



**MUSEUM
OF NATURAL
AND CULTURAL
HISTORY**

Deepening Connections: The MNCH Strategic Plan 2025-2030

Message from the Director

At the MNCH, we view museums as essential places of trust, where communities come together to explore the past, understand the present, and imagine a more just and sustainable future.

Developed through months of listening and collaboration with stakeholders across our community and the state, our new strategic plan reflects this vision. It centers on the values that define us: stewardship, learning, and connection.

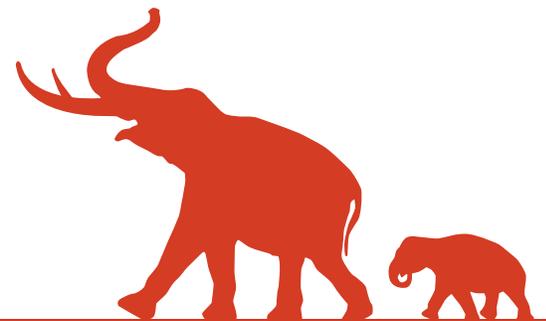
Deepening Connections

Our 2025–2030 Strategic Plan builds on the University of Oregon’s Oregon Rising vision while honoring the unique role the MNCH plays as an archive of deep time, a hub of research and education, and a gathering place for dialogue and discovery.

We invite you to join us in this shared work of caring for the stories, places, and ecosystems that connect us all.



Todd J. Braje
Executive Director
Museum of Natural and Cultural History



How the Plan Was Developed

The plan reflects extensive input gathered through:

- Ten focus groups with museum staff, advisory council members, volunteers, and members; UO students, staff, and faculty; and community partners
- Collaboration with Indigenous museum scholar and Museum Advisory Council (MAC) member Dr. Deana Dartt and the Standards for Museums with Native American Collections
- Alignment with the goals of Oregon Rising, the University of Oregon’s strategic framework



Museum Mission

The Museum of Natural and Cultural History enhances knowledge of Earth's environments and cultures, inspiring stewardship for our collective past, present, and future.



GOAL #1

Expand community connections.

The MNCH will strengthen networks and partnerships that foster meaningful engagement and collective action.

Objectives

- Build on our leadership in Oregon's social justice, cultural history, and science education.
- Expand professional collaborations across Oregon and beyond.
- Welcome new audiences and communities.
- Create opportunities for connection, learning, and civic action.



