



NORTH CAROLINA MUSEUM of NATURAL SCIENCES

CORE VALUES

External/Customer Focused Values

Research/ Scientific Accuracy	Conduct high-quality scientific research and demonstrate scientific accuracy in all publications and programs.
Natural Science Education	Improve scientific literacy and promote the appreciation of natural history through experiential, relevant, enjoyable, natural science education programs and exhibits.
Inclusive, Friendly, Fun Environment	Meet the needs of a diverse audience in a friendly and exciting museum environment.
Natural History Resource	Continue to be a statewide, regional, and international resource for science education and natural history information.
Conservation	Promote and practice sustainable resource use and environmental awareness in all museum activities.
Collaboration	Initiate and maintain a network of affiliated organizations, partnerships, and collaborative programs within the department, statewide, nationally, and globally.

Internal/Staff Focused Values

Valuable Human Resources	Recruit and support high quality, and culturally diverse, staff, volunteers, board members, and interns, and provide quality service and special opportunities to all.
Resource Management/ Animal Welfare	Practice and promote high standards in the care and welfare animals, collections, and other educational resources.
Collaboration	Pursue and promote collaborative efforts, mutual trust and open communication.
Fiscal Responsibility	Demonstrate fiscally sound management practices and maintain diversified revenue sources.

NORTH CAROLINA MUSEUM of NATURAL SCIENCES
MISSION STATEMENT

The purpose of the North Carolina Museum of Natural Sciences is to enhance the public's understanding and appreciation of the environment in ways that emphasize the natural diversity of North Carolina and the southeastern United States and relate the region to the world as a whole.



NORTH CAROLINA MUSEUM of NATURAL SCIENCES

EXPANDED MISSION STATEMENT

The purpose of the North Carolina Museum of Natural Sciences is to enhance the public's understanding and appreciation of the environment in ways that emphasize the natural diversity of North Carolina and the southeastern United States and relate the region to the world as a whole.

- Document and monitor the diverse natural resources of North Carolina and the Southeast by collecting, preserving, maintaining, and studying representative biological and geological specimens and maintaining collections in perpetuity.
- Interpret the natural history of North Carolina by providing innovative exhibits and educational programming that emphasize experiential learning activities and relate the natural sciences to the way people live.
- Provide statewide outreach services through teacher workshops, electronic media, public programs, field studies, consultations, and publications.
- Conduct long-term systematic, ecological, and geological research and interpret results of that work to the public through scholarly and popular publications, scientifically literate exhibits, and educational programming.
- Offer public information to promote conservation and environmental awareness among the citizens of North Carolina and provide baseline data to assist policymakers in reaching decisions involving local, state, and national environmental issues.
- Enhance scientific literacy for families and children, students and scholars in a dynamic, inviting environment that engages the hands and minds of the most casual, as well as the most experienced, museum visitor.



NORTH CAROLINA MUSEUM of NATURAL SCIENCES

STRATEGIC PRIORITIES

1. Realize the program potential of the Museum for Natural Sciences

- A. Demonstrate excellence in environmental education by providing high quality educational opportunities.
- B. Conduct research that improves understanding of bio- and geo diversity.
- C. Provide state-of-the-art storage and protection of the state's natural history collections in expanded facilities.
- D. Meet infrastructure needs to operate Museum by increasing support for existing positions and securing additional needed positions.
- E. Enhance statewide service through Outreach NC, distance learning programs, web site activities, Exploring North Carolina, Take A Child Outside, new collaborations and new activities.
- F. Operate a renovated and expanded Museum of Forestry, a satellite museum in Columbus County.

2. Improve the Museum's long term sustainability

- A. Improve Museum's long-term financial sustainability by maximizing revenue centers, membership, endowment and annual fund raising.

3. Position Museum as an integral element in a global community

- A. Increase awareness through collaboration, increased marketing, special events, traveling exhibits, high definition productions, new programs, and revenue generating activities.
- B. Develop a strong conservation message through Prairie Ridge and throughout the Museum's exhibits, events and programs.

4. Increase the public's understanding of scientific research that affects their daily lives.

- A. Develop and implement the Nature Research Center.
- B. Establish strong collaborations with universities, corporations, and government agencies to provide research content for Nature Research Center.

Priority Goals:

- Improve public understanding of scientific research, the ability of teachers to teach science and the participation in science careers by developing, constructing, and opening the new Nature Research Center as part of the Green Square Project and expanding and making more accountable our research & collections data.
- Improve public understanding of sustainable living, and habitat conservation by developing programming, and opening the Prairie Ridge Eco Station, outdoor classroom, and educational grounds and gardens. Host Earth Day with Zoo and aquariums and host annual green design competition.
- Provide support facilities for the NRC by expanding Research Lab Facilities and communications between Research Lab, Prairie Ridge, and NRC.
- Continue salary review and upgrade of Museum salaries to meet museum industry levels.
- Maintain and update exhibits for optimum visitor satisfaction.
- Work with the state and city officials to provide additional parking and visitor amenities in the capital area (lunch areas and handicapped access).
- Improve the Museum's financial sustainability by increasing Membership, annual giving, revenues, grant funding, funding of special projects and endowment.
- Expand & Improve Research and Collections services & awareness of resources available.
- Continue to improve programming by providing new and engaging public programs, new and engaging school programs for students and teachers, and providing outreach NC to new audiences across the state.
- Sustain and operate the NC Museum of Forestry as a satellite museum.
- Increase awareness of Museum resources by increasing marketing, media articles, public events, new exhibits, more distance learning programs, more HD movies, and more strategic collaborations and continue to make Legislature aware of Museum's statewide outreach program and other issues.
- Work with Department of Environment and Natural Resources on communication issues and training.

NOTE: The Museum has other goals to accomplish beyond these priority goals and each Section within the Museum has action steps, resources needed, internal interface issues, and priority categories established for each goal.

NORTH CAROLINA MUSEUM of NATURAL SCIENCES – Nature Research Center
MISSION STATEMENT

The purpose of the North Carolina Museum of Natural Sciences' new wing is to engage the public in understanding the scientific research that affects their daily lives. The Nature Research Center provides a "green" place where the general public can connect with scientific research and have interactions with scientists, educators and environmental decision-makers on timely issues affecting the natural world.