# Princeton-Blairstown Center

## Strategic Framework

2020-2023

### Championing Excellence

**Programs:**
Increase the quality and breadth of the Center’s program offerings.

### 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.

### 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.

### Talent Management

Attract, train, motivate, and retain diverse, high-performing employees with a passion for the Center’s mission and values.

### Branding

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