



## **VISION**

To be the global destination for agricultural heritage and innovation.

## **MISSION**

Convene the world to lead, inspire, create, educate and entertain in pursuit of global food solutions.

# FOCUS AREA TEAMS STRATEGIC IMPLEMENTATION PLAN OVERVIEW



**CULTIVATE  
CAMPAIGN**

MAR - APR 2019



**THE SUMMIT**

MAY 2019



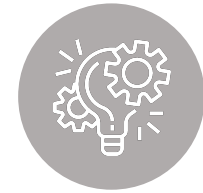
**FOCUS AREA  
TEAMS**

JUN - AUG 2019



**SIP PLAN**

SEP 2019



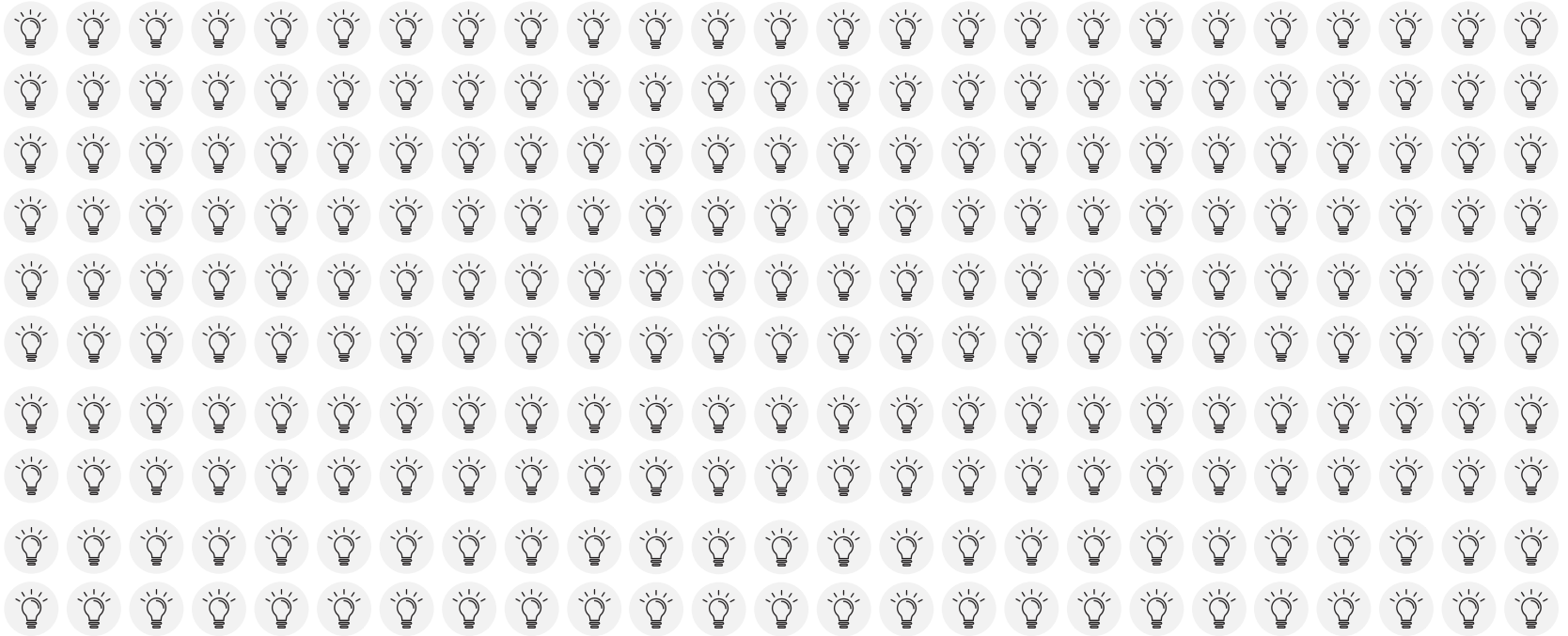
**CELEBRATE**

SEP 2019

# CULTIVATE - CALL FOR IDEAS



This spring, we received **267 ideas** from engaged community members across the street and around the world!





