

2025 Priorities

WE'VE ESTABLISHED A ONE-YEAR PLAN of organizational priorities for fiscal year 2025. These priorities are focused on allocating time to implement a new ERP/POS system, while dedicating resources to ensure the system runs optimally, team members are trained, and we begin implementing phase II ERP/POS projects.

ERP and POS

Implement Lightspeed, Netsuite, Shopify, Toolio, and the manual store Dashboard

- Perform ongoing training and documentation of new processes.
- Convert manual stores to Lightspeed
- Begin implementing Phase II
- Obtain feedback on new system; identify tasks and workflows for efficiencies.

BELONGING

Implement our 2025 Belonging Plan

- Deliver training
- Develop and launch Belonging communications plan.

AMERICA 250

Launch initiatives in support of America 250

- Develop site specific product for stores with American Revolution milestone anniversaries in 2025 and 2026.
- Design A250 product assortment for non-American Revolution themed parks with product in stores.
- Develop Passport to A250 Passport To Your National Parks book and cancellation program.

TALENT DEVELOPMENT

Develop stronger leaders for current roles and new opportunities

- Implement a Learning Management System.
- Deliver leadership assessment workshops.
- Continue EQI emotional intelligence assessment and deliver leadership assessment workshops.

CREATIVE, MARKETING, and PUBLICATIONS

Continue expanding educational reach through new and diverse offerings.

- Develop a plan to restart our new publications program.
- Launch new Passport and A250 educational products.
- Implement a digital asset management system to better catalog images and manage project files.

PARK FINANCIAL SUPPORT

Expand opportunities to support interpretation and education

- Assess the "pilot" checkout counter donations program and determine how to proceed with checkout counter donations for the 2025 season
- Launch a two-year competitive grant program for EN parks to support A250 projects and programs that will reach new audiences and tell lesser-known stories.

HEADQUARTERS RELOCATION

Relocate HQ as a cost savings to use a smaller space more efficiently

- Complete a successful move with minimal impact to business operations.

BUSINESS PERFORMANCE GOALS

Remain accountable for fulfilling our mission while exceeding financial goals

- Exceed FY 2025 sales goal
- Meet October 31, 2025 inventory goal
- Exceed net income from operations.
- Replenish EN cash reserves in accordance with cash reserve policy.

