

Mount Washington Observatory Strategic Plan Dashboard

Mission: Mount Washington Observatory is a private, nonprofit, member-supported institution with a mission to advance understanding of the natural systems that create Earth’s weather and climate. It serves this mission by maintaining a weather station on the summit of Mount Washington, performing weather and climate research, conducting innovative science education programs, and interpreting the heritage of the Mount Washington region.

Vision: By 2032, the Mount Washington Observatory will be the recognized resource for mountain meteorological data that informs human understanding of weather and climate and its effects on our lives.

Goals

Objectives

Goal 1: Research and Science -- MWOBS will be a scientific partner of choice in the areas of mountain meteorology, weather and climate.

Objective 1.1: Create and execute a research plan for MWOBS.

Objective 1.2: Establish what the organizational research staffing, business operations and infrastructure needs/capacity are for the Observatory to achieve the objective that is written based on the MWOBS research plan.

Objective 1.3: Build and strengthen relationships with at least 4 academic, institutional, governmental or corporate partners per year that lead to two new collaborative agreements or projects per year.

Objective 1.4: Communicate about one or more research projects conducted at MWOBS each year through multiple means in order to build MWOBS reputation and establish further research partnerships.

Goal 2: Education -- MWOBS will develop and implement innovative education programs and resources, building toward recognition as the go-to state and regional experts in weather and climate.

	Objective 2.1 Develop an interpretive plan to inform all educational activities of the Observatory.
	Objective 2.2 Develop K-12, school-day, after-school, field trip, and professional development programs based upon assessment of this audience.
	Objective 2.3 Continue a cycle of evaluation and updating of K-12 and adult programs and resources as needed based upon an annual assessment.
	Objective 2.4 Build and maintain appropriate educational program staff capacity.
	Objective 2.5 Review, prioritize, and where appropriate, implement MAP report recommendations within our library, collections, museum exhibits, and educational programs.
	Objective 2.6 Increase access to MWOBS educational resources and programs through expansion of current and new program efforts.
Goal 3: External Affairs -- All Observatory constituents and target audiences will respect our work and have opportunities to engage with and support our mission.	
	Objective 3.1 Create a data-driven fundraising strategy that optimizes the use of our CRM for engagement with major donors and employs smart digital tactics to acquire new and retain existing donors.
	Objective 3.2 Collaborate with the Development Committee and Prospect Group to cultivate major donors, leading to a 20% increase in major gifts.
	Objective 3.4 Acquire new corporate sponsorships, leading to a 10% increase in cash and in-kind contributions.
	Objective 3.5 Launch a new Planned Giving strategy that ensures visibility across channels, educates our Trustees and Staff, and provides a clear path for constituents to engage.
	Objective 3.6: Prioritize communication strategies that build knowledge of weather and climate while demonstrating the credibility, scientific relevance, and impacts of our work.
	Objective 3.7: Identify key audiences for more targeted outreach and implement specific strategies that deepen their level of engagement and/or philanthropy.
	Objective 3.8 Compel people to trust and turn to the Observatory for expertise in extreme weather, climate research, innovative weather technology, and other capabilities.

	Objective 3.9 Build a network of media and communication partners with shared interest to attain widening regional and national exposure for our brand.
Goal 4: Financial and Organizational Health -- MWOBS will be a robust organization with well-managed finances and resources to support the mission.	
	Objective 4.1: Understand, evaluate and track sources of income.
	Objective 4.2: Implement a process to manage financial resources sufficient to support the mission of the organization with an added focus on grant management.
	Objective 4.3: Create and implement a system to evaluate, maintain and improve the physical facilities and equipment needed to support safe and effective performance of the MWOBS mission and programs.
	Objective 4.4: Evaluate and improve the Observatory's process for program oversight and compliance to ensure effective controls are in place, are used and are clearly documented.
Goal 5: Organizational Leadership -- The board and staff	
	Objective 5.1 Identify and begin implementation of board best practices, with a focus on clarifying Board of Trustees and CEO roles and responsibilities to achieve consensus around what constitutes success on the part of the CEO and the organization.
	Objective 5.2 Where appropriate, work groups, committees, task forces, etc. will seek to have at least one-third non-board members.
	Objective 5.3 Investigate best governance structure (e.g., size and nature of board, role of Life Trustees, new committee structure, creation of advisory board) and create an appropriate timeline for implementation.