

**2014 - 2019 Boone County Arboretum  
Strategic Plan**

**MISSION**

**Our mission is to create a living museum that enriches the quality of life by providing a place for the appreciation and study of plants and the preservation of the natural environment**

**VISION**

**In 20 years, the Boone County Arboretum's educational programs will have increased the horticultural knowledge and appreciation of local people and visitors from throughout the region. The Boone County will be recognized and valued as an important community asset that contributes to economy and the quality of life.**

**PRINCIPLES**

**The principles or values of the Boone County Arboretum are:**

**A landscape arboretum with an interest in native plants**

**Accessibility in every project**

**GOAL Maintain the health and expand the diversity of plants and plant settings with direction from a horticulturalist**

<b>Strategy</b>	<b>Tactics</b>	<b>Time Frame</b>	<b>Potential partners/ resources</b>
Identify and maintain high priority information systems	Maintain the accurate labeling of all plants	On-going	<a href="#"><u>Volunteers from Horticulture and Plant Biology programs at regional colleges and universities</u></a>
	Develop and maintain a computer-based information system that enables effective and efficient operations as they relate to Level 4 certification	On-going	NKU Center for Informatics Gateway CTC Xavier

	Place QR codes at strategic locations in the garden areas that identify key plants in that section and provide other information to visitors	2016	NKU Center for Informatics
Plant maintenance	Maintain the plant requirements for Level 4 certification		
	Build a fund that will be dedicated to plant maintenance, expansion of plant holdings, and replacement plants		
Expand plant collections	With partners, conduct research on aquatic plants suitable for the region		UK Extension
	Evaluate ways to add water-based demonstration projects that can illustrate green principles		Sewer District UK Ag Engineering EPA
<b>GOAL Enhance, expand and diversify the programs of the Arboretum to address the needs and interests of diverse clients and users</b>			
<b>Strategy</b>	<b>Tactics</b>	<b>Time Frame</b>	<b>Potential partners/resources</b>
Continue to collaborate with schools and youth organizations to integrate Arboretum educational programs and information into school programs	Use existing curriculum materials (where appropriate) and develop new curriculum materials (when needed) to design educational programs for K-12 for delivery at the BCA	On-going	<a href="#">Departments of Curriculum and Instruction at regional colleges and universities</a>
	Work with STEM (Science, Technology, Engineering, Math) and STEAM (Science, Technology, Engineering, Agriculture, Math) programs in regional schools to identify students who can be recruited and trained to serve as youth educational guides at the Arboretum	2017	KY NSTA conference UK CLD Dept– Ag Ed program <b>CinSan conference</b>
	When sufficient resources are available, develop an educational program that can be taken to the schools	2017	*Kentucky Home Education Associations Home School Central

	Expand educational partnerships to private K-12 schools in the region	2015	See list of private schools in Boone, Kenton and Campbell counties at end of plan
Continue to expand the number of participants in high quality educational programs and activities	Continue to develop adult education programs with a "green" or environmentally sustainable emphasis	On-going	Senior citizens Centers Civic Organizations Churches
	Market adult education programs regionally	On-going	<a href="#">Local TV and radio stations, civic organizations</a>
	Develop continuing education program for K-12 teachers to introduce them to the arboretum and opportunities for incorporating the arboretum and its resources into their programs (e.g., create a mini-arboretum on your school grounds)	2016	UK CLD Dept. Ag Ed program
<b>GOAL</b> <b>Expand the facilities and volunteer resources of the Arboretum to maintain and enhance the quality of programs and experiences at the Arboretum</b>			
<b>Strategy</b>	<b>Tactics</b>	<b>Time Frame</b>	<b>Potential partners/ resources</b>
Create a capital improvements plan that identifies, prices, and schedules the time for facilities development	Establish an indoor educational facility  Identify potential locations –COMPLETED Complete a long-term land contract for site Identify criteria for evaluating the advantages and costs of each potential location with a particular focus on achieving Arboretum's mission and goals Develop a design for the BCA Education Center Develop a cost estimate (\$300K to \$500k) Implement a capital campaign to fund construction Develop a construction calendar	On-going	Boone County Fiscal Court Boone County Extension Office
	Determine if there are partners who would work with the BCA to develop an Educational Center	On-going	

