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| 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.  
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| 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. |
| With a primary focus on audience, experiment in both programming and content in ways that will make the museum both relevant and experiential. | • Using our existing interpretive plan and considering industry and cultural trends, establish frameworks for future programs that address the needs and interests of current and potential audiences.  
• Ensure all exhibitions and museums have experiential components.  
• Involve diverse internal and external talents and perspectives in program creation. |
| Align strategic planning, audience and messaging. | • Evaluate all existing and proposed programs to ensure they align with the mission, identified BBCW audiences, key themes, branding and marketing.  
• Establish an annual process for prioritizing (with particular focus on funding) programs for the coming year. |
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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. |
| 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. | • 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. |
|  | Become an employer of choice in the recruitment, training and retention of our staff. | • 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.  
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• Work to ensure that the culture of the organization promotes our core values of collegiality, professionalism and integrity. |
|  | Develop and implement a holistic strategy for expanding earned revenue. | • 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. |