# Masonville Cove Partnership Strategic Plan

## Report Card YEAR 4 (2024)

### MISSION:

Inspire people to explore, discover, and respect nature, growing the next generation of environmental stewards.

### VISION:

Leader in urban conservation with superior educational programs.

### CORE VALUES:

Collaboration, Community, Inclusiveness, Fun.

### GOALS:

Meaningful Connections, Respecting Nature, Greener Schools, Greener Neighborhoods, and Efficient Operations.

## 2024 By the Numbers:

**3,593**
neighbors from the local community engaged

**4,251**
students engaged in education programs

**8,856**
total people engaged in programs and outreach

**$504,297**
raised for environmental stewardship

## Points of Partnership Pride:

- Developed bilingual on-campus signage, improving visitor experience.
- Formalized processes and strengthened collaboration with internal and external partners, through the development of a Partnership Charter.
- Enhanced volunteer engagement and community investments through Friends of Masonville Cove led programming.
- Co-created welcoming experiences for Urban Wildlife Conservation Day, leading to increased participation from the local community.

## 2024 Highlights:

### 90% GOAL 1:

Enhanced access with bilingual campus signage, expanded shuttle services, and First Friday programming, increasing participation from target zip codes.

### 100% GOAL 2:

Advanced conservation efforts through bird banding and bat walks, fostering community engagement and stewardship.

### 30% GOAL 3:

Hosted professional development opportunities for local teachers, supported Green School certification applications.

### 85% GOAL 4:

Facilitated co-creation of programming with Friends of Masonville Cove, saw increased ownership and participation from the local community in campus beautification projects.

### 55% GOAL 5:

Achieved fundraising success and consistent growth, and initiated the formation of the Friends of Masonville Cove.

Total Tactics: **54** | 2024 Tactics Accomplished = **42 tactics** | **77% complete**

## Critical Focus for 2025 and Beyond:

### Strategic Planning:

Prepare for the next 5-year strategic plan by emphasizing sustainability, operational efficiency, and enhancing community impact.

### Closing Gaps:

Finalize outstanding initiatives such as long-term funding solutions and deepened community engagement.

### Community Representation:

Increase community engagement and leadership through the Friends of Masonville Cove.