



New Pond Farm Education Center Strategic Plan 2025–2030

Rooted in Purpose. Growing Stewards for Tomorrow.

Our Vision

For more than forty years, New Pond Farm Education Center has inspired curiosity, fostered environmental stewardship, and connected people of all ages with the natural world. Situated on 102 acres of protected woodlands, wetlands, meadows, and pastures, our campus serves as a living classroom where learning comes alive through exploration, discovery, and hands-on experiences.

As we look toward the future, we remain guided by the same purpose that has shaped our organization from the beginning: connecting people to the land and inspiring every generation to become thoughtful stewards of our natural world.

This Strategic Plan is our roadmap for the next five years. It reflects our commitment to thoughtful growth, financial sustainability, educational excellence, and responsible stewardship of the remarkable landscape entrusted to our care. More importantly, it reflects our belief that nature has an extraordinary ability to educate, inspire, and unite people across generations.

Together, we will expand access to meaningful environmental education, strengthen our role as a community resource, and ensure that New Pond Farm remains a place where people develop a lifelong appreciation for the natural world—and the responsibility to protect it.

Strategic Priority 1: Ensuring Long-Term Sustainability

A strong financial foundation allows us to fulfill our mission today while safeguarding it for future generations. Over the next five years, we will strengthen New Pond Farm's long-term

sustainability through thoughtful philanthropy, diversified revenue, strategic partnerships, and careful stewardship of every dollar entrusted to us.

Rather than pursuing growth for its own sake, we are committed to measured, mission-driven progress that reduces reliance on our operating endowment while preserving the quality of our programs, supporting our staff, and caring for the land that makes our work possible.

By 2030 we will:

- Strengthen philanthropy through deeper donor relationships and expanded grant support.
- Increase recurring annual giving and membership participation.
- Expand mission-aligned earned revenue through educational experiences, signature events, facility rentals, and other sustainable opportunities.
- Reduce reliance on annual endowment distributions by growing dependable operating revenue.
- Invest strategically in systems and infrastructure that improve efficiency while reducing long-term operating costs.

Strategic Priority 2: Inspiring Every Generation Through Education

Education has always been at the heart of New Pond Farm.

We believe that meaningful experiences in nature foster curiosity, critical thinking, environmental responsibility, and a lifelong connection to the land. Over the coming years, we will expand opportunities for children, families, adults, and seniors to engage in hands-on learning rooted in conservation, sustainable agriculture, environmental science, cultural history, astronomy, and the arts.

We will also deepen partnerships with schools, educators, and community organizations to ensure that more people—regardless of age or circumstance—can experience the transformative power of learning in nature.

By 2030 we will:

- Expand environmental education opportunities for learners of all ages.
- Grow partnerships with schools, educators, and community organizations.
- Increase access for underserved students through scholarships and outreach.
- Establish the restored Farmhouse as a vibrant hub for adult and lifelong learning.
- Expand citizen science and authentic field research opportunities throughout our educational programs.

Strategic Priority 3: Growing Community Engagement

New Pond Farm is more than an environmental education center—it is a place where community flourishes.

Whether visitors attend a field trip, purchase fresh dairy products, explore our trails, participate in an astronomy program, volunteer, or gather for one of our signature events, every experience strengthens the connection between people, place, and purpose.

Over the next five years, we will welcome new audiences while deepening relationships with the individuals, families, volunteers, members, and partners who make New Pond Farm such a special place.

By 2030 we will:

- Increase participation across educational programs and community events.
- Expand volunteer opportunities throughout the organization.
- Grow membership and strengthen long-term community engagement.
- Create new experiences that celebrate our working dairy farm, woodlands, wetlands, meadows, cultural history, and sustainable agriculture.
- Maintain exceptional visitor experiences and consistently high participant satisfaction.

Strategic Priority 4: Caring for the Land and Strengthening Our Property

Our property is both our greatest classroom and one of our greatest responsibilities.

Every woodland trail, wetland, meadow, pasture, historic building, and educational space contributes to the experiences we provide. Caring for these resources today ensures they continue inspiring future generations tomorrow.

Over the next five years, we will make thoughtful investments that enhance accessibility, strengthen ecological health, preserve historic assets, and ensure our campus remains a vibrant destination for learning and discovery.

By 2030 we will:

- Complete the next phase of wetland restoration and integrate it into educational programming.
- Enhance trails, wayfinding, and interpretive signage throughout the property.
- Evaluate future learning space needs to support growing educational demand.
- Restore and activate the historic Farmhouse as a center for adult learning, community gatherings, and lifelong enrichment.

- Strengthen our astronomy facilities and expand opportunities for scientific discovery.
- Continue investing in sustainable infrastructure that supports both environmental stewardship and organizational resilience.

Strategic Priority 5: Advancing Excellence and Organizational Capacity

Exceptional experiences begin with exceptional people.

The strength of New Pond Farm lies in the dedication of our educators, farmers, staff, volunteers, and community partners. We are committed to fostering a culture of learning, collaboration, innovation, and continuous improvement so that every visitor receives an engaging and meaningful experience.

As our organization grows, we will do so thoughtfully—ensuring that our ambitions remain aligned with the people, systems, and resources needed to achieve them with excellence.

By 2030 we will:

- Foster a culture of educational excellence through ongoing professional development.
- Support staff wellbeing through thoughtful organizational planning and sustainable growth.
- Expand volunteer leadership and seasonal educator capacity.
- Strengthen evaluation practices to continuously improve programs and measure impact.
- Encourage innovation while remaining grounded in our mission, values, and commitment to stewardship.

Measuring Our Progress

Thoughtful stewardship requires thoughtful accountability.

Throughout the implementation of this Strategic Plan, New Pond Farm will regularly evaluate our progress using meaningful indicators that measure both organizational strength and mission impact. These benchmarks will help guide decision-making while ensuring that we remain responsive to the evolving needs of our community and the environment.

By 2030, we aspire to:

- Strengthen philanthropic support while diversifying revenue sources.
- Increase membership and deepen community engagement.
- Expand earned revenue through mission-aligned programming.
- Enhance digital communications and community awareness.
- Complete priority campus improvement projects.

- Expand access to environmental education through scholarships and strategic partnerships.
- Reduce long-term reliance on endowment distributions by building sustainable operating support.

Progress will be reviewed regularly by staff and the Board of Directors to ensure transparency, accountability, and continued alignment with our mission.

Looking Ahead

New Pond Farm Education Center stands at an exciting moment in its history.

As environmental challenges become increasingly complex and opportunities to connect with nature become ever more important, our mission has never been more relevant. Guided by this Strategic Plan, we will continue building an organization that inspires curiosity, strengthens communities, advances conservation, supports sustainable agriculture, and prepares future generations to become thoughtful stewards of our natural world.

Together—with the generosity of our donors, the dedication of our volunteers, the commitment of our educators and staff, and the partnership of our community—we will ensure that New Pond Farm remains a place where learning, conservation, sustainable agriculture, and wonder thrive for generations to come.