# THE SUMMIT – ELEVATION & CONNECTION



DAY 1: Big Vision & What's at Stake

DAY 2: Operating Principles & Focus Areas

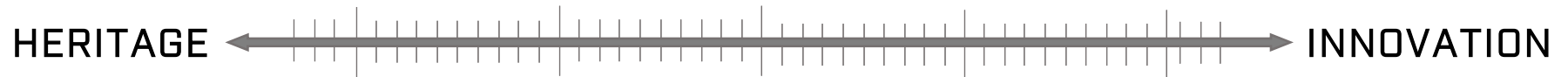




## Principle #1

# INNOVATION CONTINUUM

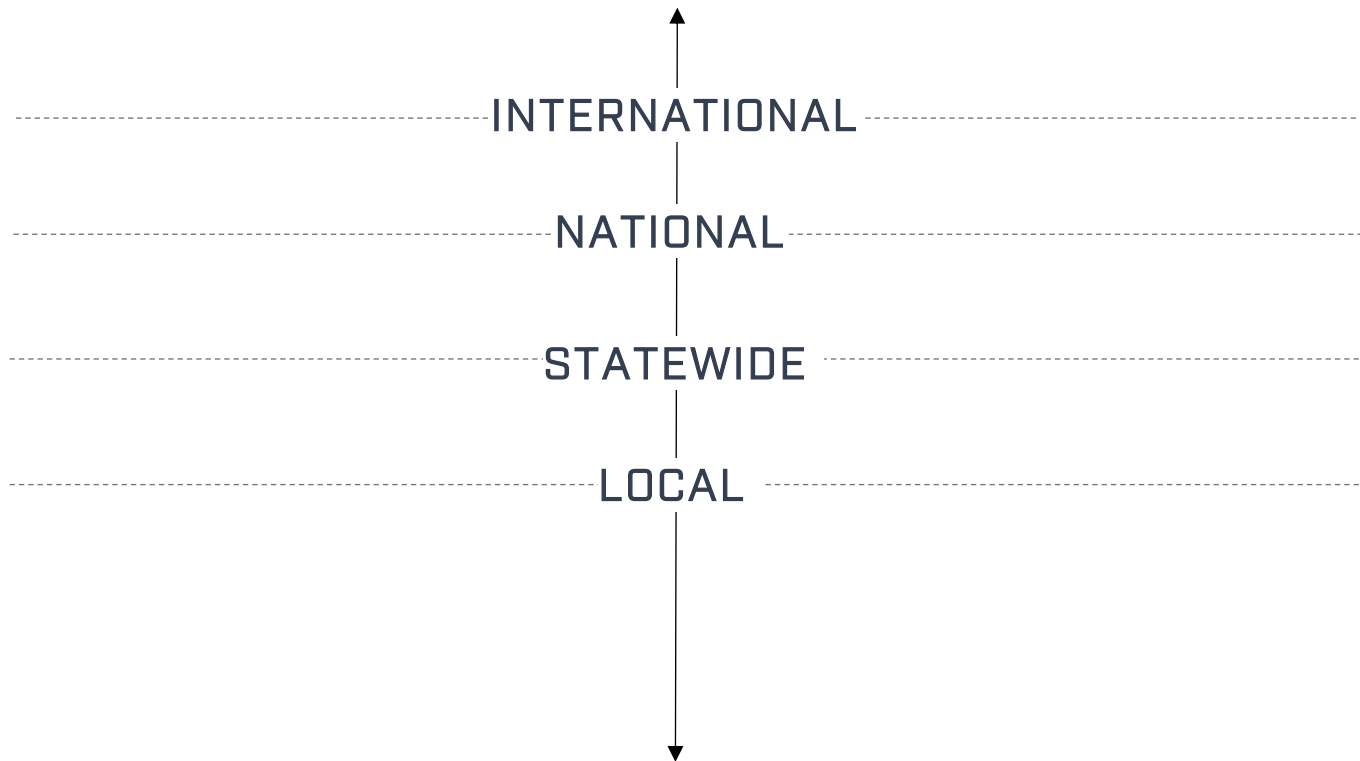
Leveraging western heritage and history to create innovations in the fields of food, agriculture and community change.