	Expand outdoor and seasonal educational facilities	On-going	
	Continue to identify and develop additional parking for BCA visitors	On-going	
Expand the volunteer base to meet the growing and more professional needs of the Arboretum's programs	Identify critical professional volunteer positions (e.g., videographer, web master, fundraiser, development officer) and create a focused recruitment effort to fill these positions	2014	
	Evaluate all required tasks or activities at the Arboretum as to whether they can/should be performed by volunteers	On-going	
	Develop job descriptions for all volunteer positions that include: skills and knowledge required, time commitment, tasks to be performed, and who will be the supervisor	2015	
	Develop a skills, knowledge and interests assessment to give to all volunteers	<a href="#">2015</a>	
	Establish a process and supporting materials for volunteer orientation related to:  General knowledge about the Arboretum Task-specific information	<a href="#">2015</a>	<a href="#">Volunteer training manual</a>
	Establish a recognition/awards program for Arboretum volunteers  Establish criteria for the awards Solicit donations for awards	<a href="#">2015</a>	
Make contacts with local university sports programs to seek athlete volunteers who can attract their fans to the arboretum		<a href="#">2016</a>	<a href="#">See list of universities and colleges in the Greater Cincinnati area</a>

Build the financial capacity to employ one or more VISTA volunteers (need \$5,000 per year per VISTA volunteer)	Consider hosting one annual fund-raising event with all proceed dedicated to the costs for one VISTA volunteer	<a href="#">2016</a>	<a href="#">Volunteer with major fundraising experience</a>
<b>GOAL</b> <b>Market the value of and the way an Arboretum contributes to the quality of life</b>			
<b>Strategy</b>	<b>Tactics</b>	<b>Time Frame</b>	<b>Potential partners/ resources</b>
Enhance, expand and diversify the visitor's experience	Conduct a market analysis by surveying current visitors  Develop a survey that visitors can complete on site or on line  Determine the demographic characteristics, interests and expectations of your visitors Determine the proportion of the county/region/state population with these characteristics	<a href="#">2015</a>	<a href="#">Integrated Strategic Communications programs, Marketing Departments at regional colleges or universities</a>
	Gather information from other Arboreta relative to the characteristics, interests and expectations of their visitors and evaluate in comparison to your own market analysis	<a href="#">On-going</a>	
	Locate icons throughout the arboretum indicating where visitors can take interesting and/or informative seasonal pictures	<a href="#">2015</a>	<a href="#">Volunteer with photography experience to assist in locating icons</a>
	Develop a coloring book and a story book that can be distributed to young visitors and to students in school based programs	<a href="#">2016</a>	<a href="#">Library Sciences Departments at regional colleges or universities</a>
	Establish an interactive kiosk at the entry to the Arboretum	<a href="#">2015</a>	
Design and implement a marketing/communications plan	Define the unique qualities and characteristics of BCA that will make the visitors' experience distinctive and memorable	<a href="#">2016</a>	<a href="#">Integrated Strategic Communications programs, Marketing Departments at regional colleges or universities</a>

