

THEMES & GOALS	STRATEGIES	ACTION STEPS
KNOWLEDGE EXPAND OUR LEADERSHIP IN SHARING THE STORIES OF THE AMERICAN WEST	Position the Buffalo Bill Center of the West as the preeminent resource for the stories of the West.	 Identify key common and interdisciplinary themes/stories and resource lines. Use these key common and interdisciplinary theme/stories to inform thinking and for planning future programs. Work with marketing, IT and content staff to ensure themes and stories are accessible on established and emerging platforms.
	Increase the impact of research.	 Create a framework for prioritizing, supporting, and evaluating research across disciplines. Continually align research goals in support of key themes and stories.
	Through collaborative efforts, become an active partner and content leader in the development of local, state, national and global educational curricula.	 Work with key legislators, Wyoming Department of Education, K-12 teachers, and college education programs to ensure BBCW staff contribute to content and pedagogical components within the curriculum and are embedded in the next subject-specific standard reviews. Research and develop new technologies and methods to engage and educate both K-12 and broader audiences - locally, regionally, nationally, internationally - with BBCW collections and scholarship. Research and develop new technologies and methods to engage and educate both K-12 and broader audiences - locally, regionally, nationally, internationally - with BBCW collections and scholarship.
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AUDIENCE		
AUDIENCE	Use data collected internally and externally to develop an understanding of the audiences who come to the museum and those who do not.	 Create a culture and practice of data collection and evaluation regarding our visitors - on site and on line. Use external sources to refine our knowledge of our audience and potential audience. Using our data, create guest personas to help align programs and marketing to different segments of our audience. Familiarize staff with accessible and useful audience information in order to make consumer-focused programmatic and marketing decisions. Monitor audience trends and measure the success of our data-driven audience-centered efforts.
AUDIENCE LISTEN TO, UNDERSTAND AND EMBRACE OUR AUDIENCES IN THE DEVELOPMENT OF OUR PROGRAMMING	and externally to develop an understanding of the audiences who come to the museum and those who	regarding our visitors - on site and on line. Use external sources to refine our knowledge of our audience and potential audience. • Using our data, create guest personas to help align programs and marketing to different segments of our audience. • Familiarize staff with accessible and useful audience information in order to make consumer-focused programmatic and marketing decisions. • Monitor audience trends and measure the success of our data-

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COMMUNITY USE THE POWER OF COLLABORATION TO GROW THE CENTER BY ENGAGING WITH OUR NEIGHBORS.	Engage the Cody, Park County and Wyoming communities in a proactive manner, creating opportunities for dialogue at the leadership levels and Center involvement with all ages and groups within the broader community.	 Make an effort to be present with Main Street businesses and customers. Encourage local businesses and residents to opt-in to be a partner in activities and focus groups. Expand efforts to build new and diverse audiences. Evaluate plans to develop regular exhibitions of local interest within and outside the museum. Expand and promote family-friendly events including a partnership strategy with local businesses. Establish permanent Board of Trustee positions for the sitting Governor, Cody Mayor and Park County Commission Chair. Create a cohort of organization leaders that meet regularly concerning community issues. Create opportunities for local use of the Coe Auditorium.
	Proactively foster a sense of connection to the museum and its resources among extended communities.	 Invest in sharing collections, content, expertise, and programs beyond the Center's walls. Invite diverse partnerships, including cross-sector and interdisciplinary collaborations, within extended communities. Encourage participatory engagement initiatives.
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SUSTAINABILITY ENSURE THE SUSTAINED GROWTH AND STABILITY OF THE CENTER	Evaluate the composition, structure and functions of the Advisory Boards and Board of Trustees. This includes clear training and succession planning for leadership. Become an employer of choice in the recruitment, training and retention of our staff.	 Regularly review the By-Laws to assure they provide a dynamic governance structure suitable to the times and needs of the BBCW. Develop a plan for the continued effective use of the Advisory Boards to include enhancing member engagement and development. Develop a board leadership, advancement, education and succession process. Provide clarity within our policies and procedures, complete a review of employee handbook. Ensure that employees have an opportunity to grow professionally through both internal training and external paid (donor funded) development opportunities. Ensure that employees have an opportunity to grow professionally through both internal training and external paid (donor funded) development opportunities. Work to ensure that the culture of the organization promotes our core
	Develop and implement a holistic strategy for expanding earned revenue.	values of collegiality, professionalism and integrity. Develop a process for proposing new revenue plans. Develop a process for evaluating existing revenue plans. Work with the development department to support new revenue plans.
	Focus resource allocation and fundraising on unrestricted resources.	 Implement budgeting process that includes three years of financial data for each approval cycle: one-year budget plus two additional years of financial projections for all budget categories including special projects and major capital projects. Evaluate financial needs to determine reasonable endowment size to support all (or specific parts) of operating budget coming from endowment earnings and growth. Foster loyalty with new and existing patrons, trustees and advisory board members. Implement formal planned giving program. Review effectiveness of existing membership structure and propose initiatives to attract additional members and engage younger and virtual members. Strategize needs and scheduling for the next fundraising campaign.

