

# MISSION 24

**Our Central Strategic Challenge:** Strengthen the organization to protect against future disruptions, explore ways to diversify revenue, and continue to deliver on our educational mission through a culture of belonging.

## Roadside ATTRACTION

America 250 – the Semiquincentennial commemoration of the United States in 2026 – will help connect our efforts across Belong, Stabilize, and Explore.

## Scenic OVERLOOK

We will explore opportunities to broaden the scope of our educational mission to new and under-served audiences.

## Road work AHEAD

The successful implementation of Enterprise Resource Planning and Point of Sale tools will provide a foundation for our operational and stabilizing goals.

## BELONG

*Develop a belonging strategy to ensure all EN team members feel welcome in the workplace, to serve as the foundation for promoting a culture of inclusion in all aspects of mission delivery.*

### Key objectives:

- Define EN's organizational values
- Create a workforce where people can be their authentic selves
- Diversify storytelling through our products and programs
- Engage with our vendors on supplier diversity and sustainability
- Seek opportunities to provide direct support to our public-lands partners for expanded and more inclusive storytelling

## STABILIZE

*Implement practices and policies to ensure the long-term financial stability of EN, to be best prepared for future business interruptions and changing visitor needs.*

### Key objectives:

- Maintain EN's revenue-sharing philosophy to ensure visitors to all NPS sites have access to quality educational products
- Provide effective stewardship of EN's financial resources to be best prepared for future business interruptions
- Implement enterprise resource planning and point of sale tools
- Remain nimble to ever-changing economic, supply chain, and labor market challenges

## EXPLORE

*Identify and assess potential revenue generating opportunities to extend mission and grow revenue in order to reach new audiences and diversify revenue streams.*

### Key objectives:

- Engage with industry experts to assess high-potential opportunities in eCommerce
- Research how park supporters and communities of interest intend to commemorate the US Semiquincentennial

