



Princeton-Blairstown Center Strategic Framework 2024-2026

CUSTOMER/STAKEHOLDER

BRANDING:
 Increase exposure and awareness to promote a differentiated brand that communicates our value and drives our growth.

CUSTOMER EXPERIENCE:
 Implement a customer experience strategy that is relevant, transformative, and sensitive to the needs of new and repeat participants.

FINANCIAL STEWARDSHIP

DONORS:
 Expand and diversify donor pool to sustain and grow individual and corporate giving.

COLLABORATIONS:
 Identify and prioritize collaborative opportunities to maximize grants, donations, sponsorships, community engagement, and outsourced services.

FISCAL STEWARDSHIP:
 Oversee our financial resources to ensure growth and intergenerational equity.

FEE FOR SERVICE:
 Continuously refine and improve our programming to grow attendance for current and new participants.

INTERNAL PROCESS

PROGRAMMING:
 Expand and build upon robust, hands-on, transformative SEL, DE&I, and environmental programming that is fun and promotes our mission.

PARTNERSHIPS:
 Optimize partnerships with organizations and institutions that share our mission and aim to deliver integrated solutions.

ORGANIZATIONAL CAPACITY

TALENT:
 Attract, train, engage, and retain diverse, high-performing employees and Trustees who have a passion for PBC's, mission, vision, and value.

FACILITIES:
 Continue to make high-priority improvements to maintain the natural beauty, functionality, sustainability, and safety of our campus.

CULTURE:
 Promote a highly collaborative and inclusive culture where every individual feels valued and communication is a top priority.