

## **Strategic Plans under Kate Markert's Leadership Hillwood Estate, Museum & Gardens**

### **2016-2020 Strategic Plan**

Goal 1: Deepen Hillwood's engagement with visitors, members, donors, colleagues, and virtual visitors, while maintaining a consistent onsite attendance of 75,000 or above.

Goal 2: Deepen engagement with board, staff, and volunteers through meaningful, efficient, and effective work rooted in the mission of founder Marjorie Merriweather Post and clear and transparent communications.

Goal 3: Maintain and enhance Hillwood's financial health, professional reputation and campus to comport with Marjorie Merriweather Post's standards while serving contemporary audiences in an exemplary manner.

### **2011-2015 Strategic Plan**

Goal 1: Expand attendance by growing core audiences and reaching out to new audiences.

Goal 2: Use the Marjorie Merriweather Post life story to connect with contemporary audiences—especially in design, diplomacy, healthy living, and social responsibility.

Goal 3: Strengthen strategic partnerships to make Hillwood more global, more visible, and more relevant.

Goal 4: Plan right size solutions for sustainable long-term growth in the areas of board, staff, programs, operations, facilities & gardens, finance, and fundraising.

Goal 5: Leverage technology to enhance visitor experience and engage global audiences.

Note: underlined words are included for emphasis, and are not part of the original format.