



WE VALUE

- >> Education, science, and culture
- >> Personal awareness of and connection to the natural world
- >> Lifelong learning opportunities for children and adults
- >> Equity, honesty, and integrity
- >> Stewards of the Chattahoochee River and its watershed

VISION

The natural environment is preserved and protected for future generations

MISSION

Connecting people with nature

1	2	3	4	5	6
INTERPRET Interpret the Chattahoochee River Watershed	EDUCATE Lead Conservation Education for Children & Adults	ENGAGE Actively Engage Regional Audiences	THRIVE Ensure CNC's Fiscal Viability	STRENGTHEN Build Organizational Capacity	DIVERSIFY Increase Diversity, Equity, & Inclusion
Establish CNC as the southeast's premier interpretive center of the Chattahoochee River watershed.	Expand CNC's role as a leader in conservation and environmental education for both children and adults.	Maintain active engagement and relevancy with regional audiences.	Rebound from COVID and continue to build operational reserves.	Continue to build organizational capacity through recruiting and training, as well as investing in technology, staff, development, and board development.	Attract and support a diverse workforce, board, volunteer corps, membership and visitor base reflective of our broader community in an inclusive and welcoming environment.