## Principle #2

# SCALE

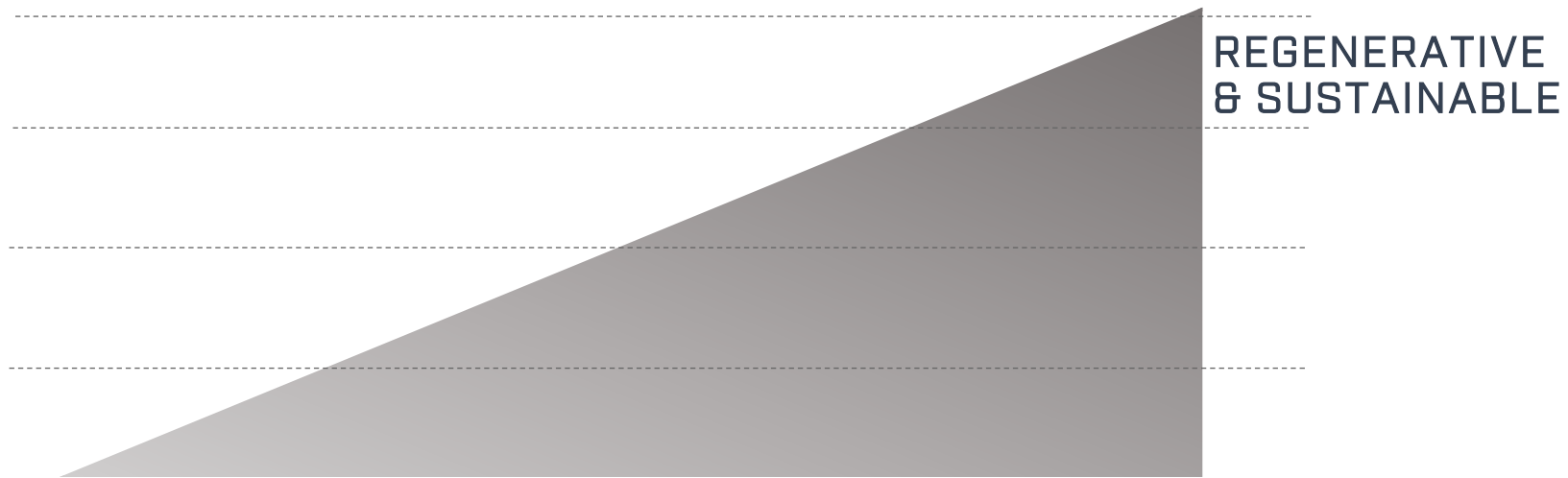
Creating experiences and strategies that provide value at local, rural, national and global scale.



## Principle #3

# SUSTAINABILITY

Building partnerships that are both financially viable and regenerative to create positive social and environmental impact.

