



Strategic Planning for Biodiversity Collections Course

Fall 2023 [Apply Now!](#)

Instructors

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Overview

This online course provides an opportunity to introduce new purpose and excitement into your organization, including preparing to relate your collection's compelling vision to stakeholders and discuss long-term goals and strategies with administrators. The goal is to produce a short (5-10 pages) strategic plan for each represented collection that addresses vision, mission, values, stakeholders, strategies, goals, objectives, evaluation, and sustainability, among other things. The process is at least as valuable as the product, and you might find that the exercises benefit your collection in unexpected ways. We anticipate the course will require approximately 5 hours of work per week, including the 1 hour in-class. Please note that the course is focused on strategic planning, and not on teaching collecting, curation, or data mobilization skills. This course is taught in English.

Meeting Time & Place

The online class will meet 8 times via Zoom on **Fridays from 3:00–4:00 PM Eastern Time** during the period September 22 to December 15, 2023 (see schedule).

Website & Content

Access to and management of the course's digital content will be accomplished via Google Drive.

Materials Needed

To participate, you will need to download and install the [Zoom client app](#) on your computer. We also highly recommend that you use a headset.

Code of Conduct

All participants are expected to abide by iDigBio's [Code of Conduct](#) and [Community Code of Conduct](#).

Recording Policy

Your participation in this course acknowledges your acceptance that each class will be recorded and posted for later asynchronous viewing by course participants, instructors, and/or facilitators.

Class Format

In general, the first ⅓ of each class will be a discussion of the prior week's homework, the second ⅓ will be a presentation of new content, and the last ⅓ will answer questions and strive to build momentum.

Homework

The course rhythm will involve **homework due dates on Thursdays @ 3:00 PM Eastern Time** to facilitate reading of each other's products prior to class on Friday.

Schedule & Topics

Week 1 2023-09-22	• Course overview • Introduction to strategic planning • Stakeholder analysis • Mission, Vision • Core Values
Week 2 2023-09-29	• Strategy • Value Proposition • Goals & Objectives
Week 3 2023-10-06	• Environmental Scan • SWOT/TOWS analysis
Week 4 2023-11-03	• Address your SWOT/TOWS • Sustainability strategies
Week 5 2023-11-17	• Evaluation • Logic models • Metrics, Benchmarks, Milestones
Week 6 2023-12-01	• Assemble your strategic plan • Executive summary • Acknowledgements
Week 7 2023-12-08	• Peer review & feedback • Formatting & design • Develop a one-page plan
Week 8 2023-12-15	• Develop an elevator pitch • Execute & maintain your plan • Course evaluation