



Sustainable Strategic Plan

2012-2017

THE ACADEMY
OF NATURAL SCIENCES
of DREXEL UNIVERSITY

Planning for a Sustainable Future



The Academy's new Sustainable Strategic Plan was developed through a comprehensive 10-month planning process that included the Academy's Board of Trustees, senior leadership team, and staff; members of Drexel's leadership team; and industry experts and key stakeholders within the Philadelphia community. The new strategic plan identifies an exciting and ambitious vision for the Academy—one that builds creative collaborations between the Academy and Drexel University in a broad range of disciplines while ensuring that the Academy remains a leader in biodiversity and environmental science.

Through this process, the Academy is finding its place as the public stage for science in Philadelphia. Our goal is to create innovative exhibits, engaging education programs, compelling visitor experiences, and relevant research that work in concert to address two fundamental questions:

- **Life on Earth: How did we get here?**
- **Sustainability: How do we maintain our existence?**

A visit to the Academy should be a transformational journey that weaves these questions together and brings the Academy's new mission and vision to life.

A New Mission and Vision for our Third Century

MISSION

We advance research, education, and public engagement in biodiversity and environmental science.

VISION

- The **new** Academy will be **the** destination in the region for visitors to interact with our changing world.
- Every Academy experience will have an educational impact.
- The Academy/Drexel partnership, supported by world-class scientists, research, and collections, will create the leading academic experience focused on experiential learning in biodiversity, earth, and environmental science.



Our Five Strategic Goals

The strategic plan identifies the five principal initiatives we will address in the coming years. A set of objectives and tactics and a timeline have been developed for each area.



1

Strengthening our Organization

We will create an organizational structure that builds a **fiscally healthy** business and **engaged** employee culture.



2

Mining our Assets

We will unlock and leverage the **value of the Academy**, from our real estate assets to our collections.



Enriching our Public Experience

Through engaging, innovative, and personal connections, we will **ignite the passion** of our internal and external audiences, encouraging them to **learn, explore, and engage** in the wonders of the natural and environmental sciences.

3

LEARN, EXPLORE, AND ENGAGE





4

5

Advancing Education

We will become the **premier learning lab** in the Philadelphia region for the natural and environmental sciences.

Research and Sciences: A Collaborative Effort

We will be the **preeminent research and academic institution** oriented toward experiential learning in the natural and environmental sciences and serve as a magnet to researchers, educators, and students by **showcasing the combined strengths** of Academy and Drexel University scientists.



ADVANCING SCIENCE

Core Institutional Objectives

We also identified three core institutional objectives as critical to each of the five strategic goals: sustainability, financial planning, and campaign planning. These institutional fabric objectives were integrated into each of the strategic initiatives.

Our Sustainability Vision

The Academy will be a recognized leader in sustainability in the region and the 'go to' resource for environmental issues that are relevant to our community. With our scientific expertise and public credibility, we will set the standard for 21st Century museums, embedding and demonstrating sustainable practices in all our operations, and providing unique experiences for all of our visitors that will educate and inspire action on environmental and sustainability issues.

Support Us

To find out how you can help the Academy to implement the plan and help make this vision a reality, please contact the Academy's Office of Institutional Advancement at 215-299-1122 or friends@ansp.org.

Next Steps

The plan was approved by the Academy's Board of Trustees in September 2012. We look forward to working with stakeholders throughout the greater Philadelphia community on this exciting new chapter in the Academy's third century.

For the full plan, please visit ansp.org/governance



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FOUNDED IN 1812, the Academy of Natural Sciences of Drexel University is a world-class natural history museum dedicated to advancing research, education, and public engagement in biodiversity and environmental science.
