## 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

### INTERPRET

Interpret the Chattahoochee River Watershed

- Establish CNC as the southeast’s premier interpretive center of the Chattahoochee River watershed.

### EDUCATE

Lead Conservation Education for Children & Adults

- Expand CNC’s role as a leader in conservation and environmental education for both children and adults.

### ENGAGE

Actively Engage Regional Audiences

- Maintain active engagement and relevancy with regional audiences.

### THRIVE

Ensure CNC’s Fiscal Viability

- Rebound from COVID and continue to build operational reserves.

### STRENGTHEN

Build Organizational Capacity

- Continue to build organizational capacity through recruiting and training, as well as investing in technology, staff, development, and board development.

### DIVERSIFY

Increase Diversity, Equity, & Inclusion

- Attract and support a diverse workforce, board, volunteer corps, membership and visitor base reflective of our broader community in an inclusive and welcoming environment.