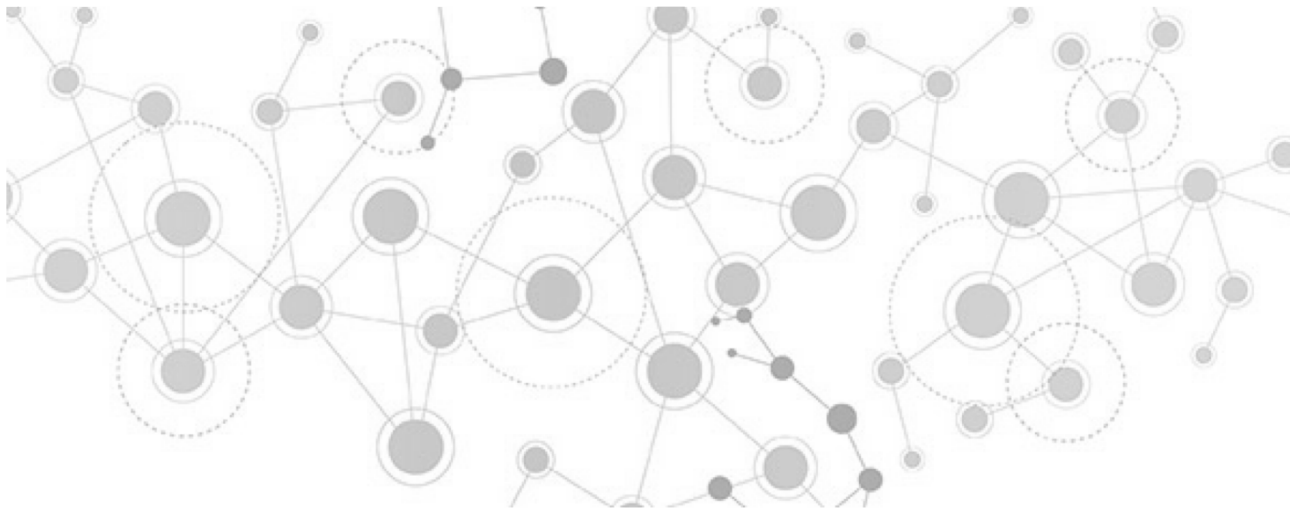




## Principle #4

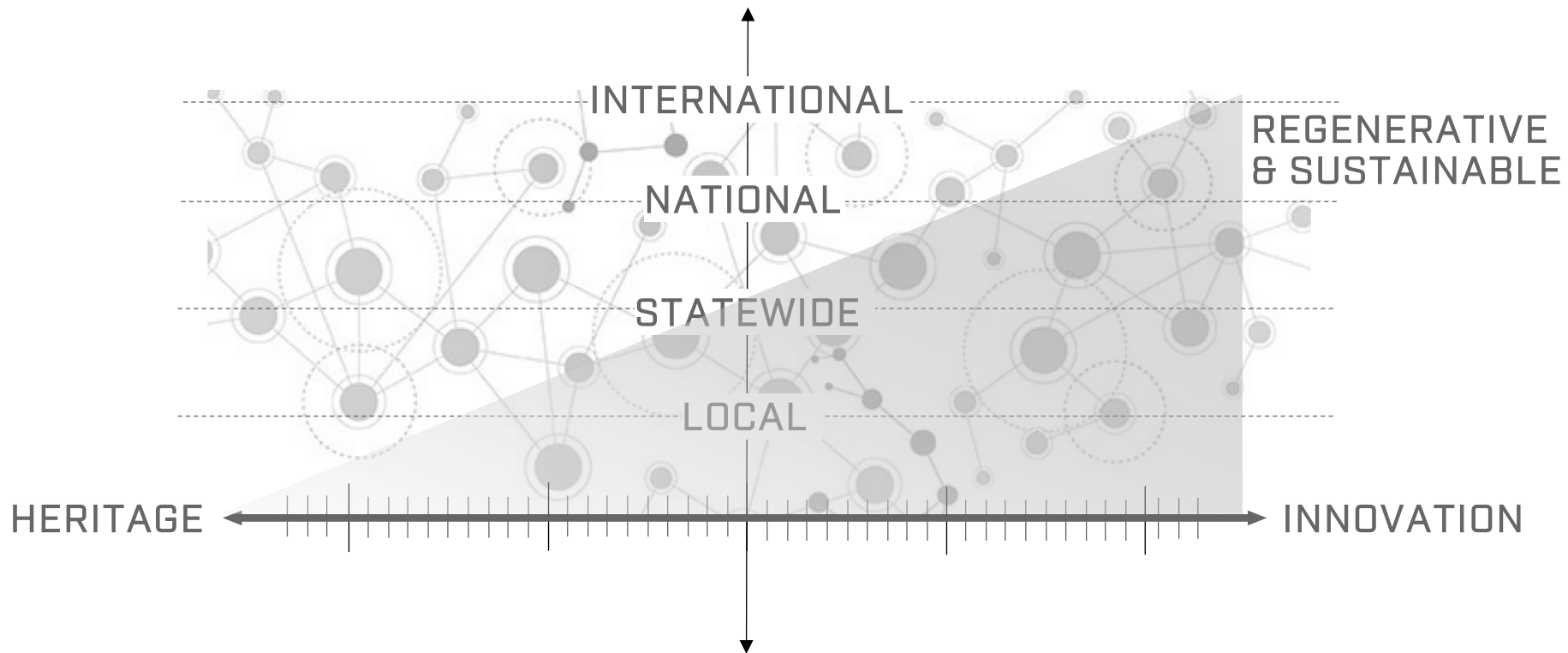
# CONNECTION

Bringing together stakeholders with different backgrounds and points of view to create relationships that lead to improved solutions.



# OPERATING PRINCIPLES

Combined, the operating principles provide us with criteria to ensure the programs at the National Western Center advance our mission and vision.



