

OREGON ZOO Strategic Plan 2020 – 2023

Our strategic plan is our guide for the next three years as we make progress towards our mission, *Creating a Better Future for Wildlife.*

Lead the Way in Animal Care & Welfare

We're driven to be a leader among zoos in animal care & welfare—this means creating environments in which all our animals thrive. We will accomplish this by steadily **upgrading habitats** based on basic needs and at the same time, testing **new innovative approaches** that integrate choice and cutting edge techniques to training, enrichment, fitness and **science**.

100%
of Oregon Zoo animals experience positive welfare

Advance Wildlife Conservation

Wildlife conservation is at the heart of our mission. We'll maximize our impact through meaningful partnerships in **species recovery**, **policy advocacy** work, strong **conservation networks** and inspiring our community and staff to **take action**.

10,000
Conservation actions taken by staff, volunteers, and the community

Deliver an Inspiring Guest Experience (Every Time)

The guest experience will WOW guests and connect them to our mission. Our campus and experience will be welcoming, modern, and inspiring as guests **learn from staff** and **connect with our animals** at every opportunity.

70
Guest Loyalty Score

Create Diverse, Equitable, & Inclusive Environments

We are committed to advancing diversity, equity and inclusion and creating safer and more welcoming spaces for everyone. We're committed to the **recruitment, retention** and professional **growth** of a diverse staff, and removing barriers to **access** for our guests.

Our racial diversity meets or exceeds that of the Portland metropolitan area
Staff & Guests

Achieve Financial Sustainability

The success of our organization requires that we continue to improve our financial outlook. We'll be diligent in our **research, strategy**, and **planning** to ensure we steadily increase our revenue while managing expenses so we can continue to invest in our people, animals and mission for decades to come.

\$7M
Reserve

Provide Meaningful & Fulfilling Staff Experience

Staff is the bedrock of our animal and guest experience. We seek to improve their experience through better **communication**, investments in **professional development** and increasing **connection** to our mission and overall success.

3.8+
Employee Engagement Score

Connect with our Communities

The zoo is building a **brand** that shares our commitment to animal care and conservation as well as provides **meaningful engagement** with diverse communities throughout the region. We'll build on our strong tradition of communication by carefully listening to stakeholders, leveraging **partnerships**, and co-creating programs and experiences that will achieve our shared goals and mission.

65%
of the community connects the OR Zoo with our conservation mission