

Potter Park Zoo
Strategic Plan
2020-2024



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www.potterparkzoo.org



Our Mission

Inspiring conservation of animals and the natural world.

Our Goals

- ✓ Excellent Animal Welfare
- ✓ Impactful Conservation
- ✓ Financial Sustainability
- ✓ Valuing Diversity

Core Values

We will advocate, respect, and care for co-workers, guests, the facility, and the animals by demonstrating these values:

Positivity

- Display a positive attitude under all circumstances
- Work with purpose, passion and energy
- Take time to celebrate successes of self and others
- Positively interact with zoo visitors to ensure they have a great experience
- Encourage inclusion in all interactions

Teamwork

- Directly, openly, and honestly communicate
- Listen and value the questions, concerns, and ideas of others
- Demonstrate the mindset that “none of us are as smart as all of us” within and between departments
- Help others to do what needs to get done within and between departments
- Be accountable – take ownership for projects and do what you say you are going to do

Creativity

- Challenge the way we have always done it
- Think outside the box _ look for new and innovative ways to do things
- Pursue improvement – strive to further knowledge and skills and learn from others



Goal #1



Excellent Animal Welfare

All departments will provide the highest level of welfare to each animal at the zoo.

Strategies

Developing

Train all staff in animal welfare practices.

Assessing

Create an animal welfare assessment process to evaluate each animal's current welfare state.

Prioritizing

Ensure animal welfare of current and future species is the first consideration in all institutional collection planning.

Planning

Animal welfare will be a priority in the planning of all zoo activities.



Goal #2



Impactful Conservation

Continually demonstrate an institutional culture of conservation to staff, board members, volunteers, members, and the community.

Strategies

Leadership

Demonstrate leadership in conservation through prioritized species selection and conservation partnerships.

Culture

Integrate a culture of conservation into all positions at the zoo.

Best Practices

Employ best practices for reducing environmental impact on zoo grounds.

Messages

Include conservation messages in all zoo communications.



Goal #3



Financial Sustainability

We will sustainably grow our financial resources to assure Potter Park Zoo achieves its mission.

Strategies

Invest

Maintain a capital improvement budget which allows for maintenance and improvement of zoo facilities.

Secure

Build fund balance annually until it has reached a level that will prepare the zoo for unforeseen circumstances.

Diversify

Increase funding for Potter Park Zoo and the Potter Park Zoological Society through expanded opportunities such as grants, sponsorships, unrestricted donations, memberships, and events.



Strategies

Diversity

Establish a workplace that supports employees, volunteers, and guests of all backgrounds and encourages their individuality.

Equity

Implement practices and guidelines that are fair and impartial to employees, volunteers, and guests.

Access

Provide facilities and services that allow all individuals to experience the zoo.

Inclusion

Continue to provide opportunities for all to feel welcomed and included while at the zoo.

Goal #4



Valuing Diversity

Valuing diversity at Potter Park Zoo by creating an inclusive, equitable and accessible environment for our employees, volunteers, and community.