

North Carolina Aquariums
Mission Statement & Organizational Goals
April 10, 2008

Mission

Inspiring appreciation and conservation of North Carolina's aquatic environments

Vision Statement

The Aquariums are committed to advancing our mission through dynamic, innovative venues and engaging family experiences.

Organizational Goals

- 1. Reaffirm that the visitor experience is paramount**
 - Create memorable visitor experiences using innovative and fun approaches to education, recreation and entertainment
 - Maximize diversity, size and number of aquarium specimens
 - Develop exhibits and graphics that are interactive, inspiring, concise, and fun
 - Refocus on providing extraordinary customer service

- 2. Expand Aquarium visitation and audiences**
 - Develop and implement a comprehensive marketing plan
 - Identify and develop additional visitor markets
 - Foster partnerships and value-added opportunities

- 3. Enhance professionalism, staff development and communications**
 - Create and implement a staff development plan
 - Continue regular interactions among peers
 - Continue emphasis on maintaining AZA standards
 - Work to secure higher staff salaries

- 4. Continue to expand and enhance facilities**
 - Upgrade operations and systems for improved efficiency
 - Develop long-range plans for Aquarium growth

- 5. Expand commitment to sustainable practices**
 - Conduct sustainability review
 - Develop initiatives and goals
 - Adopt and promote plan