



Idaho Museum of **Natural History**

Discovering Idaho, One Story at a Time

Strategic Plan: FY 2020-2024

**Idaho Museum of Natural History
Strategic Plan
FY 2020-2024**

Mission

Inspire appreciation and curiosity for Idaho’s natural history through its exploration and preservation.

Vision

To shape the future by understanding Idaho’s natural history and creating unforgettable educational experiences.

Goal 1: Demonstrate the IMNH’s essential value

Objective: Increase our Museum’s audience and our engagement with customers, collaborators and partners to demonstrate the essential value of IMNH.

Performance Measures:

1. *By July 2025, IMNH will increase the number of visitors to the museum by 25% (2,000).*

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
7,942	6,666	7,080	Not avail	10,000

Benchmark: Museum growth FY2014-FY2016 was 20% per year and reached plateau after that. Modest growth (+25% of FY2016) is ambitious for the next five years without adding exhibit space.

1.2 *By July 2025, IMNH will increase the number of K-12 student interactions by 50% (1,000).*

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
1,998	1,370	1,449	Not avail	3,000

Benchmark: Includes visits to museum exhibits and educational programs. Basis FY 2016.

1.3 *By July 2025, IMNH will establish 500 members*

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
12	23	33	61*	500

Benchmark: Development goal of adding >100 new members per year and retaining 85% annually. *As of 3/15/2019.

1.4 By July 2025, 20% of IMNH membership are also donors

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
Not avail	Not Avail	Not Avail	Not Avail	100

Benchmark: 20% is development standard.

Goal 2: Build capacity to support sustainable growth

Objective: Increase IMNH’s development budget and human resources by 2025.

Performance Measures:

2.1 By July 2025, IMNH will increase the amount of its annual donations to \$75,000.

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
\$5,200	\$13,422	\$29,203	Not Avail	\$75,000

Benchmark Definition: Basis of FY 2017

2.2 By July 2025, IMNH will increase the amount of its annual sponsorships to \$300,000.

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
\$3,750	\$15,400	\$103,185	Not avail	\$300,000

Benchmark Definition: Basis of 300% of FY 2018

2.3 By July 2025, IMNH will evaluate and grow staffing (FTE) accordingly in education and collections.

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
11.1	11.1	12.1	10.1	TBA

Benchmark Definition: To be decided after evaluation

2.4 By July 2021, IMNH will grow leadership board to a membership of 15 to support future growth and development

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
0	0	0	4	15

Benchmark Definition: Final Leadership Board size of 15

Goal 3: Serve a statewide mission for education and research

Objective: By 2024, IMNH will increase its geographic reach and participation to include all of Idaho to more effectively respond to the region’s education and research needs.

Performance Measures:

3.1 By July 2025, IMNH will increase its statewide audience to include all of Idaho’s 44 counties.

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
20	20	20	20	44

Benchmark: Audience includes all ways in which museum content impacts Idahoans (e.g., museum visitors + travelling exhibits + radio listeners + newsletter + social media followers).

3.2 By July 2025, IMNH will increase its total Idaho audience by 50%.

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
84,440	141,390	58,200	Not avail	211,000

Benchmark: Audience includes all ways in which museum content impacts Idahoan (museum visitors + travelling exhibits + radio listeners + newsletter + social media followers). Basis from FY2017

3.3 By July 2025, IMNH will facilitate ## citizen scientists throughout Idaho.

FY 2016 (2015-2016)	FY 2017 (2016-2017)	FY 2018 (2017-2018)	FY 2019 (2018-2019)	Benchmark 2025
Not avail	Not avail	Approx. 300	Not avail	TBA

Benchmark: Measure is under development in FY20, to include action items and tracking method.

Key External Factors

Funding

Many of IMNH strategic goals and objectives assume ongoing and sometimes substantive, additional levels of State legislative appropriations. Availability of state revenues, upon which appropriation levels depend, can be uncertain from year to year. Similarly, while gubernatorial and legislative support for IMNH efforts are significant, priorities set by those bodies vary from year to year, affecting planning for institutional initiatives and priorities. When we experience several successive years of deep reductions in state-appropriated funding, as has occurred in the recent past, it makes it increasingly difficult to plan for and implement strategic growth.

Evaluation Process

In May of each year, museum staff will evaluate objectives, benchmarks and current numbers for the fiscal year. Success and issues will be evaluated and objectives and benchmarks will be updated if needed.

Red Tape Reduction Act

Please see the Board of Education strategic plan for Red Tape Reduction Act information.

State Board of Education Goals			
<i>Goal 1: EDUCATION SYSTEM ALIGNMENT</i>	<i>Goal 2: EDUCATION READINESS</i>	<i>Goal 3: EDUCATIONAL ATTAINMENT</i>	<i>Goal 4: WORKFORCE READINESS</i>

Idaho State University				
GOAL 1: Demonstrate IMNH essential value				
Objective: Increase museum audience and engagement			✓	✓
GOAL 2: Build capacity to support sustainable growth				
Objective: Increase development and human resources	✓	✓	✓	✓
GOAL 3: Serve a statewide mission				
Objective: Increase reach and participation statewide	✓	✓	✓	✓

Idaho State University
Cyber Security Compliance

This appendix provides an update to Idaho State University’s cybersecurity compliance with Idaho Executive Order 2017-02. Each area of concentration addresses ISU’s level of completion as outlined in accordance with the executive order’s standards. Please see the 2017 Cybersecurity Inventory Report recently submitted to the SBOE’s Audit Committee for additional details regarding the reporting of each the categories.

Adopt and to implement by June 30, 2017, the National Institute of Standards and Technology (NIST) Cybersecurity Framework

Complete	In Progress	Under Review
✓		

CSC 1: Inventory of Authorized and Unauthorized Devices.

Complete	In Progress	Under Review
✓		

CSC 2: Inventory of Authorized and Unauthorized Software.

Complete	In Progress	Under Review
	✓	

CSC 3: Secure Configurations for Hardware and Software on Mobile Devices, Laptops, Workstations, and Servers.

Complete	In Progress	Under Review
	✓	

CSC 4: Continuous Vulnerability Assessment and Remediation

Complete	In Progress	Under Review
✓		

CSC 5: Controlled Use of Administrative Privileges.

Complete	In Progress	Under Review
	✓	

Develop employee education and training plans and submit such plans within 90 days

Complete	In Progress	Under Review
✓		

All state employees complete the state’s annual cybersecurity training commensurate with their highest level of information access and core work responsibilities.

Complete	In Progress	Under Review
✓		

All public-facing state agency websites to include a link to the statewide cybersecurity website—www.cybersecurity.idaho.gov.

Complete	In Progress	Under Review
✓		