



# 2026 Priorities

**WE ARE PLEASED TO PRESENT OUR ONE-YEAR PLAN** of organizational priorities for fiscal year 2026. These priorities are focused on ensuring the financial success of the organization, growing e-Commerce revenue, commemorating America250™, maximizing our new Enterprise Resource Planning and Point of Sale systems, and team member development, while continuing to navigate the changing landscape of visitation and revenue patterns across the places we serve.

## FINANCIAL SUCCESS

*Drive revenue while closely managing expenses to maintain a strong financial position.*

- Exceed FY 2026 budget revenue projections.
- Continue workforce planning efforts to align store level payroll with store sales performance.
- Manage all expense categories to be at or below budget.
- Expand the checkout counter donations program at select parks to increase financial support.

## E-COMMERCE

*Expand and diversify online revenue and mission drivers.*

- Implement Phase One of an e-commerce strategic roadmap to determine actions needed to rapidly accelerate revenue growth.
- Recruit an experienced strategic e-commerce leader, with a track record of proven results, to lead EN's e-commerce expansion.
- Identify immediate opportunities to deliver quick, meaningful revenue impact.

## AMERICA250™

*Fully implement our A250 educational, revenue, and marketing efforts*

- Fully roll out EN's A250 licensed merchandise collection to EN stores, and make it available to wholesale partners.
- Deliver the A250 Passport To Your National Parks product offerings.
- Provide support for A250 special events to maximize revenue and mission delivery.

## ERP and POS

*Maximize capabilities of our new systems to their fullest potential*

- Further assess features and efficiencies available in the new systems.
- Ensure staff are fully trained on new tools, and processes are fully documented.
- Gather continuous user feedback to identify opportunities to maximize system efficiencies.

## LEARNING MANAGEMENT SYSTEM

*Maximize our new LMS to ensure continual development and new opportunities for staff*

- Design a playlist for management training which includes the development and release of a store operations manual and management course curriculum.
- Establish an annual compliance training calendar, expand training for system related efficiencies, develop a playlist for upskilling the workforce, and refresh the Belonging playlist.
- Continue to expand Emotional Intelligence (EQI) assessment and evaluation, lead EQi reassessment and development, and introduce leadership training.