# FROM IDEAS TO FOCUS AREAS



**NEXT  
GENERATION**



**STRENGTHENING THE  
FOOD & AG ECONOMY**



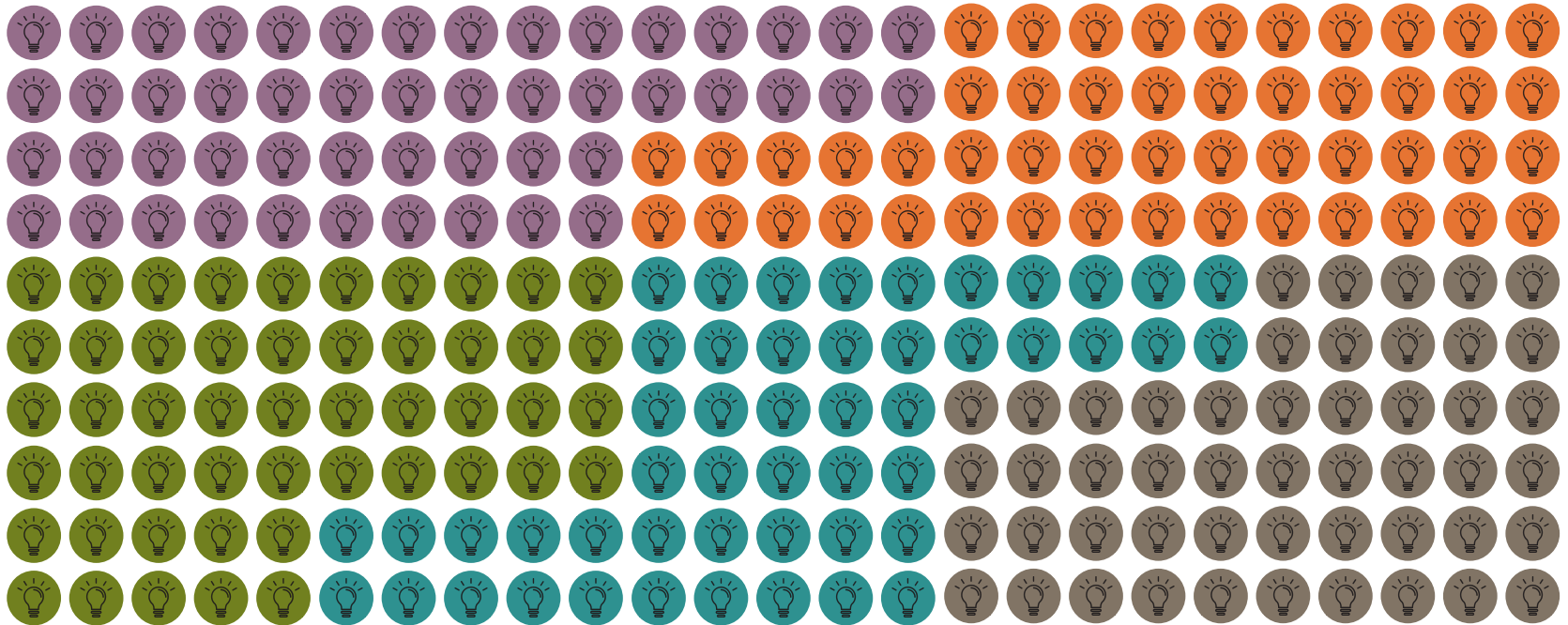
**THOUGHT LEADERSHIP  
& POLICY**



**ENTERTAINMENT &  
EXPERIENCES**



**HEALTHY  
PLACES**





# FROM FOCUS AREAS TO FRAMING QUESTIONS



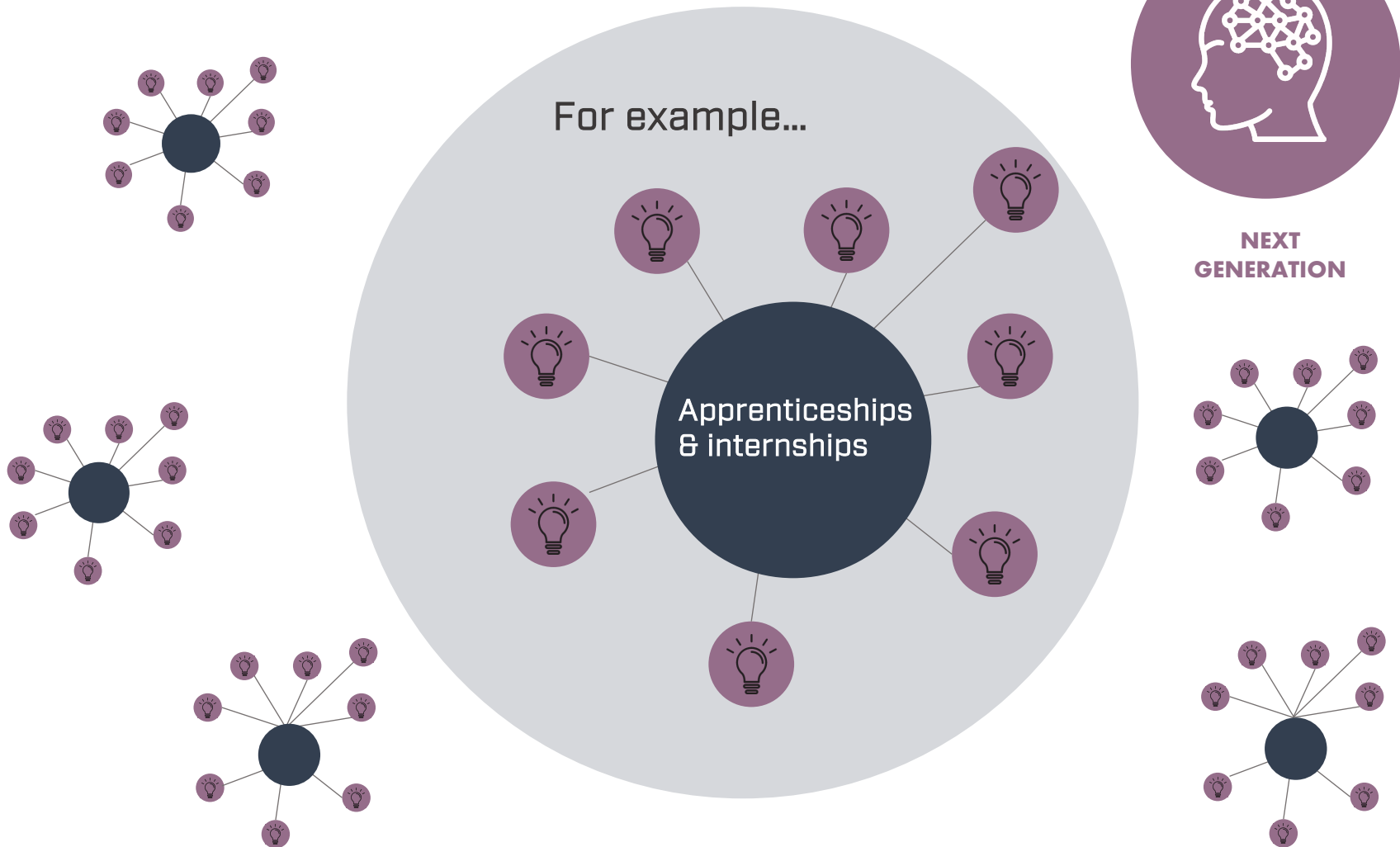
**NEXT  
GENERATION**

## How might we...

- Inspire school-aged children (PK-12) to become environmental stewards?
- Offer opportunities for families to engage at the National Western Center?
- Educate and inspire school-aged children and adolescents about food and agriculture?
- Create career pathways into food and agriculture for adolescents and young adults?

# FROM FRAMING QUESTIONS TO CONCEPTS

Example: Create career pathways into food and agriculture for adolescents and young adults?



# FOCUS AREAS TEAM MEETINGS OVERVIEW





## Meeting #1 Socialize the Process & Concepts

- Orient participants around the focus area, framing questions and concepts.
- Gather feedback about where there's resonance, gaps, and other ideas.

## EXAMPLE: FOCUS AREA – NEXT GENERATION

### FRAMING QUESTIONS

#### Environmental Stewardship

How might we inspire school-aged children to become environmental stewards?

#### Family Engagement

How might we offer opportunities for families to engage at the National Western Center?

#### PK-12 Education

How might we educate school-aged children and adolescents about food and agriculture?

#### Career Pathways

How might we create career pathways into food and agriculture for adolescents and young adults?

### CONCEPTS (aggregated from ideas gathered through cultivate campaign)

Summer Programs

Music School

Arts Activation

Ag Accelerator

Citizen Science Center

Childcare Facility

Community Garden

Ag Apprenticeships

## Meeting #2 Sorting and Refining Concepts

- Help to answer questions about what's most important to meet the mission and vision.
- Provide space for participants to use their expertise to advocate for specific concepts.
- Introduce operating principles and NWC constraints like physical space and timing.
- Assign red, yellow, green ratings to concepts to prioritize program development.

### FRAMING QUESTIONS

#### Environmental Stewardship

How might we inspire school-aged children to become environmental stewards?

#### Family Engagement

How might we offer opportunities for families to engage at the National Western Center?

#### P-12 Education

How might we educate school-aged children and adolescents about food and agriculture?

#### Career Pathways

How might we create career pathways into food and agriculture for adolescents and young adults?

### CONCEPTS (aggregated from ideas gathered through cultivate campaign; some concepts may not proceed from Meeting #1 to #2)

