

Lord and Schryver Conservancy
 Strategic Goals, Objectives, Action Plans for 2018
 Adopted December 19, 2017
 Summarized version, April 2018

Mission Statement: *The Lord & Schryver Conservancy preserves, interprets and stewards the legacy of landscape architects Elizabeth Lord and Edith Schryver for public enrichment.*

Goals	Objectives/tasks	Who	Timeline/status
GOAL I: Increase awareness, support and participation by all available means.			
Marketing Committee	Develop marketing strategy, enhance email and social media use, promote open gardens and programs	Board	Ongoing
ED Search Committee	Recruit and train new ED	Search committee, board	Until position filled
The Book	Research, writing, editing	Internal readers, president	As per agreement
Garden Committee	Expand number of garden visitors, restore reserve area	Garden committee, garden manager, volunteers	During season, end of 2018
Program Committee	Develop program goals, start activities	President, volunteers	Ongoing
GOAL II: Ensure the organization's future by continuing to preserve and interpret the Lord and Schryver legacy.			
Garden Committee	Engage volunteers, garden-focused programs, connect with green industry	President, Garden manager, volunteers	Ongoing
Archive Committee	Develop collection plan, update documentation, train volunteers, research for book	Archive Committee	Ongoing
House Committee	Repaint exterior, refurbish upstairs rooms, fix outside drain	House Committee, President	Spring 2018
GOAL III: Ensure financial stability.			
Garden Committee	Treatment and maintenance plans completed, plant inventory	Garden manager, committee	Ongoing, spring 2018
Sustainability Committee	Increase donor base and fundraising options, develop plan, update acquisitions policy	Sustainability committee, board	Ongoing, 2108 end-of-year annual appeal