

**Arboretum National Advisory Board
Crown Council Report
April 2013**

Summary of Discussion Topics

Change of Leadership

- Last May, Provost Braun made the decision to move Cindy Johnson back to Biology full-time and name Scott Moeller as full-time in the Arboretum serving as naturalist and director
- Not the perfect or ideal model as it would be good to have a full-time director and a full-time naturalist, but is the direction for now

Strategic Planning Process

The Arboretum has a strategic plan written from 2009 and it is time for a new plan.

The group first reviewed the mission statement and objectives and agreed these meet the needs and did not need to be revised.

At the February meeting Kathy Lund Dean, new distinguished chair in the Economics and Management Department, facilitated a process to consider strengths, weaknesses, opportunities, and threats for the Arboretum.

Through this process strategic priorities emerged.

Immediate Strategic Priorities Determined

The priorities for immediate next steps fell into a few broad areas:

Create a vision and strategic plan for the Arboretum

- Articulate a clear identity and vision
- Make a plan to consistently and broadly articulate this identity
 - Create a communication plan to increase awareness to all constituents

Education and Scholarship

- Connections with faculty and providing curriculum support
- More classes utilize the Interpretive Center and Arboretum
 - A barrier exist now because the Interpretive Center has one room and rental income has been required to pay for Shirley Mellema (administrative assistant) position
- Scientific recording of plants
- Identifying Student research projects
- Education and outreach to campus
 - The Arboretum needs to be active – intentionally creating reasons to draw people in, increase usage, and teach
 - The next focus will be to reach out to the surrounding areas, including youth

Strengthen relationship with the Board of Trustees

- Increase awareness among the Board about the strategic value the Arboretum brings to Gustavus

Financial Resources

- With the above items in place it will be possible to make the case for financial support with donors and the budget process

Emerging Ideas/Future Discussion Topics

At an upcoming May meeting the group will further develop 3-5 year goals and strategies for the strategic priorities.

Scott Moeller will draft a strategic plan over the summer.

Items to Move Forward to Board of Trustees

In the future this group will be considering ideas on how to inform the Board further about the Arboretum.

Members

Herb Baldwin

Mark Braun – Campus Facilitator

John Chamberlain

Connie Fortin '82

Jim Gilbert '62

Bruce Gray '61

Dan Knight

Harriet Mason

Michael McHugh

Kay Moline - Chair

Krisan Benson Osterby '79

Bill Pedersen

Ed Schneider

Scott Seigfreid

Kim Sogaard

Chuck Syverson

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Gary Wyatt