

STRATEGIC PLAN SUMMARY 2025–2030

In the spring of 2024, *The Homer Society of Natural History, Inc.* Board of Directors and Museum Staff came together to update the Museum’s five-year strategic plan. They revised the mission and vision of the Pratt Museum, adopted principal values and purpose, and agreed upon three primary goals, with corresponding objectives and incremental milestones. The strategies and goals in this plan will allow the Museum to adapt and respond to changing circumstances. This document provides a broad overview of the 2025-2030 Strategic Plan; the full document is available upon request.

MISSION *The Pratt Museum explores and preserves the culture, science, and art of the Kachemak Bay Region.*

VISION *The Pratt Museum strives to strengthen the interconnected relationships between people and place by sharing and preserving stories and materials relevant to the communities of Kachemak Bay. Our vision reflects our sense of place within our community; collaborative and inclusive.*

CORE VALUES *Inclusive; Trustworthy; Interconnected; Sustainable; Innovative*

MISSION IMPACT

GOAL 2: The Pratt Museum will fulfill its mission by providing an engaging program of work

- Ensure that collections and exhibits are accessible to the public
- Provide educational programs to expand experiences and to broaden understanding of our region

SUSTAINABILITY

GOAL 1: The Pratt Museum will be a sustainable institution

- Expand and develop new sources of revenue
- Enhance Human Resources
- Improve efficiency of existing infrastructure including facility & technology

PUBLIC AWARENESS

GOAL 3: The Pratt Museum will have a dynamic communication program

- Broaden public awareness of what the Museum represents offers, and needs
- Deepen relationships with stakeholders
- Diversify information streams to reach full spectrum of stakeholders