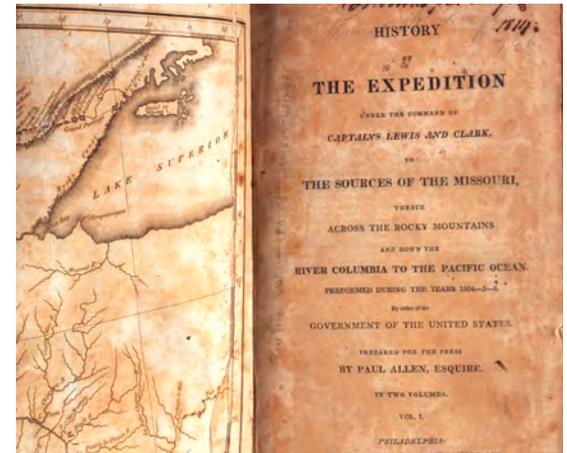


BUFFALO BILL CENTER OF THE WEST



Strategic Plan

2015 to 2020

PLAN



CREDO – Celebrating the Spirit of the American West

We believe in a spirit, definable and intellectually real, called “The Spirit of the American West”;

We believe The Spirit of the American West is central to the American Democracy, and an iconic image of freedom worldwide;

We believe The Spirit of the American West is, tragically, not “eternal”; it can wither and die;

We believe The Spirit of the American West was first forged by nature creating magnificent landscapes and abundant wildlife; a vastness where pioneer forefathers and mothers, and magnificent American Indians joined in a moment of history originally interpreted and mythologized by people such as William F. Cody (Buffalo Bill);

We believe The Spirit of the American West is the spirit of optimism, itself; it is defined, and replenished, by exploration and invention, expanding environmental awareness; Western art and native American culture; the history and craftsmanship of firearms, and an ethos of hardy individualism facing frontiers of all kinds;

We believe The Spirit of the American West lives at our museum because generations of Americans saved, funded, taught, studied, authored, interpreted, recorded, performed, danced, conserved, painted, sculpted, collected, filmed, exhibited—and fought for—this heritage in Cody;

We believe The Spirit of the American West, absent this dedication, can die in one or two generations of corrosive modern, mass indifference; there is an undeniable loss of classical minimum standards of learning in American history, art and science, with huge consequences;

We believe The Spirit of the American West dies each day in the distracted face of a youth, alone, probably indoors, immersed in a globalized, saturated media environment of ‘self and cell’; there must be a high-powered, contemporary determination to keep The Spirit of the American West alive and relevant for him and her, above all;

We believe The Spirit of the American West thrives in Cody and the Greater Yellowstone Region of Wyoming where we rededicate ourselves—through our collections, our educational programs, our interpretation and determination—to keeping this spirit vibrant for visitors, real and virtual, worldwide;

We believe we can succeed in our mission: to keep, in the fullest sense of the word, The Spirit of the American West.

PLAN



Great nations embrace history and tradition as essential to the future. The American West is key to understanding and sustaining our nation's great democratic experiment. The Buffalo Bill Center of the West is the rallying point for the spirit of the American West – we seek your help to engage present and future generations in the unmatched challenge, adventure, history, and wisdom of The American West.

OUR MISSION

To inspire, educate, and engage global audiences through an authentic experience with the American West.

OUR VISION

The Buffalo Bill Center of the West will secure and expand its reputation as the world's foremost authority on and interpreter of the American West.

OUR CORE VALUES

- **Creativity** – Infusing everything we do with imagination, sensitivity, and renewal
- **Authenticity** – Offering visitors and our community experiences based in the real, the genuine, and the original
- **Integrity** – Embracing honesty and openness in history, culture, scholarship, and all our actions with visitors, donors, supporters and one another
- **Collaboration** – Working creatively with institutions, organizations, and individuals who share our passion and commitment in telling the story of the American West

GOALS



The Center's vision, guided by our core values, leads to sustainability, advancement, access, and an unmatched visitor experience. These imperatives are realized through our Five Goals.

GOAL ONE – Scholarship

Expand the Center's reputation through original scholarship, initiatives and partnerships enhancing knowledge of the American West.

GOAL TWO – Telling the Story

Compellingly tell the Story of the American West to attract, engage, inform and inspire diverse audiences.

GOAL THREE – Technology

Reach and engage world-wide audiences using technology.

GOAL FOUR – Energizing Talent

Energize the extraordinary range of staff, volunteer, advisor and trustee talents to advance the Center's mission.

GOAL FIVE – Sustainability

Create a financially sustainable, growth oriented institution.

GOALS



Scholarship

GOAL ONE

Expand the Center's reputation through original scholarship, initiatives and partnerships enhancing knowledge of the American West.

- Promote research that is disseminated to interested or relevant audiences and work toward adapting these products to general audiences.
- Ensure that major exhibitions include a scholarly component that disseminates original research.
- Expand opportunities for knowledge exchange and dissemination through fellowship programs.
- Build reputation by developing impactful partnerships with educational and other relevant institutions.

GOALS



Telling the Story

GOAL TWO

Compellingly tell the Story of the American West to attract, engage, inform and inspire diverse audiences.

- Expand the Center's offerings to tell a more complete story of the American West.
- Reach broader audiences through a vigorous public presence including programs, speeches, seminars, popular publication, interviews, podcasts, radio and television appearances, and other media.
- Encourage and facilitate feedback and consider it fully to inform and shape the Center's offerings.

GOALS



Technology

GOAL THREE

Reach and engage world-wide audiences using technology.

- Cultivate a best-in-class website emphasizing marketing and brand recognition, travel planning, dissemination of knowledge, fundraising and revenue.
- Actively participate in social media to engage and expand our audience.
- Continue digitizing collections, ensure access using common web standards, ensure content delivery across contemporary platforms and develop an approach to effectively curate online collections.
- Use analytics to steer marketing efforts and intelligently frame future technology projects.

GOALS



Energizing Talent

GOAL FOUR

Energize the extraordinary range of staff, volunteer, advisor and trustee talents to advance the Center's mission.

- Improve the Center's culture in the areas of inclusion, measurement, and accountability.
- Increase educational opportunities for Center stakeholders.
- Trustees and Advisors are fully engaged in the Center and its activities.



Sustainability

GOAL FIVE

Create a financially sustainable, growth oriented institution.

- Successfully complete the New Century Comprehensive Campaign.
- Expand revenue sources.
- Increase visitation.
- Maximize existing resources.