



# Idaho Museum of **Natural History**

Discovering Idaho, One Story at a Time

**Strategic Plan: 2023-2027**

**Idaho Museum of Natural History  
Strategic Plan  
2023-2027**

**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 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
7,080	7,088	6,085*	6,575	Available July 2022	8,400	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. \*COVID-19 impact: museum closed to public mid-March 2020; reopened July 2020 (3.5 months lost during high season).

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

FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
4,301	7,470	5,671*	4,275	Available July 2022	7,000	8,000

**Benchmark:** Includes visits to museum exhibits and educational programs. Basis FY 2016. \*COVID-19 impact: museum closed to public mid-March 2020; reopened July 2020 (3.5 months lost for in-person education).

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

FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
33	85	56	76	Available July 2022	150	500

**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**

FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
Not Avail	Not Avail	17 (20%)	33 (43%)	Available July 2022	45 (30%)	100 (20%)

**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 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
\$29,203	\$29,034	\$25,230*	\$11,467	Available July 2022	\$30,000	\$75,000

**Benchmark Definition:** Basis of FY 2017. \*No Development Director for IMNH this year.

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

FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
\$103,185	\$74,150	\$61,079*	\$31,670	Available July 2022	\$100,000	\$300,000

**Benchmark Definition:** Basis of 300% of FY 2018. \*No Development Director for IMNH this year.

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

FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
12.1	10.1	7.04*	10.1	Available July 2022	10.6	10.6

**Benchmark Definition:** To be decided after evaluation \*Reduction due to staff retirement, 5% recession of appropriations, and temporary hiring freeze. Need to add 0.5 FTE curator of Life Science

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

FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
0	4	5	6	Available July 2022	10	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 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
20	20	20	10	Available July 2022	15	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 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	
					FY 2023	FY 2027
58,200	297,076	314,628	364,695	Available July 2022	370,000	375,000

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

## **Key External Factors**

### *Funding*

*Many of IMNH strategic goals and objectives assume on-going and strategic additional levels of State legislative appropriations. COVID-19 greatly affected Museum services and operations during the final quarter of FY20 and all of FY21. During these times, Museum was intermittently closed to the public or open with crowd restrictions that diminished earned revenues. Recission of 5% appropriated budget and halt to re-hire process curtailed development efforts at the Museum. In spite of these challenges, the Museum succeeded in re-engaging the public through exhibits and virtual tours.*

### **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.*

<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	✓	✓	✓	✓