	Establish a marketing plan that utilizes multiple methods of informative promotions of the Arboretum	<a href="#">2016</a>	<a href="#">Volunteers with expertise in social media applications in marketing</a>
	Work with a university integrative strategic communications program to finalize a brand for the Arboretum	<a href="#">2016</a>	<a href="#">Integrated Strategic Communications programs, Marketing Departments at regional colleges or universities Xavier</a>
	Develop an "elevator speech" (3-5 sentences) that captures the identity of the BCA and can be used in marketing	<a href="#">2015</a>	
	Coordinate volunteers from Friends of the Arboretum to provide expert seasonal weekly tips on radio and television	<a href="#">2015</a>	<a href="#">Volunteers with public speaking and/or media experience</a>
	Develop interactive displays that can enhance your continued participation in community fairs and other informational events	<a href="#">2016</a>	
	Have an interactive display at regional garden shows	<a href="#">2016</a>	
<b>GOAL</b> <b>Strengthen existing and build new partnerships in support of the Arboretum's mission and goals</b>			
<b>Strategy</b>	<b>Tactics</b>	<b>Time Frame</b>	<b>Potential partners/ resources</b>
Seek opportunities to develop relationships with universities in the region	Partner for applied research opportunities		
	Partner with landscape architecture and other design programs to create public spaces at the Arboretum		

Submit a proposal to local residential landscaping companies for a discount to homeowners if they submit a certificate showing completion of a residential landscaping educational program			
Continue to seek partnerships with appropriate civic, governmental, and private organizations in other counties to broaden the support for the BCA			
Continue to partner with local environmental organizations to develop and implement "green" practices in the operation of the BCA			
Actively seek corporate sponsors or partners			
Support the Friends of the Arboretum to build their membership	Discuss with Friends of the Arboretum incentives that can be provided to members		
	Assist the Friends in developing marketing materials and make these available at the Arboretum and all events the Arboretum participates in		
	In collaboration with the Friends, establish a Junior program for youth to become active with the Arboretum		
<b>GOAL</b> <b>Have the financial capacity to support the operation, maintenance and expansion of Arboretum facilities and programs</b>			

Strategy	Tactics	Time Frame	Potential partners/ resources
Create a financial plan	Continue to determine the appropriate mix of revenue sources to assure sustainability and expansion of programs, staff, and facilities		
	Develop a true cost accounting of operational expenses to determine the full cost of operating the BCA  Assign a value to the in-kind contributions of all partners		
	Continue to update the value of the BCA collections given their maturity and the cost of replacing with comparably sized and aged plants/trees		
	Continue to update the value for the environmental services (air pollution filtering, storm water absorption, carbon sequestration, etc) that the plant collections of the BCA provide the county		
	Continue to evaluate the value of maintenance costs to protect the investment in plant collections  Continue to evaluate professional staffing levels required to maintain the Arboretum, meet strategic goals, and capture opportunities		
	Develop operating budgets that include all costs for staffing, maintenance, and plant collection replacement and expansion		
Establish a development plan that incorporates multiple streams of revenues	Build the endowment to generate an annual stream of income for the BCA		
	Utilize partners to identify new potential donors or members		
	Identify and target potential grant sources (government, foundation)  Develop templates for core components of grant applications		
	Establish a gift shop to market Arboretum branded goods and for the sale of seedlings and other plants		



	Establish an annual fund-raising event as a focus of operational and endowment building		
Evaluate the pros and cons of becoming a member fund with a community foundation	<p>Obtain information about the requirements for becoming a member fund with:</p> <p>Community Foundation of Northern Kentucky  <a href="http://cfnky.org/">http://cfnky.org/</a>  4890 Houston Rd  Florence, KY 41042-1363  Phone: 859-572-3365  Fax: 859-572-3464</p> <p>OR</p> <p>The Greater Cincinnati Foundation  <a href="http://www.qcfdn.org/tabid/36/Default.aspx">http://www.qcfdn.org/tabid/36/Default.aspx</a></p>		
<b>GOAL</b> Establish an organizational structure and processes that support the implementation of the mission			
<b>Strategy</b>	<b>Tactics</b>	<b>Time Frame</b>	<b>Potential partners/resources</b>
Establish a BC Arboretum Advisory Committee to develop organizational policies and to hire and evaluate the Executive Director of the Arboretum	<p>Evaluate the strengths and weaknesses of a BC Arboretum Advisory Committee comprised of:</p> <p>2 representatives from the Friends of the Arboretum  2 representatives from the Extension District Board  1 representatives of the Fiscal Court  Boone County Parks Director  Boone County Arboretum Executive Director (ex officio)</p> <p>With additional representation drawn from broader interests such as:  Cincinnati Horticulture Society  Extension Horticulture Agent  Boone County Parks Director  Administrator from a nearby Arboretum  General citizens</p>		

