



# Idaho Museum of **Natural History**

Discovering Idaho, One Story at a Time

## **Strategic Plan: 2021-2025**

**Idaho Museum of Natural History  
Strategic Plan  
2021-2025**

**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).***  
**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 to 9,000.***  
**Benchmark:** Includes visits to museum exhibits and educational programs. Basis FY 2016.
- 1.3 *By July 2025, IMNH will establish 500 members***  
**Benchmark:** Development goal of adding >100 new members per year and retaining 85% annually.
- 1.4 *By July 2025, 20% of IMNH membership are also donors***  
**Benchmark:** 20% is development standard. Data tracking will be implemented in FY21.

**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.***  
**Benchmark Definition:** Basis of FY 2017
- 2.2 *By July 2025, IMNH will increase the amount of its annual sponsorships to \$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.***  
**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**

**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.**

**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%.**

**Benchmark:** Audience includes all ways in which museum content impacts Idahoan (museum visitors + travelling exhibits + radio listeners + newsletter + social media followers). Exceeded previous benchmark; raising it to include western and northern Idaho.

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

**Benchmark:** Measure is under development in FY21, to include action items and tracking method.

**Key External Factors**

***Funding***

*Many of IMNH strategic goals and objectives assume on going 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 fiscal year. Success and issues will be evaluated and objectives and benchmarks will be updated if needed.*

***Red Tape Reduction Act***

*The State Board of Education, through the Office of the State Board of Education, runs all administrative rules governing the postsecondary institutions and special and health programs. The State Board of Education strategic plan outlines the reduction efforts for the public education system.*

<b>State Board of Education Goals</b>				
	<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>
<b>Idaho State University</b>				
<b>GOAL 1: Demonstrate IMNH essential value</b>				
Objective: Increase museum audience and engagement			✓	✓
<b>GOAL 2: Build capacity to support sustainable growth</b>				
Objective: Increase development and human resources	✓	✓	✓	✓
<b>GOAL 3: Serve a statewide mission</b>				
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](http://www.cybersecurity.idaho.gov).*

Complete	In Progress	Under Review
✓		