

Keystone Science School: 2018- 2020 Strategic Plan

Mission

Keystone Science School inspires curiosity and critical thinking through the lens of science to change lives and strengthen communities. We create future leaders who can problem solve and work together in an ever-evolving world and workplace environment.

Vision

By 2020, Keystone Science School will reach beyond its 23-acre campus to bring high-quality science and sustainability programming and experiences to diverse communities across the country. With upgraded energy efficient facilities for faculty and participants, KSS envisions enhanced program offerings, increased community partnerships, and broader funding opportunities. KSS's leadership in the industry will be recognized and our staff sought after to provide guidance in the areas of science and outdoor education, partnership development, and financial sustainability.

Values

- We change lives.
- We foster open, honest relationships.
- We strive for excellence.
- We find joy in teaching and learning.
- We ask questions and seek solutions.
- We are accountable.



Build **NETWORKS** and meaningful **RELATIONSHIPS**

For any nonprofit's success, building an outstanding team of volunteers, staff, donors, and board members is critical. KSS aims to strengthen and expand its networks, both internally and externally, to build a strong platform for supporting long-term growth. Developing meaningful engagement opportunities with volunteers and broadening professional development for staff will provide strength and deepen the bench of support.



Redefining place to expand **IMPACT**

The history and quaintness of KSS's facilities on its 23-acre campus are part of the core of its character. Preserving this sense of place preserves the essence of its culture and that which draws people to it. With careful attention to its roots, KSS aims to improve its infrastructure through investments in instructor housing and staff work spaces. With better facilities at home, KSS will expand its definition of 'sense of place' to offsite facilities and locales. Doing so will build KSS's capacity to serve communities beyond the mountain region and along the Front Range and Western Slope. KSS aspires to establish itself as a statewide educational institution with programs based around the state and outside of its 23-acre campus.



Bring new **IDEAS** to life

In its decades-long history, KSS has relied on grassroots efforts and passing-through staff to develop curriculum and branding. We aspire to bring sophistication and higher-level strategy to how we talk about and implement our work. Bringing in marketing expertise and centralizing our curriculum development will elevate our impact and expand our reach to those beyond the word-of-mouth or circle of friends. We aim to embed innovation across all areas of KSS with an ethos to 'think big to impact more'.