**Comment [KS1]:** You have them listed above as "Parks Director" unless you want to clarify Boone County Parks Director.

the Extension District Board and the Boone County Fiscal Court appoint an Advisory Committee	Define the policy-setting relationship between the Arboretum Advisory Committee, the Extension District Board, and the Fiscal Court through a memorandum of understanding		
	Define the scope of policy-making responsibilities and authority of the Advisory Committee with respect to the operation of the Arboretum and the relationship with the supporting entities		
	Clarify the functions of the Advisory Committee by establishing processes for:  Decision-Making Communication Policy development		
In collaboration with partners, create a master plan for the entire land parcel (both the BCA and Central Park) to maximize the impact of the BCA's mission			
Develop an administrative structure that gives responsibility for and authority to administer the BCA to Executive Director and professional staff within general policy guidelines established by institutional partners	Clearly define the scope of administrative responsibilities of the Arboretum Executive Director and staff		
	Clearly define the line of authority and communication between the Arboretum Executive director and staff and the Arboretum Advisory Committee, the Extension District Board and the Fiscal Court		
Define appropriate staffing	Develop a list of all tasks needed to make the Arboretum successful on a daily basis		
	Determine the knowledge, skills and time required to do each of these tasks		

	Identify current and future staffing needs required to complete these tasks including a consideration of a marketing director		
	Develop job descriptions and salary ranges		
	Rank new staff positions by importance with a focus on the positions that are essential for maintaining or gaining certification		
Determine the requirements for gaining certification as a museum by the Institute for Museum and Library Services and then evaluate the costs and benefits of seeking this certification			

\* **Bluegrass Regional Independent Christian Co-op (BRICC)** [Edit](#) [Remove](#)

3812 Berry Ridge Circle, Lexington, KY 40514

Contact: Kathy Burchett

Phone: (859) 223-2904

Email: [katbmom@aol.com](mailto:katbmom@aol.com)

<http://www.bricc.org>

A Christian homeschool co-op featuring co-op enrichment classes on Friday afternoons along with field trips, fellowship opportunities (parties, field day, recognition ceremony, etc.), community service opportunities, and more.

**Christian Home-Educators of the Bluegrass (CHB)** [Edit](#) [Remove](#)

Based in Lexington, KY and serving surrounding area

Contact: Elizabeth Lin or Mindy Dennis

Email: [president@chb-ac.com](mailto:president@chb-ac.com)

<http://www.chb-ac.com>

A full-service homeschool support group based in Lexington but serving all of Central Kentucky. We offer field trips, standardized testing, Learning Zone, community services, mentoring, mom's night out, area and national discounts, extra curricular opportunities, online forum, seasonal socials, bees, academic contests and more. All members volunteer which

spreads the work and offers more activities for members. [Read more...](#)

**Christian Homeschool Network of KY** [Edit](#) [Remove](#)

150 Redwing Dr., Winchester, Kentucky 40391

Email: [homeschoolnet@gmail.com](mailto:homeschoolnet@gmail.com)

<http://www.homeschool-life.com/ky/net/>

We are a Christian network of homeschooling families based in Winchester, KY. Our goals are to provide an avenue for communication and promote fellowship among homeschooling families in Central Kentucky.

**Georgetown Homeschool Group** [Edit](#) [Remove](#)

Serving the Greater Georgetown and Lexington areas and surrounding counties.

