

Alaska Geographic Strategic Plan 2024-2027



Mission:

Alaska Geographic connects people to Alaska's public lands through the creation and delivery of educational products and programs.

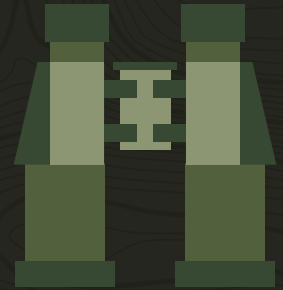
Vision:

People inspired by Alaska Geographic's programs and products experiencing, protecting and championing Alaska's public lands.



Goal 1: Enhance Revenue and Resources

1. Meet annual aid-to-partner and revenue targets.
2. Develop and evaluate unique interpretive and educational products.
3. Provide comprehensive training for retail team.
4. Secure housing for staff retention.



Goal 2: Expand Educational Programs

1. Develop long-term educational plans based on research and partner needs.
2. Establish sustainable funding sources for programs.



Goal 3: Diversify Revenue Streams

1. Revise membership program for cost-effectiveness.
2. Investigate Capacity Grants and other funding opportunities.
3. Implement Checkout Counter Donation Program.
4. Collaborate with tourism industries for program expansion.
5. Enhance communication and marketing strategies.



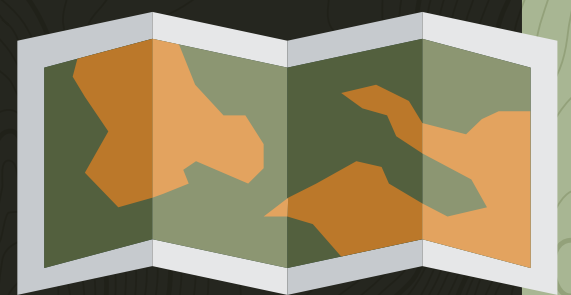
Goal 4: Ensure Organizational Excellence

1. Enhance staff support process for talent retention.
2. Maintain clear position descriptions and responsibilities.
3. Update Employee Handbook and succession plans.
4. Enhance risk management program.



Goal 5: Strengthen Board Effectiveness

1. Recruit diverse board members with needed skills.
2. Provide training and maintain position descriptions.
3. Develop succession plans for Board Officers.
4. Maintain comprehensive Board policies.
5. Provide Board Handbook to all members.



Acknowledgement:

Alongside our partners, Alaska Geographic recognizes and respects that public lands in Alaska are the ancestral homelands of Alaska Native peoples.

Alaska Geographic is a 501c3 non-profit organization registered with the State of Alaska.