



PITTSBURGH ZOO
& PPG AQUARIUM

STRATEGIC PLAN

PITTSBURGH ZOO & PPG AQUARIUM | 2022-2027



THE JOURNEY

Dear Friends,

Our plan reflects the voices and diverse perspectives of more than 8,000 stakeholders who responded to our survey, participated in personal interviews, meetings, and workshops. We thank them all for their wisdom, insight, and ideas. Their input made this plan possible!

We are also grateful for the extensive input from our Zoo staff, our Board of Directors, and City of Pittsburgh administration. We would like to especially thank the members of the Zoo's Strategic Planning Committee and senior staff for playing a leading role in the development of this plan.

We thank you for joining us on the path and hope you'll be part of our exciting and engaging journey ahead as we embark on the next 125 years!



Dr. Jeremy Goodman, DVM
President & CEO



MISSION

**WE CONNECT
PEOPLE TO
WILDLIFE,
INSPIRING OUR
COMMUNITIES TO
CONSERVE NATURE
FOR FUTURE
GENERATIONS.**



VISION

**TO MAKE THE
WORLD BETTER
FOR WILDLIFE,
WE WILL BE A
LEADER IN UNITING
PEOPLE TO TAKE
CONSERVATION
ACTION.**





VALUES

INCLUSION We value and welcome the diverse contributions, perspectives, and abilities of our team and our communities.

INNOVATION We actively seek new ideas as we look to the future; we try new things and learn from challenges.

EXCELLENCE We are driven to be the best we can be and to bring out the best in others, including the animals in our care, our communities, our partners, and each other; we hold ourselves and others to the highest standards.

WONDER We remember every day that wildlife is amazing; we inspire our guests to feel the awe that leads to conservation action.

RESPECT We trust and learn from each other; we respect our team, the wildlife we care for, and the public we serve.

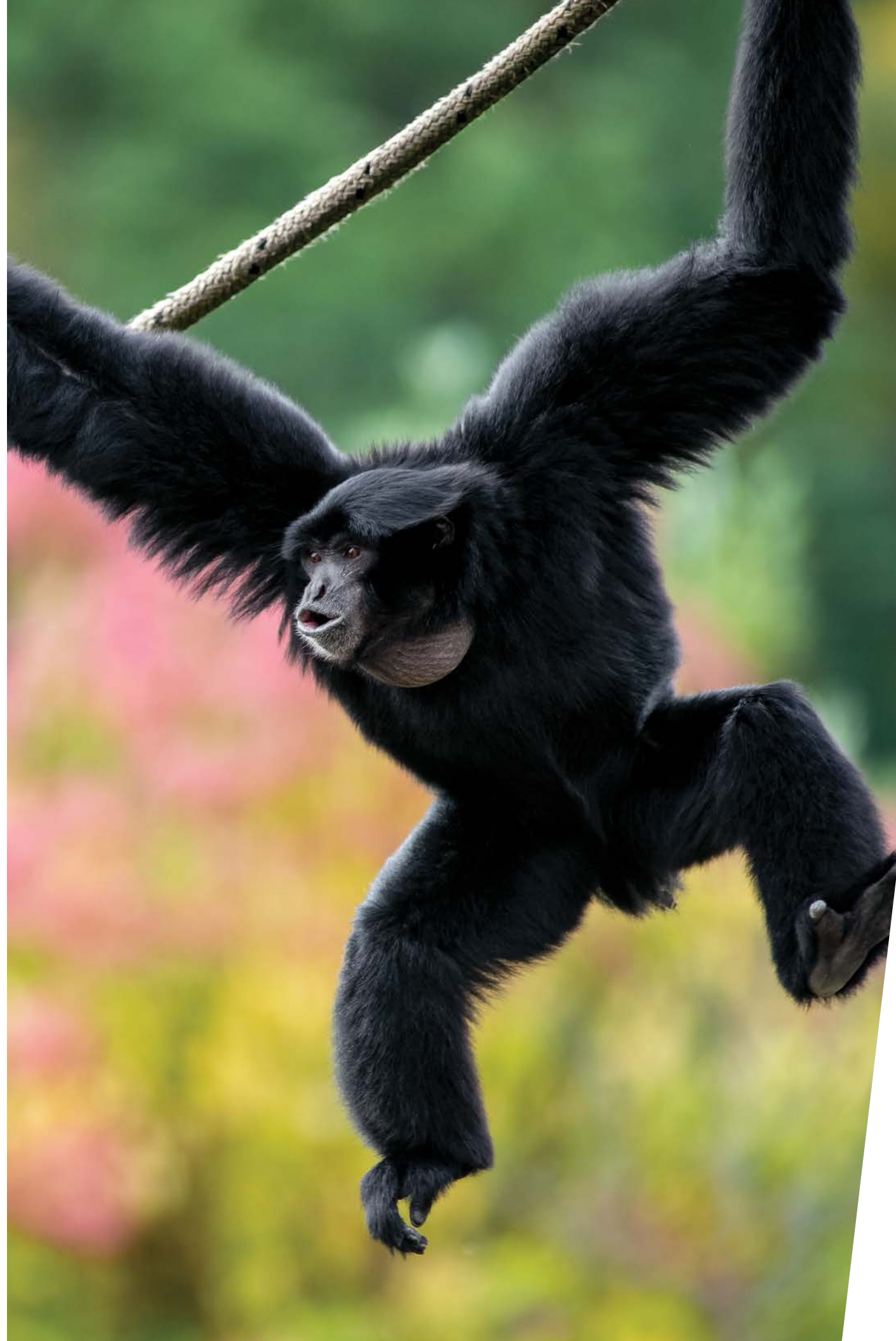
CONNECTION We work to support each other and our communities; we invest in our relationships with wildlife, our communities, our partners, and our teammates.