Contact: Kylena Smith

Email: [kymar104@aol.com](mailto:kymar104@aol.com)

<http://www.georgetownhomeschoolgroup.com>

We are a Christian homeschooling cooperative that offers supplemental classes to students while offering supportive programs to parents. Families with preschoolers through high school students are welcome to join us.

**Heritage Homeschool Group** [Edit](#) [Remove](#)

Serving the Greater Georgetown and Lexington areas and surrounding counties.

Contact: Dawn Oaks

Phone: (502) 857-1306

Email: [oaksfamily93@gmail.com](mailto:oaksfamily93@gmail.com)

<http://www.heritagehomeschoolfellowship.com>

We are a Christian homeschooling cooperative that offers supplemental classes to students while offering supportive programs to parents. Families with preschoolers through high school students are welcome to join us. Families with children with special needs are welcome.

**Little Explorer's Homeschooling Playgroup of NKY** [Edit](#) [Remove](#)

Northern Kentucky

Contact: Jennifer Watts

Email: [jwattsky@zoomtown.com](mailto:jwattsky@zoomtown.com)

<http://www.meetup.com/Little-Explorers-Homeschooling-Playgroup/>

A homeschooling group dedicated to meeting other homeschool families, giving our children the opportunity to play and socialize. Our goal is to create a close-knit group of parents who can share homeschooling ideas and lean on each other for support. We also hope our children can form long lasting friendships as they grow and learn at home. Targeted age range for the group is 3-7; annual membership fee is \$20.00. [Read more...](#)

**Teaching Homes In Northern Kentucky (THINK)** [Edit](#) [Remove](#)

P.O. Box 582, Florence, KY 41022

Phone: (800) 581-6639

Email: [Form / Contact Page](#)

<http://www.thinkathome.com>

Monthly support group meetings with occasional speakers, lending library, science fair, spelling and geography bees, used book sale, new homeschoolers orientation.

#### **Tri County Homeschool Group** [Edit](#) [Remove](#)

Harrison and surrounding counties

Contact: Mary Anne Vice

Phone: (859) 289-5552

Email: [maryannetchs@yahoo.com](mailto:maryannetchs@yahoo.com)

The Tri County Homeschool Group serves Harrison and surrounding counties. Offers support to new and old homeschoolers.

Monthly meetings, field trips, activities, and more! We are mainly a Christian group, although anyone is welcome!

Homeschool Central – All the resources you need

[http://homeschoolcentral.com/support/kentucky\\_homeschool.htm](http://homeschoolcentral.com/support/kentucky_homeschool.htm)

Kentucky Home Education Association

<http://www.khea.info/>

#### **Boone County Private Schools**

- [Heritage Academy](#) (PK – 12)  
(Christian)  
7216 Us Highway 42  
Florence, KY, 41042  
(859)525-0213177
- [Immaculate Heart Of Mary](#) (K – 9)  
5876 Veterans Way  
Burlington, KY, 41005  
(859)689-4303722
- [St. Joseph Academy](#) (PK – 8)  
48 Needmore St  
Walton, KY, 41094  
(859)485-6444162

- [St. Paul Elementary School](#) (K – 9)  
7303 Dixie Hwy  
Florence, KY, 41042  
(859)647-4070485

**Kenton County Private Schools**

- [Blessed Sacrament Elementary School](#) (K – 8)  
2407 Dixie Hwy  
Ft Mitchell, KY, 41017  
(859)331-3062607
- [Community Christian Academy](#) (PK – 12)  
11875 Taylor Mill Road  
Independence, KY, 41051  
(859)363-2375223
- [Covington Catholic High School](#) (9 – 12)  
1600 Dixie Highway  
Covington, KY, 41011  
(859)491-2247572
- [Covington Latin School](#) (8-12)  
21 East 11th Street  
Covington, KY, 41011  
(859)291-7044274
- [Grace Academy Of Creative Learning, Inc.](#) (K – 12)  
116 Commonwealth Ave.  
Erlanger, KY, 41018  
(859)727-346940
- [Holy Cross District High School](#) (9 – 12)  
3617 Church St  
Latonia, KY, 41015  
(859)431-1335453
- [Holy Cross Elementary School](#) (K – 9)  
3615 Church St  
Latonia, KY, 41015  
(859)581-6599166

