



# Princeton-Blairstown Center

## Strategic Framework 2020-2023

### CHAMPIONING EXCELLENCE

**PROGRAMS:**  
Increase the quality  
and breadth of the Center's  
program offerings.

**TALENT MANAGEMENT:**  
Attract, train, motivate, and retain  
diverse, high-performing employees  
with a passion for the Center's  
mission and values.

### EXPANDING ACCESS TO OUTDOOR EXPERIENCES & INCREASING ENVIRONMENTAL STEWARDSHIP

**PROGRAMS:**  
Deliver engaging,  
integrated hands-on  
environmental  
programming that  
promotes civic  
engagement.

**SUSTAINABILITY:**  
Decrease the carbon  
footprint of the  
Blairstown Campus.

**BRANDING:**  
Grow the visibility of the  
Center to ensure full  
occupancy of the shoulder  
season which will result  
in increased revenue.

### ADVANCING ORGANIZATIONAL GROWTH & SUSTAINABILITY

**GOVERNANCE:**  
Support the Board  
in reaching its  
optimal potential.

**FACILITIES:**  
Identify, prioritize,  
and continue  
to make needed  
capital  
improvements.

**FINANCE:**  
Provide  
exceptional fiscal  
oversight  
and ensure  
intergenerational  
equity.

**INSTITUTIONAL  
ADVANCEMENT:**  
Tell the Center's  
compelling story  
to increase public  
support.