

SAN DIEGO NATURAL HISTORY MUSEUM

Dear Team,

Over this past year we developed a new strategy roadmap that will guide the Museum's activities as we approach our 150th anniversary in 2024—which, in museum time is right around the corner. We completed the strategy in May (a whopping 60 pages including the appendix material, available online at sdnat.org/staff). We are pleased to present this condensed version of our roadmap outlining where we're heading and our areas of focus.

This is meant to be an accessible and inspirational piece to be shared with staff, volunteers, members, and the outside community. It is both a guiding light and a reminder of who we are and why we do what we do.

The “why” is a passion for this region and a desire to preserve it for future generations. The tactics we employ may change from year to year, but the principle is the same—research-based science will guide everything we do, the causes we get behind, the programming we offer, and how we communicate. Through the strategic planning process, we decided to:

- Be bold about our science and be recognized for the great work we're doing. While our work will continue to be regionally focused, we'll also emphasize its global significance.
- Have a voice in conservation efforts and take on more of a leadership role. We will also focus on reducing our own carbon footprint and waste stream.
- Experiment with our exhibitions and programs. We'll start by reducing our dependence on traveling exhibitions, and develop our own that feature our rich collections. *Unshelved: Cool Stuff from Storage*, our first new internally produced exhibition, will open this November.

Our deep-rooted history is part of our fabric. We still believe in the power and importance of citizen science, and we take the long view about our collections and stewardship of our extraordinary region. It is more important than ever that the Museum remain focused on its mission of research and education where we are a trusted and valuable resource to the communities we serve.

Thanks to each of you who has contributed to our success so far. I'm honored to work with you and look forward to bringing our strategy to fruition.

Sincerely,

Judy Gradwohl
President and CEO
San Diego Natural History Museum