



INTRODUCTION TO THE IMPACT PLANNING FRAMEWORK FOR THE WILD CENTER **DRAFT**

Over the last decade, The Wild Center has transformed itself from a concept on paper to an economic engine for the Adirondacks; from a treasure known locally to a rising star admired internationally; and from a facility with museum exhibits to a forward-thinking organization with truly impactful programs. From the time The Wild Center opened its doors, it has been practicing its own distinct brand of what a museum is. The Wild Center, known for its risk-taking, is beginning to embrace its individual identity in the museum world; it is thinking about the *results of its work* and identifying what it hopes to achieve through its work.

The attached **Impact Planning Framework**, a results-driven document, is intended to serve as a guidepost for planning, fundraising, and evaluation. It also clarifies the connections among many of The Wild Center's unique offerings. For context, The Wild Center's mission statement and positioning statement are included, as well as staff passions and distinct qualities of The Wild Center. All of these items are about the organization. Then there is an impact statement, which describes what TWC hopes to achieve among its audiences. Importantly, the framework also includes outcomes for five distinct programs/audiences. The Impact Planning Framework is the culmination of exercises staff completed during a day-long workshop.

When TWC was founded, it was strongly place-based; the Adirondacks was its inspiration and to a large extent, the unique region continues to fuel the passions of staff. However, the world and its environmental challenges have reached a heightened state of awareness in the Adirondacks and elsewhere around the globe, and addressing problems, such as global climate change, also fuel staff passions. The Wild Center works hard on behalf of the environment and it has successfully rallied others to do the same to the point where it has achieved national notoriety. While TWC's work starts with inspiration from the Adirondacks, its results are far reaching. Is it time to revise the mission statement so that it more accurately reflects what TWC does *now*? There are no hard fast rules about what a mission statement can

and cannot exude; for example, it can reflect reality *and* aspiration. Some impact frameworks also include a vision statement—which are purely aspirational; it would describe what TWC hopes to become in the future. For TWC though, having yet another organizational statement may be too much. To help TWC think through the options, on the following page, I, with the Executive Director, crafted an optional vision statement for your consideration.

One last point worth suggesting: TWC is a forward-thinking organization; it is doing truly unique work. It would be progressive for TWC to use the impact statement on the next page as its vision statement; by doing so, you are communicating to colleagues around the world that the recipients of all your work are people and their connection to the natural world.

Randi Korn

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I M P A C T P L A N N I N G F R A M E W O R K

<p>WHAT What we do (aka mission)</p>	<p>Ignite an enduring passion for nature, the Adirondacks and its story--where people are working to thrive with nature and offer an example for the world</p> <p>Current: Ignite an enduring passion for the Adirondacks where people and nature thrive together and set an example for the world</p>
<p>HOW How we approach our work</p>	<p>Our deep respect for nature <u>and</u> people drives the methodology in all we do—from igniting curiosity about the natural world, to learning from nature’s intelligence to convening so people use their personal passion to work on nature’s behalf. We learn alongside whom we seek to serve. We serve others to serve nature.</p>
<p>WHY Why we do this work (aka purpose/benefit/impact)</p>	<p>People deepen their connection to nature and consider their role in sustaining <i>their</i> natural world for future generations.</p> <p>Initial draft: People know they are a part of nature and willingly embrace their role alongside others in sustaining <i>their</i> natural world for future generations.</p>
<p>WHO Target market and how we meet their needs (aka positioning statement)</p>	<p>To inquisitive minds of all ages, The Wild Center is the science-based community that cultivates and enriches your connection to nature so that you can actively engage in a future where people and nature can thrive together.</p>
<p>DISTINCT QUALITIES What makes The Wild Center distinct</p>	<ul style="list-style-type: none"> ● We continue to re-imagine what a museum is and what museum-like entities can do for a community and a region ● We take risks in our work and seek to learn from our work ● We are small, take on big ideas, and inspire many to carry out important work ● We relinquish authority and value other perspectives and ways of knowing the natural world

- We practice humility

SIGNATURE PROGRAMS / AUDIENCES O U T C O M E S

Youth Climate Summit / Teens will	VTS / 4th– 6th grade students will	Maple Project / Tupper Tappers will	BAGA / Contractors will	TWC Exhibitions / Tourist families who experience TWC campus will
<p>Act on their climate plans in their schools/communities</p> <p>Become climate action leaders in their schools/communities</p> <p>Lead others across generations to act on climate change</p> <p>Deepen their awareness of climate change and associated science issues locally and globally</p> <p>Find purpose in being active citizens</p> <p>Become lifelong climate stewards</p>	<p>Analyze what they see (e.g., visual information) to learn about the natural world (e.g., wildlife, organisms)</p> <p>Respectfully talk among their peers about what they see</p> <p>Know that their observations are valid</p> <p>Accept other people’s observations as valid, too</p> <p>Realize that thoughtful looking isn’t about seeking “one right answer”</p> <p>Ask questions about what they see around them and seek information accordingly</p>	<p>Feel a sense of belonging with the Tupper community, TWC and other Tappers</p> <p>Feel pride by reconnecting to a local Adirondack tradition</p> <p>Develop a deepened affinity for this place—the Adirondacks—its land and its culture</p> <p>Learn about the sugaring process—from collecting sap to the newest technology for boiling sap</p> <p>Have new-found respect for their ancestors’ participation in Adirondack sugaring</p> <p>Respect maple trees as a source for food, family, and fun</p>	<p>Become aware of green building practices, products, tools, and technologies</p> <p>Learn green approaches to their trade and craft and their associated efficiencies</p> <p>Communicate the virtues of building sustainably to their clients</p> <p>Implement sustainable building practices in the Adirondacks</p> <p>Find camaraderie with other contractors who are also interested in a more sustainable Adirondacks</p>	<p>Recognize that they are part of nature</p> <p>Try new experiences in and with nature while at The Wild Center</p> <p>Deliberately slow down and take notice of nature</p> <p>Share positive memories of their family enjoying the natural world</p> <p>Spend more family time exploring nature after visiting The Wild Center than they did before visiting The Wild Center</p>