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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactics</th>
<th>Time Frame</th>
<th>Potential partners/ resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify and maintain high priority information systems</td>
<td>Maintain the accurate labeling of all plants</td>
<td>On-going</td>
<td>Volunteers from Horticulture and Plant Biology programs at regional colleges and universities</td>
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<tr>
<td>Develop and maintain a computer-based information system that enables effective and efficient operations as they relate to Level 4 certification</td>
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<td>On-going</td>
<td>NKU Center for Informatics Gateway CTC Xavier</td>
</tr>
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<tr>
<td>Continue to collaborate with schools and youth organizations to integrate Arboretum educational programs and information into school programs</td>
<td>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</td>
<td>On-going</td>
<td>Departments of Curriculum and Instruction at regional colleges and universities</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>2017</td>
<td>KY NSTA conference UK CLD Dept– Ag Ed program CinSan conference</td>
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<tr>
<td></td>
<td>When sufficient resources are available, develop an educational program that can be taken to the schools</td>
<td>2017</td>
<td>*Kentucky Home Education Associations Home School Central</td>
</tr>
</tbody>
</table>

**GOAL** Enhance, expand and diversify the programs of the Arboretum to address the needs and interests of diverse clients and users

- Place QR codes at strategic locations in the garden areas that identify key plants in that section and provide other information to visitors
- **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
  - Evaluate ways to add water-based demonstration projects that can illustrate green principles

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2016 NKU Center for Informatics

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2017 KY NSTA conference

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*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

On-going

Senior citizens Centers
Civic Organizations
Churches

Market adult education programs regionally

On-going

Local TV and radio stations, civic organizations

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

GOAL
Expand the facilities and volunteer resources of the Arboretum to maintain and enhance the quality of programs and experiences at the Arboretum

<table>
<thead>
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<tr>
<td>Create a capital improvements plan that identifies, prices, and schedules the time for facilities development</td>
<td>Establish an indoor educational facility</td>
<td>On-going</td>
<td>Boone County Fiscal Court</td>
</tr>
<tr>
<td>Identify potential locations —COMPLETED</td>
<td>Complete a long-term land contract for site</td>
<td>On-going</td>
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<tr>
<td>Identify criteria for evaluating the advantages and costs of each potential location with a particular focus on achieving Arboretum's mission and goals</td>
<td>Develop a design for the BCA Education Center</td>
<td>On-going</td>
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<tr>
<td>Develop a cost estimate ($300K to $500k)</td>
<td>Implement a capital campaign to fund construction</td>
<td>On-going</td>
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<td>Develop a construction calendar</td>
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<td>Determine if there are partners who would work with the BCA to develop an Educational Center</td>
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<td>On-going</td>
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<tr>
<td>Task</td>
<td>Timeframe</td>
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<tr>
<td>Expand outdoor and seasonal educational facilities</td>
<td>On-going</td>
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<td>Continue to identify and develop additional parking for BCA visitors</td>
<td>On-going</td>
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<tr>
<td>Expand the volunteer base to meet the growing and more professional needs of the Arboretum's programs</td>
<td>2014</td>
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<tr>
<td>Identify critical professional volunteer positions (e.g., videographer, web master, fundraiser, development officer) and create a focused recruitment effort to fill these positions</td>
<td>2015</td>
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<tr>
<td>Evaluate all required tasks or activities at the Arboretum as to whether they can/should be performed by volunteers</td>
<td>On-going</td>
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<tr>
<td>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</td>
<td>2015</td>
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<td>Develop a skills, knowledge and interests assessment to give to all volunteers</td>
<td>2015</td>
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<tr>
<td>Establish a process and supporting materials for volunteer orientation related to: General knowledge about the Arboretum Task-specific information</td>
<td>2015</td>
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<td>Establish a recognition/awards program for Arboretum volunteers</td>
<td>2015</td>
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<tr>
<td>Make contacts with local university sports programs to seek athlete volunteers who can attracts their fans to the arboretum</td>
<td>2016</td>
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<tr>
<td>Build the financial capacity to employ one or more VISTA volunteers</td>
<td>Consider hosting one annual fund-raising event with all proceed dedicated to the costs for one VISTA volunteer</td>
<td>2016</td>
<td>Volunteer with major fundraising experience</td>
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<tr>
<td>GOAL</td>
<td>Market the value of and the way an Arboretum contributes to the quality of life</td>
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<tr>
<td>Enhance, expand and diversify the visitor's experience</td>
<td>Conduct a market analysis by surveying current visitors</td>
<td>2015</td>
<td>Integrated Strategic Communications programs, Marketing Departments at regional colleges or universities</td>
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<td>Develop a survey that visitors can complete on site or on line</td>
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<td>Determine the demographic characteristics, interests and expectations of your visitors</td>
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<td>Determine the proportion of the county/region/state population with these characteristics</td>
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<td></td>
<td>Gather information from other Arboreta relative to the characteristics, interests and expectations of their visitors and evaluate in comparison to your own market analysis</td>
<td>On-going</td>
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<td></td>
<td>Locate icons throughout the arboretum indicating where visitors can take interesting and/or informative seasonal pictures</td>
<td>2015</td>
<td>Volunteer with photography experience to assist in locating icons</td>
</tr>
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<td></td>
<td>Develop a coloring book and a story book that can be distributed to young visitors and to students in school based programs</td>
<td>2016</td>
<td>Library Sciences Departments at regional colleges or universities</td>
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<td></td>
<td>Establish an interactive kiosk at the entry to the Arboretum</td>
<td>2015</td>
<td></td>
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<tr>
<td>Design and implement a marketing/communications plan</td>
<td>Define the unique qualities and characteristics of BCA that will make the visitors' experience distinctive and memorable</td>
<td>2016</td>
<td>Integrated Strategic Communications programs, Marketing Departments at regional colleges or universities</td>
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</tbody>
</table>
Establish a marketing plan that utilizes multiple methods of informative promotions of the Arboretum