Summer Programs

Music School

Arts Activation

Ag Accelerator

Citizen Science Center

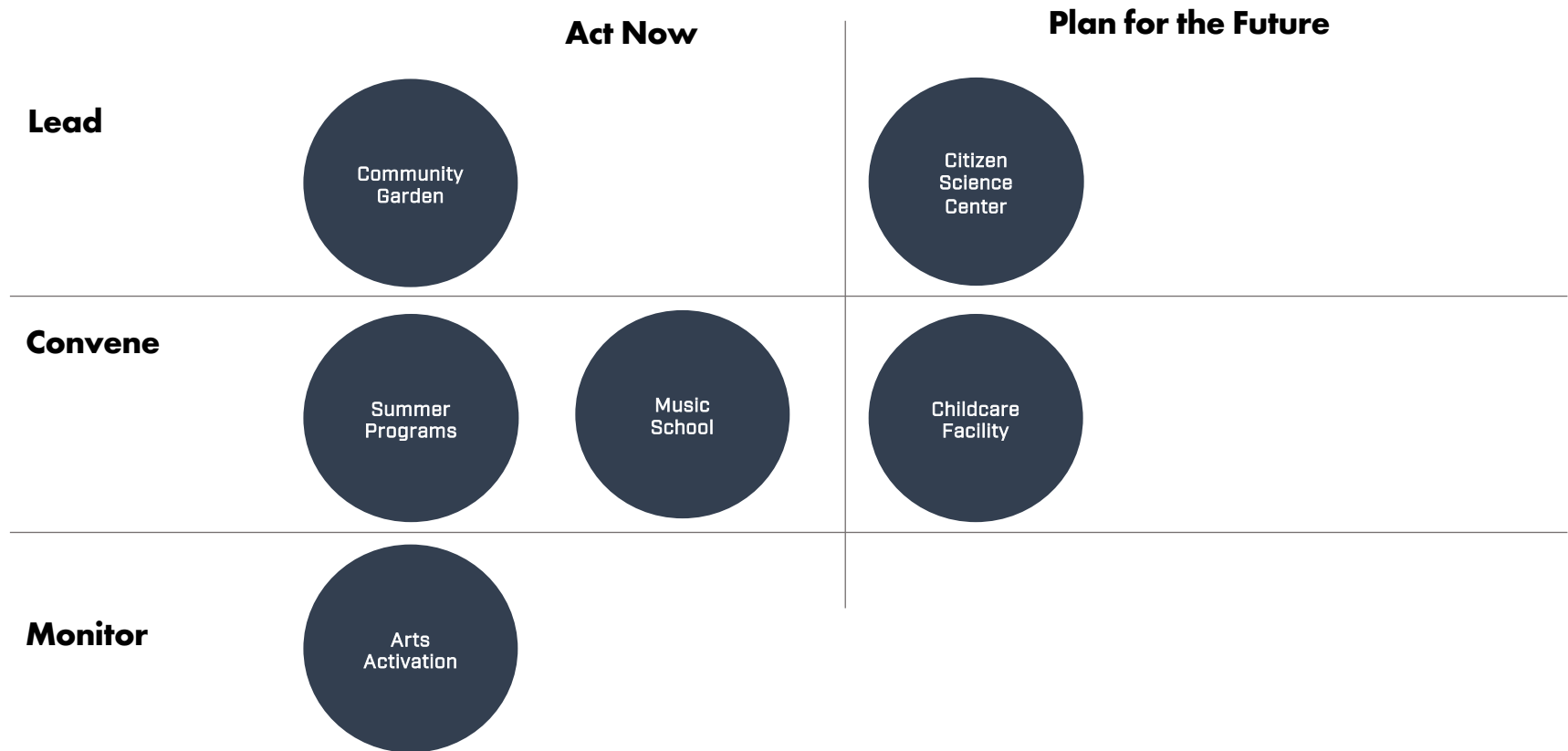
Childcare Facility

Community Garden

Ag Apprenticeships

## Meeting #3 Recommending Strategies

- Introduce roles the NWC could play, such as leading, convening and monitoring.
- Land on group recommendations about how and where NWC staff should prioritize the concepts based on constraints and potential.
- Begin a discussion about ongoing opportunities for community engagement in process.





# INITIAL TAKEAWAYS



**NEXT  
GENERATION**



**STRENGTHENING THE  
FOOD & AG ECONOMY**



**THOUGHT LEADERSHIP  
& POLICY**



**ENTERTAINMENT &  
EXPERIENCES**



**HEALTHY  
PLACES**

# JOIN US FOR OUR SUMMER OF STRATEGY!

## FOCUS AREA MEETING DATES:

<b>STRENGTHENING THE AG &amp; FOOD ECONOMY</b>	July 17	August 19
<b>THOUGHT LEADERSHIP &amp; POLICY</b>	July 23	August 13
<b>ENTERTAINMENT &amp; EXPERIENCES</b>	July 11	August 7
<b>NEXT GENERATION</b>	July 16	August 14
<b>HEALTHY PLACES</b>	July 9	August 8



**TIME:** 5pm – 7pm

### **LOCATION:**

National Western Center Offices  
4701 Marion St., Suite 401

### **RSVP:**

[cultivate@nationalwesterncenter.com](mailto:cultivate@nationalwesterncenter.com)