Feiro Marine Life Center
Five Year Strategic Plan 2021-2026

The organizational strategic goals for 2021-2026 are: 1) Increase public engagement, raising awareness of the connection between our marine environment and human life; 2) Provide relevant and appealing learning experiences that will increase people’s connection to our marine environment; and 3) Employ exemplary business operations to sustain and continue to grow Feiro’s impact.

Vision: We envision residents of the North Olympic Peninsula leading the way in living sustainably to ensure thriving marine ecosystems.

Mission: Feiro Marine Life Center contributes to a strong community by providing local marine and watershed learning experiences, inspiring us all to act on behalf of our environment.

Strategic Goals and Objectives

1. Increase public engagement, raising awareness of the connection between our marine environment and human life.
   
   1.1. Develop and implement an outreach and marketing campaign to increase the North Olympic Peninsula’s awareness of regional marine and watersheds unique wonders, benefits to our economy, and environmental challenges.

   1.2. Collaborate with local organizations on a regional awareness campaign, encouraging our community to support watersheds and the marine environment.

   1.3. By the end of 2026, the construction of the new center on the Port Angeles Waterfront Center campus will be in process, ultimately increasing visitation to 60,000 annually.

2. Provide relevant and appealing learning experiences that will increase people’s connection to our marine environment.

   2.1. Create a robust and ongoing adult education program that emphasizes the uniqueness of regional watersheds and marine environments.

   2.2. Continue to create and adjust learning experiences in alignment with the Diversity, Equity and Inclusion Action Plan.

   2.3. Continue to offer engaging volunteer opportunities for youth and adults.

   2.4. Maintain and build partnership programs with regional schools (public, private and home.)

3. Employ exemplary business operations to sustain and continue to grow Feiro’s impact.

   3.1. Continue to build fundraising capacity to fulfill operational and capital campaign goals.

   3.2. Finalize updated Standard Operating Procedures by the end of 2022.

   3.3. Develop and implement a plan to organize and safely store all of Feiro’s digital assets by the end of 2023.
3.4. Actively recruit and retain new staff, board members and volunteers in alignment with the Diversity, Equity and Inclusion Action Plan.

Approved by the Feiro Board of Directors
September 15, 2021