Work with a university integrative strategic communications program to finalize a brand for the Arboretum

Develop an "elevator speech" (3-5 sentences) that captures the identity of the BCA and can be used in marketing

Coordinate volunteers from Friends of the Arboretum to provide expert seasonal weekly tips on radio and television

Develop interactive displays that can enhance your continued participation in community fairs and other informational events

Have an interactive display at regional garden shows

GOAL
Strengthen existing and build new partnerships in support of the Arboretum’s mission and goals

<table>
<thead>
<tr>
<th>Strategy</th>
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</thead>
<tbody>
<tr>
<td>Seek opportunities to develop relationships with universities in the region</td>
<td>Partner for applied research opportunities</td>
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<tr>
<td>Partner with landscape architecture and other design programs to create public spaces at the Arboretum</td>
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<tr>
<td>Action</td>
<td>Description</td>
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<tr>
<td>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</td>
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<tr>
<td>Continue to seek partnerships with appropriate civic, governmental, and private organizations in other counties to broaden the support for the BCA</td>
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<tr>
<td>Continue to partner with local environmental organizations to develop and implement &quot;green&quot; practices in the operation of the BCA</td>
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<tr>
<td>Actively seek corporate sponsors or partners</td>
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<td>Support the Friends of the Arboretum to build their membership</td>
<td>Discuss with Friends of the Arboretum incentives that can be provided to members</td>
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<td></td>
<td>Assist the Friends in developing marketing materials and make these available at the Arboretum and all events the Arboretum participates in</td>
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<td></td>
<td>In collaboration with the Friends, establish a Junior program for youth to become active with the Arboretum</td>
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</table>

**GOAL**
Have the financial capacity to support the operation, maintenance and expansion of Arboretum facilities and programs
<table>
<thead>
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<tbody>
<tr>
<td>Create a financial plan</td>
<td>Continue to determine the appropriate mix of revenue sources to assure sustainability and expansion of programs, staff, and facilities</td>
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<td>Develop a true cost accounting of operational expenses to determine the full cost of operating the BCA</td>
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<td>Assign a value to the in-kind contributions of all partners</td>
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<td>Continue to update the value of the BCA collections given their maturity and the cost of replacing with comparably sized and aged plants/trees</td>
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<td>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</td>
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<td>Continue to evaluate the value of maintenance costs to protect the investment in plant collections</td>
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<td>Continue to evaluate professional staffing levels required to maintain the Arboretum, meet strategic goals, and capture opportunities</td>
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<td></td>
<td>Develop operating budgets that include all costs for staffing, maintenance, and plant collection replacement and expansion</td>
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<tr>
<td>Establish a development plan that incorporates multiple streams of revenues</td>
<td>Build the endowment to generate an annual stream of income for the BCA</td>
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<td>Utilize partners to identify new potential donors or members</td>
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<td></td>
<td>Identify and target potential grant sources (government, foundation)</td>
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<td>Develop templates for core components of grant applications</td>
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<td></td>
<td>Establish a gift shop to market Arboretum branded goods and for the sale of seedlings and other plants</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>GOAL</th>
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<tr>
<td>Establish an organizational structure and processes that support the implementation of the mission</td>
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<table>
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<tbody>
<tr>
<td>Establish a BC Arboretum Advisory Committee to develop organizational policies and to hire and evaluate the Executive Director of the Arboretum</td>
<td>Evaluate the strengths and weaknesses of a BC Arboretum Advisory Committee comprised of: 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) 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</td>
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</table>

