	On-going		Conservation organizations, governmental officials, foundations, researchers, educators, and philanthropists.