



Canadian Fossil Discovery Centre

CFDC Strategic Plan 2015-2017

Introduction and Context:

At the 2014 Annual General Meeting of the Canadian Fossil Discovery Centre (CFDC), it was determined that the Governance Committee would be responsible for drafting a strategic plan for adoption by the Board of Directors. The aim of this strategic plan is to identify the CFDC's vision, mission, and strategic objectives for the next three years, and to prioritize when and how these objectives are to be met.

In September of 2014, the City of Morden advised the CFDC about pending changes in the structure and the level of support for the CFDC from the City that necessitated the development of a new five year Business Plan for the CFDC. To achieve the goals of the Business Plan, the strategic plan for the CFDC has been drafted within a set of defined parameters that centres around experiential tourism driven by aggressive increases in marketing and promotion. The Governance Committee will frequently review this document to ensure it supports and addresses the needs of our organization at home and on the global stage. As such, the 2015-2017 Strategic Plan will be a 'living document' that addresses new challenges and opportunities as they arise.

Strategic Plan:

The Governance Committee facilitated a strategic planning workshop on Saturday, March 21, 2015 to receive input from the Board and CFDC staff. The Strategic Planning Session focused on drafting the vision, mission, and strategic objectives as follows:

Vision:

“To be recognized as a leading centre for fossil discovery experiences.”

Mission:

“To stimulate curious minds by passionately sharing and promoting Manitoba, Canada and the World’s fossil heritage through discovery, preservation, research and education.”

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Strategic Objectives:

To create amazing visitor experiences:

- By creating an experience that allows visitors of all ages, first time or returning, to explore and discover through the wonder of a child
- By developing an atmosphere of excitement and anticipation
- By engaging the public across multiple platforms (i.e. visual, interactive, audio, technological, virtual, etc.)
- By providing access to direct hands-on field experience with skilled professional supervision
- By identification of the CFDC top 25 or 50 fossils that could be displayed in the gallery
- By creating a long-term strategic plan for collection, preparation, and display of representative paleontological resources from Manitoba to showcase themes of biota from various stratigraphic (time) intervals
- By creating strategic plan for prioritized goals of building new or enhancing CFDC displays to attract and promote tourism or encourage regular visitation

To create a world-leading centre of discovery and education through the exploration of Manitoba and Canada's fossil heritage:

- By creating new opportunities for self-directed discovery and learning
- By enhancing communication with educators and the community
- By being receptive to new ideas and approaches to learning and teaching
- By actively pursuing new opportunities and ideas to cultivate curious minds and create layers of discovery
- By recognizing who we are, where we have come from, and honouring that which came before us
- By recognizing that education and shared understanding breaks down barriers and brings people together
- By striving to provide excellent learning opportunities through shared discovery
- By reaching out to organizations to open dialogue, foster communications and discover mutual interests
- By acknowledging our deficiencies and committing to ongoing improvement
- By developing a mind-set to continuously re-evaluate our educational programming and exhibits
- By creating a legacy for future generations
- By engaging strategic educational partners at all levels
- By securing and maintaining access to valued fossil sites within Manitoba
- By identification of strengths and weaknesses in the CFDC's sampling and representation of fossils from Manitoba's various stratigraphic intervals with the goal of creating new displays in the gallery

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To create enhanced opportunities to share and promote the CFDC:

- By creating an environment which promotes transparency, communication, marketing, social media, partnership and networking
- By creating exciting and unique communication opportunities
- By partnering with like-minded organizations
- By engaging in new and unique research ventures that promote and enhance the CFDC and its gallery
- By connecting and engaging with leaders of industry, culture, media and research

To create financial resilience:

- To ensure that all initiatives of the CFDC, from investing in audience development, to demonstrating the CFDC's utility to the community, and conducting and disseminating international calibre research, be pursued not just as an essential component of our mandate but within the framework of financial sustainability
- Through advocacy and audacity we will convey the value and further cement the reputation of the CFDC– to Manitoba, to Canada, and to the world–thereby becoming an imperative destination for donors
- By encouraging CFDC Board, staff, volunteers and members to work cooperatively to identify new revenue streams and achieve philanthropic targets

To ensure staff, leadership and volunteers are skilled and responsive:

- By investing in professional development, mentoring and leadership to effectively adapt to the changing needs of the organisation and the community
- By building adaptability and innovation into the organizational culture
- By developing a strong, enthusiastic and vibrant volunteer base
- By demonstrating respect and dignity in all activities for the staff, leadership and volunteers

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