



# Audubon SHARON

## Strategic Planning Survey

The following was taken from the  
[Winter 05-06 Newsletter](#)

### **Strategic Planning: Charting a Course to the Future**

*by Scott E. Heth, Director, Audubon Sharon*

In previous newsletters I have reported about the progress of Audubon Sharon's new Stewardship Board. This group of community members is helping guide the activities of Audubon Sharon for the benefit of our community and the natural world. One of the tools that is needed to ensure the thoughtful progress of Audubon Sharon's work into the future is a Strategic Plan. This plan will help us continue to learn what our community and region needs in terms of nature education and conservation and what Audubon Sharon can do to best meet these needs. As a result of this plan, we hope to identify programmatic focuses as well as staffing, facility and financial needs. We are striving to gather information from a wide variety of sources. The first task that was accomplished was a situation analysis of our operation by staff. Together, we took a hard look at what we thought our strengths and weaknesses are as well as the opportunities that exist for us and the challenges that lie ahead. We also took a look at other nature and education centers in our area and census data to determine what our audience might be for the next several years to come.

Staff input is only a small part of this process. We are really interested in what the community thinks and so we are putting together group meetings with educators, community leaders, parents, children, adults and Audubon Sharon volunteers to get their ideas about our role in the community.

We also need your input! On the following page you will find a survey that can be mailed to me. In this survey I ask specific questions about the Sharon Audubon Center for you to answer based on your experiences. I have also asked some open-ended questions hoping that you can really think about and let us know what you would like to see at the Center. I know everyone is extremely busy and that surveys sometimes do not get a very good return. I am hoping that this time will be different! Please let us know how you think we are doing and what you would like to see continued or changed by filling out this survey and sending it back to me at your earliest convenience. Thanks so much for your help.

*Scott*

Sharon Audubon Center ♦ Miles Wildlife Sanctuary

325 Cornwall Bridge Road / Sharon, CT 06069 / Phone (860) 364-0520 / Fax: (860) 364-5792 / [www.sharon.audubon.org](http://www.sharon.audubon.org)

Dear Friends of Audubon Sharon,

Your ideas and opinions are important to us as we embark on our strategic plan. I hope you will take some time to complete the survey below. Please mail completed surveys to me at the Sharon Audubon Center, 325 Cornwall Bridge Rd., Sharon, CT 06069. Thank you so much for your help! -*Scott E. Heth*

## 2005 Sharon Audubon Center Survey

**Please circle your response. Where appropriate, circle all answers that apply:**

1. Are you: a) an adult with children b) an adult with no children c) a caregiver d) a teacher e) a student  
If you are a parent, how old are your children? \_\_\_\_\_
2. How many times per year do you visit the Center? a) 0-2 b) 3-10 c) more than 10 d) never been
3. What most often brings you to the Center? a) special events b) weekend workshops c) nature trails  
d) children's programs e) nature store f) birdwatching g) other \_\_\_\_\_
4. When you visit the Center, do you come: a) with your children b) with spouse or partner c) with whole family  
d) with friends e) by yourself
5. In one sentence how would you describe the Center to someone who had never been here before?  
\_\_\_\_\_
6. What do you like best about the Sharon Audubon Center? \_\_\_\_\_
7. What do you like least? \_\_\_\_\_
8. What additions or changes would you like to see? \_\_\_\_\_
9. I am most interested in the following program(s)/ workshop(s) for adults:
 

<input type="checkbox"/> Birdwalks and nature walks	<input type="checkbox"/> Habitat management workshops	<input type="checkbox"/> Nature and Science Lecture Series
<input type="checkbox"/> Bird Banding	<input type="checkbox"/> Birding and nature daytrips	<input type="checkbox"/> Birding and nature overnight trips
<input type="checkbox"/> Natural history courses	Other _____	
10. I am most interested in the following program(s)/ workshop(s) for children/families:
 

<input type="checkbox"/> Preschool programs	<input type="checkbox"/> Elementary aged programs	<input type="checkbox"/> Middle School aged programs
<input type="checkbox"/> High School aged programs	<input type="checkbox"/> Summer Camp	<input type="checkbox"/> School Vacation programs
<input type="checkbox"/> Home school programs	<input type="checkbox"/> Programs for scouts	<input type="checkbox"/> Junior Naturalist Club
<input type="checkbox"/> Family Programs	Other _____	
11. Please rate each of the following on a scale of 1 - 5 (1 being the most important to you and 5 the least important).
 

___ Knowledgeable staff	___ Resource Library	___ Meeting/Lecture room
___ Local Natural History Exhibits	___ Demonstration Gardens	___ Children's room
___ Trails	___ Nature Store	___ Access to natural history info.
___ Informal atmosphere	___ Wildlife Rehabilitation	___ Live birds and animals
___ Wayside exhibits/Interpretive Signs	___ Condition of our habitat	___ Other _____
12. How many years have you been visiting the Center? \_\_\_\_\_ Are you an Audubon Member? Yes No

***THANK YOU! Please make any other comments or suggestions you may have on the reverse side.***

Completed surveys can be mailed to:  
Scott E. Heth, Sharon Audubon Center, 325 Cornwall Bridge Rd., Sharon, CT 06069