At the Pittsburgh Zoo and Aquarium, being a champion for animals is at the center of all we do. Providing the highest quality animal care here and creating a future for their counterparts in the wild is our foundational commitment.

TO REALIZE THIS COMMITMENT, OUR STRATEGIC GOALS ARE ►

GOALS





UNITE

OUR COMMUNITIES

We can do more together than we can alone. We will serve as a resource and connector, building collaborative partnerships that benefit our local and global communities and bring together diverse populations to achieve our conservation mission.

OBJECTIVES

- Proactively and intentionally build relationships & partnerships with our neighbors, listening to unheard voices and welcoming new perspectives
- Build partnership networks among our fellow nonprofits, educational institutions, and cultural attractions to grow Western Pennsylvania's tourism, workforce development, and innovation, while advancing our conservation mission
- Become a recognized resource within the conservation community by expanding relationships with accrediting organizations and other partners

INSPIRE

OUR AUDIENCES

We have the power to inspire new conservationists. We will motivate our audiences to take conservation action through memorable experiences and lifelong learning. We will measure our success and strive to continuously increase our impact.

OBJECTIVES

- Develop education offerings to reach diverse audiences; start with partnerships with institutions in the area
- Improve existing interpretive exhibits and programs while creating additional on-site and digital learning opportunities, all with the goal of increasing empathy towards wildlife
- Develop the potential of our campuses by adding experiences and better communicating our conservation and research work
- Encourage and support all staff and volunteers to be actively involved in communicating our conservation message
- Create and execute communications strategies that increase our visibility in the region and strengthen brand identity





DEVELOP

OUR TEAM

Our team is our greatest asset. We will create a strong and collaborative organizational culture that retains, attracts, nurtures, and empowers the best talent who reflect our communities and contribute diverse perspectives.

OBJECTIVES

- Build a diverse and talented workforce
- Create a more unified, transparent, inclusive, and innovative team culture and organizational structure that mirrors our values
- Intentionally invest in and develop the team to allow them to be the best professionals they can be and to fulfill our mission, vision, and goals

REVITALIZE OUR CAMPUSES

Our physical infrastructure has a direct impact on our ability to fulfill our mission. We will invest in our campuses and facilities to deliver best-in-class animal care and guest experiences that are welcoming for all. We will create spaces that allow us to be a leader in animal welfare, conservation, education, and research.

OBJECTIVES

- Improve our existing infrastructure so it delivers the best in sustainability practices, animal wellness, safety, modern guest expectations, and accessibility standards
- Update infrastructure to meet the highest professional accreditation standards
- Create habitats that deliver the highest standards of animal welfare and compelling conservation messaging
- Develop an integrated identity and strategy that includes all campuses





SUSTAIN

OUR RESOURCES

We will steward today's resources in service of our mission and cultivate the financial sustainability and growth needed to ensure future success.

OBJECTIVES

- Clearly convey our compelling case for support, motivating decision-makers to become long-term funding partners
- Build and maintain alliances with other organizations to seek and secure funding that advances our conservation mission
- Strategically grow and strengthen our funding mix: contributed, public, and earned
- Secure additional resources to invest in building our team and organizational capacity
- Incorporate sustainability practices into our operations
- Responsibly and thoughtfully manage the animal collection



PITTSBURGH ZOO
& PPG AQUARIUM