- [Holy Family Catholic School](#) (K – 9)  
338 E 16th St  
Covington, KY, 41014  
(859)581-029067
- [Mary Queen Of Heaven School](#) (K – 9)  
1130 Donaldson Hwy  
Erlanger, KY, 41018  
(859)371-8100246
- [Notre Dame Academy](#) (9 – 12)  
1699 Hilton Dr  
Covington, KY, 41011  
(859)261-4300596
- [Prince Of Peace School](#) (K – 9)  
625 Pike St  
Covington, KY, 41011  
(859)431-5153118
- [St. Agnes School](#) (K – 8)  
1322 Sleepy Hollow Road  
Covington, KY, 41011  
(859)261-0543411K-8
- [St. Anthony Elementary School](#) (K – 8)  
485 Grand Avenue  
Latonia, KY, 41015  
(859)431-5987158
- [St. Augustine School](#) (K – 8)  
1840 Jefferson Avenue  
Covington, KY, 41014  
(859)261-5564140
- [St. Cecilia Elementary School](#) (K – 8)  
5313 Madison Pike  
Independence, KY, 41051  
(859)363-4314267P

- [St. Henry District High School](#) (9 – 12)  
3755 Scheben Dr  
Erlanger, KY, 41018  
(859)525-0255499
- [St. Henry School](#) (K - 9)  
3825 Dixie Hwy  
Erlanger, KY, 41018  
(859)342-2551326
- [St. Joseph School](#) (K – 9)  
2474 Lorraine Ct  
Ft Mitchell, KY, 41017  
(859)578-2742423
- [St. Pius X Elementary School](#) (K – 9)  
348 Dudley Pike  
Ft Mitchell, KY, 41017  
(859)341-4900627
- [Taylor Mill Christian Academy](#) (2 – 9)  
5235 Taylor Mill Rd  
Latonia, KY, 41015  
(859)431-99338

#### **Campbell County Private Schools**

- [Bishop Brossart High School](#) (9 – 12)  
4 Grove St  
Alexandria, KY, 41001  
(859)578-9049368
- [Churchill Academy](#) (1 – 8)  
1411 Saint Johns Lane  
Newport, KY, 41076  
(859)635-382937



- [Cornerstone Montessori School](#) (K – 8)  
2048 Alexandria Pike  
Newport, KY, 41076  
(859)491-996052
- [Holy Trinity Elementary School](#) (PK – 8)  
235 Division Street  
Bellevue, KY, 41073  
(859)291-6937242
- [Holy Trinity School](#) (K – 9)  
840 Washington Ave  
Newport, KY, 41071  
(859)292-0487163
- [Newport Central Catholic High School](#) (9 – 12)  
13 Carothers Rd  
Newport, KY, 41071  
(859)292-0001420
- [Ss Peter & Paul Elementary School](#) (K – 9)  
2160 California Cross Rd  
California, KY, 41007  
(859)635-4382182
- [St. Catherine Of Siena](#) (K – 8)  
23 Rossford Avenue  
Fort Thomas, KY, 41075  
(859)572-2680168
- [St. Joseph Elementary School](#) (K – 9)  
6829 Four Mile Rd  
Melbourne, KY, 41059  
(859)635-565245
- [St. Joseph Elementary School](#) (K – 9)  
4011 Alexandria Pike  
Newport, KY, 41076  
(859)441-2025579



- National College of Business and Technology [Queen City campus]
- Northern Kentucky University\*
- Southwestern College (formerly Southwestern College of Business)
- Thomas More College\*
- Union Institute and University\*
- University of Cincinnati\*
- Wilmington College\*
- Xavier University\*

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