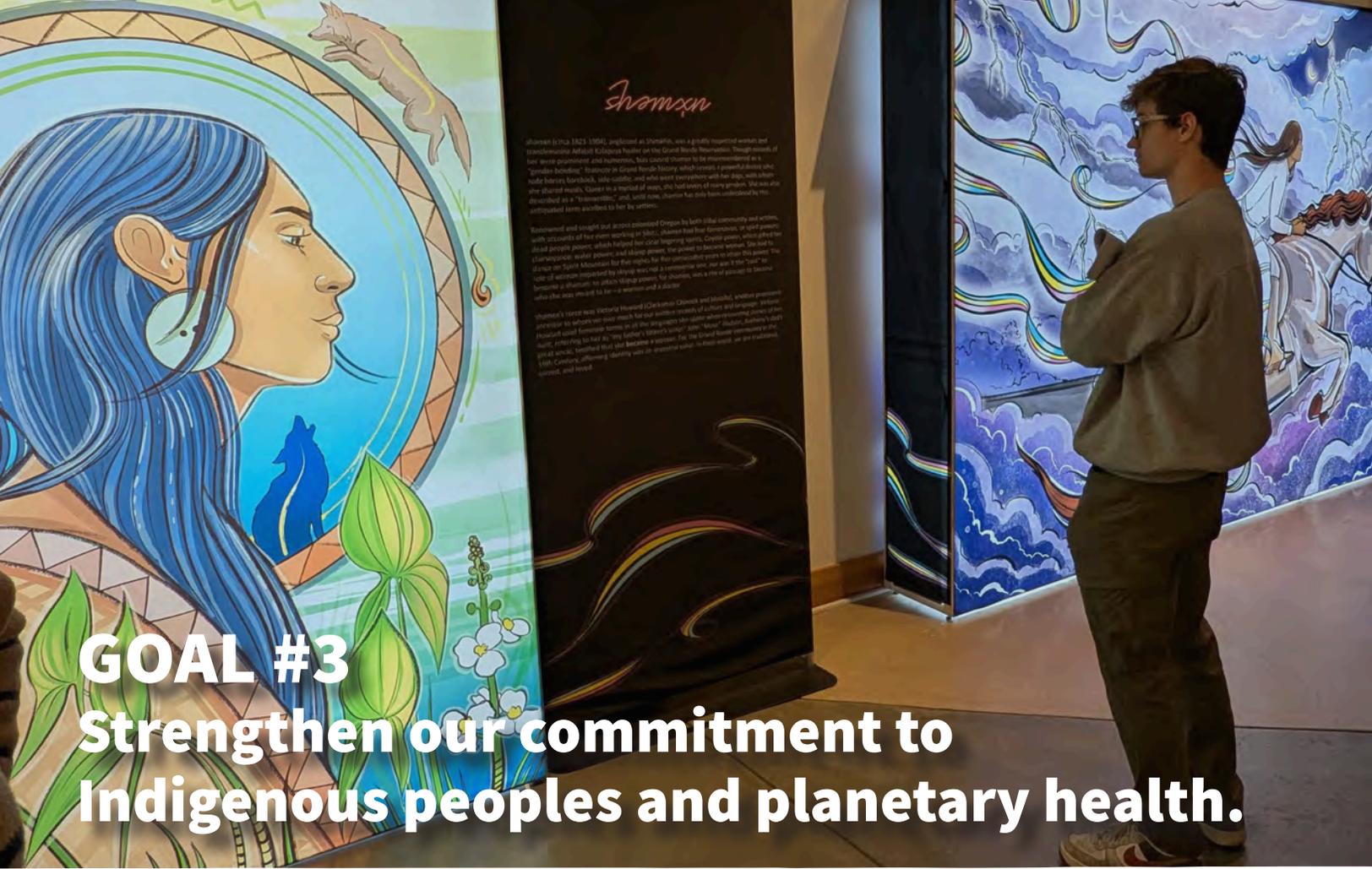
GOAL #2

Enhance service to the University of Oregon.

The MNCH will deepen its role as a vital resource for UO students, faculty, and staff, advancing student success and strengthening campus engagement.

Objectives

- Establish a Faculty Engagement and Student Success Working Group to better understand campus needs.
- Develop new academic courses that prepare students for museum and cultural resource careers.
- Create a coordinated internship program that supports student learning and career readiness.



GOAL #3 Strengthen our commitment to Indigenous peoples and planetary health.

**The MNCH will further
Indigenize practices and
expand contributions
to planetary health
education.**

Objectives

- Integrate study and appreciation of the deep interconnections between nature and culture.
- Develop and implement comprehensive Tribal consultation policies.
- Build an endowment to sustain Indigenous partnerships and scholarship.
- Invest in ongoing learning and relationship-building within and beyond the museum.

The explosions of dying stars forge new elements, including the calcium that makes up our bones and the oxygen we breathe.
"The cosmos is within us. We are made of star stuff."
-Carl Sagan

Las explosiones de estrellas moribundas forjan nuevos elementos, entre ellos el calcio que compone nuestros huesos y el oxígeno que respiramos.
"El cosmos está dentro de nosotros. Estamos hechos de estrellas."
-Carl Sagan



GOAL #4 Invest in our future.

The MNCH will plan thoughtfully for the museum's continued growth, resilience, and capacity to serve.

Objectives

- Align fully with *Oregon Rising* goals and create the space, staff, and systems to support them.
- Strengthen professional development, inclusion, and workplace wellness.
- Develop a communications plan to enhance relationships with university leaders and policymakers.
- Improve operational efficiency and plan for sustainable staffing growth.

Our Commitment

This 2025–2030 Strategic Plan is more than a roadmap, it's a promise to our communities, past, present, and future. Together, we will continue to expand understanding, deepen trust, and care for the cultural and natural heritage that connects us all.

The museum is located on Kalapuya ilihi, the traditional homeland of the Kalapuya people, many of whom are now citizens of the Confederated Tribes of Grand Ronde and the Confederated Tribes of Siletz Indians.

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