Our strategic plan is our guide for the next three years as we make progress towards our mission, *Creating a Better Future for Wildlife*.

**Lead the Way in Animal Care & Welfare**
We’re driven to be a leader among zoos in animal care & welfare—this means creating environments in which all our animals thrive. We will accomplish this by steadily *upgrading habitats* based on basic needs and at the same time, testing new innovative approaches that integrate choice and cutting edge techniques to training, enrichment, fitness and *science*.

**Advance Wildlife Conservation**
Wildlife conservation is at the heart of our mission. We’ll maximize our impact through meaningful partnerships in *species recovery*, *policy advocacy* work, *strong conservation networks* and inspiring our community and staff to take action.

**Create Diverse, Equitable, & Inclusive Environments**
We are committed to advancing diversity, equity and inclusion and creating safe and more welcoming spaces for everyone. We’re committed to the *recruitment*, *retention* and *professional growth* of a diverse staff, and removing barriers to *access* for our guests.

**Achieve Financial Sustainability**
The success of our organization requires that we continue to improve our financial outlook. We’ll be diligent in our *research*, *strategy*, and *planning* to ensure we steadily increase our revenue while managing expenses so we can continue to invest in our people, animals and mission for decades to come.

**Provide Meaningful & Fulfilling Staff Experience**
Staff is the bedrock of our animal and guest experience. We seek to improve their experience through better *communication*, *investments in professional development* and increasing *connection* to our mission and overall success.

**Connect with our Communities**
The zoo is building a *brand* that shares our commitment to animal care and conservation as well as provides *meaningful engagement* with diverse communities throughout the region. We’ll build on our strong tradition of communication by carefully *listening* to stakeholders, leveraging *partnerships*, and co-creating *programs and experiences* that will achieve our shared goals and mission.

This document is a high level overview of the strategic plan. Details on measurable outcomes and strategies exist in the full plan which is available upon request.