

Fullerton Arboretum Strategic Plan Update 2021-2026

This is an update of the Fullerton Arboretum Strategic Plan 2005-2020 ‘Cultivating a Vibrant Future.’ <https://ueestatic.fullerton.edu/static/ARBO/pdf/strategic-plan.pdf>

This existing Plan has been reviewed, validated and incorporated by reference into this Update; as have the California State University, Fullerton Strategic Plan, Campus Master Plan and Final EIS, Campaign for Cal State Fullerton (Arboretum), and Arboretum Operations Plan 2018 (including a Landscape Plan and Education Plan). Substantial progress made in Plan Strategic Directions I – IV as described below. New information, collaboration ideas and revitalized goals developed for the Update that will provide the Arboretum with opportunities for enhanced relevancy, growth and success as a self-sustaining unit of the University’s Extension and International Programs.

Goals for 2021-2026:

- **Financial sustainability.** Ensure adequate revenue generation through rentals, events, memberships, fees, naming opportunities and other means to sustain and grow the Arboretum. Build the ‘Friends Pavilion’ event space. Use innovative e-technology to manage plant purchases, classes, events and other client financial transactions.
- **Academic and research opportunities.** Strengthen academic integration and to support internships and capstone class projects. Plan, fund and construct a campus-integrated research greenhouse/herbarium.
- **Awareness and advocacy.** Increase efforts to raise the Arboretum profile, inspire avid support, and increase diversity. Seek more memberships, donations, planned giving, grants, and other funding opportunities. Deepen university/community/non-profit partner engagement and enhance communications and marketing. Update the brand
- **Backlog Arboretum infrastructure.** Reconstruct the stream and lake system for water conservation, reduce operating costs and improve the environment. Upgrade Arboretum location, directional, informational, interpretive and plant ID signing systems. Provide new e-technology-enabled services to improve visitor experience the Arboretum botanic, historic and museum collections.
- **Environmental stewardship and conservation.** Make the Arboretum a recognized center in Orange County for urban forestry, greenspace, conservation, sustainability, native plants and climate disruption. Renew ArbNet IV accreditation in 2022. Host regional conservation and resilience forums, classes, demonstrations and conferences.