



Greenprint:

A Design for a Sustainable Future at Fullerton Arboretum

Approved 8.18.23

“The Arboretum is one of the most invaluable undertakings that has been assumed during the history of California State University, Fullerton. Few opportunities arise when we as individuals can take the initiative to solve a problem of such magnitude, the preservation of natural land for ourselves and for future generations. If you will join us by giving your support, I am certain the Arboretum will be a reality – one that we all can share and enjoy.”

*“The Case for An Arboretum”, 1971
Dr. L. Donald Shields, President
California State University, Fullerton*

Introduction

The mission of Cal State Fullerton Arboretum is to be a world class destination for our guests to explore, learn and be inspired by the natural environment. Furthermore, through our staff, volunteers and members, we deliver lifelong learning opportunities that help foster an appreciation for plant conservation, botanical research and horticulture.

Cal State Fullerton Arboretum is an internationally recognized destination with a strong support base in the local community who enjoy the Arboretum's naturally curated and scientifically relevant collection of plants and trees representing diverse ecosystems from around the world. The Arboretum demonstrates the collaborative impact that university-based public gardens can have on bringing together diverse ideas and perspectives from across the communities we serve focused on ensuring our natural environment is appreciated, valued and sustained.

Fullerton Arboretum does well in its commitment to plant diversity and preservation. Its sprawling 26-acre landscape is meticulously curated to showcase a remarkable array of flora, spanning indigenous species to exotic plants from around the world. This living collection serves as an invaluable resource for botanical research, conservation efforts, and public awareness, creating a harmonious balance between education and environmental stewardship.

Moreover, the Arboretum has excelled in community engagement and education. Through workshops, guided tours, and interactive programs, it fosters a deeper understanding of the natural world and inspires a sense of responsibility toward it. The Arboretum has become a haven for students, researchers, and nature enthusiasts alike, providing a serene escape and a platform for meaningful discourse on the environment.

There are areas the Cal State Fullerton Arboretum can improve. A more intentional connection to academics supporting current or future classes, environmentally forward capital enhancements, improving the connection to other academic or environmental based organizations and a full embrace of the unique value the Arboretum provides to our campus, external stakeholders, and the world as a whole.

Looking forward the Arboretum envisions a future ripe with expansion and opportunity. Classes from all disciplines engaged at the Arboretum, specialized collections representing cultures from around the world, immersive learning environments, and partnership with local schools, government entities and environmental causes that allows the Arboretum to play a more active role in shaping conservation awareness and policy, along with promoting sustainable practices desperately needed in a world experiencing serious climate impact.

The Arboretum must evolve to meet the demands of current climate challenges. Current climate change impacts more than our natural environment. There are severe economic, political, and cultural impacts to our action or inaction leaning into environmental education. Expanding the impact of the Arboretum will set Cal State Fullerton apart and ensure we are educating graduates who have an awareness and appreciation of our natural world to ensure life, as we know it, flourishes for generations to come.

“GREENPRINT: A Design for a Sustainable Future”

Within the University system it is helpful to think about what the Arboretum can *directly control*, can *influence*, and what is *beyond its control*. The Arboretum can *directly control* what its staff and volunteers do – such as garden maintenance and enhancement, public communications, information, and projects and programs our staff work on. The Arboretum can *influence* what others in the University system do – such as continuing to serve faculty and students in achieving their academic goals, that the Arboretum serve as a leader in sustainability initiatives across campus, and that the Arboretum continues to add value to the University. What is *beyond Arboretum control* are broad conditions and trends that affect the University – such as climate change, population growth and demographic changes in our region, and development pressures on campus. In this final category, the Arboretum must be ready to react and adapt to these trends to best carry out our mission. The Arboretum can use its direct efforts and influence to shape responses to these broad trends and conditions.

Our GREENPRINT plan works within the context of what Fullerton Arboretum can directly control and presents a vision for the future through increased Campus investment.

- **Institutional Fiscal Sustainability.** The Arboretum is a self-support hybrid department, so we must ensure adequate revenue generation through philanthropy, rentals, events, memberships, fees and other means to care for the garden, support staff and manage our physical space opportunities.
 - 10% annual increase in membership with a goal of 2,500 member households
 - Complete the Friends Terrace Fundraising Campaign by 2024
 - Launch a Corporate Partners program
 - Employ an Arboretum-wide feasibility study to inform the state of Arboretum facilities with a prioritized list of capital needs as approved in the 2020 Campus Master Plan.
 - Meet annual fundraising goal of \$750,000 with an aspirational goal of generating \$1,000,000 in annual philanthropic revenue.
 - Expand volunteer program to fully support Arboretum daily operations.
 - Grow investments in long term funds, such as the Arboretum Endowment, Heritage House Endowment and planned or estate gift commitments.
 - Work with Office of Grants and Research to assist with state and federal funding opportunities
 - Comprehensive fund development strategy to grow donor pipeline – tree sponsorship, memorial benches, corporate partners program and crowdfunding.
Explore increasing plant sales revenue through daily and online sales
- **Academic and research opportunities.** Expand the unique opportunity we have to strengthen academic integration, support internships and capstone class projects that help deliver greater environmental awareness to our students, staff and faculty.
 - Develop “Rooted” – a semester program for every incoming CSUF student to help with retention, academic interests, mental health and valuing our environment
 - Expand Post Graduate program to engage more graduate students across all degrees
 - Pursue conversations to offer arboretum-based classes to help students persist to graduation.
 - Offer degrees out of the Arboretum such as “Public Garden Management”

- **Environmental stewardship and conservation.** Make the Arboretum a recognized center in Orange County for urban forestry, greenspace, conservation, sustainability, native plants and climate disruption.
 - Launch a garden interpretive plan
 - Maintain accreditation at highest level
 - Continue participation in conservation and research programs through Botanic Gardens Conservation International, American Rose Trials for Sustainability and Global Conservation Consortium for Oaks
 - Increase collaborations through So Cal Consortium of Public Gardens
 - Work with CSUF Government and Community Relations for advocacy

- **Awareness.** Increase efforts to raise the Arboretum profile through authentic story telling that cultivates a deep connection to the diverse communities we serve.
 - Successful completion of a brand update
 - Track and report on social media metrics, with 5% annual growth in newsletter distribution and social media followers.
 - Integrate planned giving into newsletter and narrative for stories and events.
 - Successfully complete APGA Climate & Sustainability assessments for recognition
 - Continue APGA Inclusion, Diversity, Equity & Accessibility initiatives.
 - Produce annual impact report