



A new **strategic plan*** to guide our next five years

* A **strategic plan** outlines the initiatives we'll take on and investments we'll make to grow and drive forward our mission and vision.

Priorities

Stewards for Animals

Animal Care & Welfare Science

Champions in Our Urbanizing World

Conservation in Chicago and Beyond

Connecting, Learning & Taking Action

Exploring Science and Inspiring Wildlife Conservation

Free Transformational Experience

for Patrons and Communities

Enabling Investments

Campus Innovation

Free Admission

Louder and Prouder

Staff Development and Career Pathways

Right Tech in the Right Places

Diversity, Equity, Accessibility, and Inclusion

Priorities

Stewards for Animals

By 2028, we are setting the industry-wide example for care, welfare, innovation, ethics, and transparency standards.

To get there, we will:

- Focus on justified and ethical animal management.
- Bring greater transparency to the zoo experience.
- Innovate and use technology to understand animals and enhance choice and agency.
- Activate partnerships with animal welfare, rescue, and protection organizations.
- Bridge industry gaps to become the go-to zoo partner for animal advocacy organizations by increasing, diversifying, and tracking external collaborations.
- Grow public and peer awareness of the zoo's leadership in ethical animal care and animal welfare science via an integrated brand campaign.

Priorities

Champions in Our Urbanizing World

By 2028, we are recognized as conservation scientists and advocates making change at the zoo, in Chicago and around the globe.

To get there, we will:

- Formalize a program focused on mitigating the illegal wildlife trade.
- Formalize a One Health program under the Urban Wildlife Institute.
- Model environmental sustainability through campus innovation.
- Expand our impact in field conservation, horticulture, urban ecology, and population biology via external collaborations and other measurables.
- Track brand awareness of the zoo as a leader in conservation and wildlife advocacy.

Priorities

Connecting, Learning, and Taking Action

By 2028, we have increased our impact and deepened engagement with schools and communities through co-creation and technology.

To get there, we will:

- Integrate and sustain Lincoln Park Zoo content and experiences as an element of learning in Chicago schools.
- Connect people to nature in culturally responsive ways through co-creation with partner neighborhoods in Chicago.
- Design and impart conservation and advocacy-based solutions to make them actionable, effortless, immersive and fun.
- Track key performance indicators (KPIs) including number of teachers using zoo-created content in Skyline curriculums, and success of community engagement programs as reported by partners.
- Track brand awareness of the zoo as a center for learning and conservation action.

Priorities

Free Transformational Experience

By 2028, we are one of the most inclusive cultural institutions in Chicago, adding value to the lives of our patrons and communities.

To get there, we will:

- Enhance our welcoming guest experience.
- Increase animal visibility and ensure guests have positive, ethical animal connections.
- Share the zoo experience with a wide variety of communities—Chicago neighborhoods to international consortiums—through technology and co-creation.
- Track overall experience ratings and guest feedback to find out what the impact of a visit is on our guests.
- Use technology to track guest behavior, audience sentiment, and earned revenue.

Enabling Investments

Measuring Our Progress

In the next five years, we will make investments that support a path to our goals.

To measure our progress, we will:

- Conduct ongoing market research and integrated marketing campaigns to grow awareness and recognition.
- Use new technology platforms to facilitate a seamless guest experience, track attendance, and analyze guest data.
- Report earned and raised revenue growth.
- Follow our DEAI plan to track KPIs around staff, contractors, and more.
- Analyze HR data and employee engagement surveys for progress on staff development and career pathway.