Comment [KS1]: You have them listed above as “Parks Director” unless you want to clarify Boone County Parks Director.
<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define the policy-setting relationship between the Arboretum Advisory Committee, the Extension District Board, and the Fiscal Court through a memorandum of understanding</td>
<td>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</td>
</tr>
</tbody>
</table>
| Clarify the functions of the Advisory Committee by establishing processes for: | Decision-Making  
Communication  
Policy development |
<p>| 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 |
| 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 |</p>
<table>
<thead>
<tr>
<th>Identify current and future staffing needs required to complete these tasks including a consideration of a marketing director</th>
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</thead>
<tbody>
<tr>
<td>Develop job descriptions and salary ranges</td>
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<tr>
<td>Rank new staff positions by importance with a focus on the positions that are essential for maintaining or gaining certification</td>
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<tr>
<td>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</td>
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</tbody>
</table>

**Bluegrass Regional Independent Christian Co-op (BRICC)**

3812 Berry Ridge Circle, Lexington, KY 40514  
Contact: Kathy Burchett  
Phone: (859) 223-2904  
Email: 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)**

Based in Lexington, KY and serving surrounding area  
Contact: Elizabeth Lin or Mindy Dennis  
Email: 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  
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  
[http://www.georgetownhomeschoolgroup.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  
[http://www.heritagehomeschoolfellowship.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  
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
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**

Harrison and surrounding counties
Contact: Mary Anne Vice
Phone: (859) 289-5552
Email: 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

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)647-4070

Kenton County Private Schools

• **Blessed Sacrament Elementary School** (K – 8)
  2407 Dixie Hwy
  Ft Mitchell, KY, 41017
  (859)331-3062

• **Community Christian Academy** (PK – 12)
  11875 Taylor Mill Road
  Independence, KY, 41051
  (859)363-2375

• **Covington Catholic High School** (9 – 12)
  1600 Dixie Highway
  Covington, KY, 41011
  (859)491-2247

• **Covington Latin School** (8-12)
  21 East 11th Street
  Covington, KY, 41011
  (859)291-7042

• **Grace Academy Of Creative Learning, Inc.** (K – 12)
  116 Commonwealth Ave.
  Erlanger, KY, 41018
  (859)727-3469

• **Holy Cross District High School** (9 – 12)
  3617 Church St
  Latonia, KY, 41015
  (859)431-1335

• **Holy Cross Elementary School** (K – 9)
  3615 Church St
  Latonia, KY, 41015
  (859)581-6599
- **Holy Family Catholic School** (K – 9)
  338 E 16th St
  Covington, KY, 41014
  (859)581-0290

- **Mary Queen Of Heaven School** (K – 9)
  1130 Donaldson Hwy
  Erlanger, KY, 41018
  (859)371-8100

- **Notre Dame Academy** (9 – 12)
  1699 Hilton Dr
  Covington, KY, 41011
  (859)261-4300

- **Prince Of Peace School** (K – 9)
  625 Pike St
  Covington, KY, 41011
  (859)431-5153

- **St. Agnes School** (K – 8)
  1322 Sleepy Hollow Road
  Covington, KY, 41011
  (859)261-0543

- **St. Anthony Elementary School** (K – 8)
  485 Grand Avenue
  Latonia, KY, 41015
  (859)431-5987

- **St. Augustine School** (K – 8)
  1840 Jefferson Avenue
  Covington, KY, 41014
  (859)261-5564

- **St. Cecilia Elementary School** (K – 8)
  5313 Madison Pike
  Independence, KY, 41051
  (859)363-4314
• **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)292-0467163

• **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
List of universities and colleges in the Greater Cincinnati area

The Cincinnati area is home to many schools of higher education, including:

- Art Academy of Cincinnati*
- Athenaeum of Ohio*
- Brown Mackie College [Cincinnati campus] (formerly Southern Ohio College)
- Chatfield College*
- Cincinnati Christian University* (formerly Cincinnati Bible College and Seminary)
- Cincinnati College of Mortuary Science
- Cincinnati State Technical and Community College (CSTCC)*
- College of Mount St. Joseph*
- God's Bible School and College
- Good Samaritan College of Nursing and Health Science**
- Hebrew Union College - Jewish Institute of Religion*
- Miami University of Ohio [Hamilton campus]*
- Miami University of Ohio [Middletown campus]*
- 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*