

**Science:** Advance research and conservation work with stakeholders to protect the Sonoran Desert and other arid and semi-arid environments.

**Goal 1 - Make research accessible to scientific institutions and citizen science communities**

**Goal 2 - Make research understandable and accessible to the general community, from children to adult learners**

**Goal 3 - Maximize impact by planning and conducting research internally and through collaborative efforts with scientific and other organizations**

**Goal 4 - Include the elements of climate change and other environmental impacts in our research projects**

**Education:** Deliver and expand science-based education and outreach to diverse and under-represented communities engaged in the Sonoran Desert.

**Goal 1 - Integrate our unique research and steward organization into our educational programs.**

**Goal 2 - Ensure that our academic programs align with Arizona curriculum standards**

**Goal 3 - Create new and adapt existing educational programming for a virtual world.**

**Goal 4 - Engage under-represented communities to provide the opportunity for everyone to become environmental stewards.**

**Stewardship:** Maintain and protect natural open spaces for future generations and engage communities to become environmental stewards.

**Goal 1 - Position the Conservancy as a significant community institution that advances and supports natural open space**

**Goal 2 - Empower the next generation of environmental stewards.**

**Goal 3 - Leverage our exemplary Steward Program to ensure safe, knowledgeable, and respectful public access to natural open space**

**Goal 4 - Strive toward best-in-class status in urban preserve management**

**Sustainability:** Improve the Conservancy's infrastructure, governance capacity, and financial strength to support organizational goals.

**Goal 1 – Embrace a diverse and inclusive organization that represents our greater community**

**Goal 2 – Enhance financial stability by maintaining and expanding revenue streams**

**Goal 3 – Recruit and retain staff with the professional expertise required to execute our Strategic Plan**

**Goal 4 – Foster an engaged and accountable Board of Directors that strengthens and advances the Conservancy, its mission, and impact**

**Goal 5 – Maintain a strong working relationship with the City of Scottsdale and its stakeholders to expand understanding of the Conservancy's role**