
Garden Mission Statement:
The mission of the University of California Botanical Garden (UCBG) is: "To develop and maintain a diverse living collection of plants to support teaching and worldwide research in plant biology, further the conservation of plant diversity, and promote public understanding and appreciation of plants and the natural environment."

Background:
The Garden has evolved over the years from being used strictly for research and teaching to its current multiple functions as:
- One of North America's premier plant collections, with an extraordinarily high percentage of wild-collected accessions with documented collection data.
- A valuable teaching source for the University, other local schools, and the general public.
- An important research source for both the University and other researchers world-wide.
- A center of conservation and restoration of endangered plant species in California.
- A plant source to the general public through the Garden Nursery sales.
- A venue for the arts and music, small conferences and lectures, weddings and other community activities.

At the same time, the Garden, like other parts of the University, is suffering from a lack of funding which impacts both its current operations and its future. Since the Garden is unlikely to ever again be fully state funded, we must develop strategies to increase the Gardens' visibility, its involvement in all of the above areas, and the funding to accomplish this.

Vision:
To ensure the future development and welfare of the UCBG in order to attain the goals outlined in the UCBG mission statement.

Objectives:
To ensure that the mission of the UCBG is successfully fulfilled the Advisory Board of the UCBG, with the advice of the UCBG administrative staff, horticulturists, curators, propagators, visitor services staff, educators, docents, University faculty and administrators, and community residents, has established this Vision Plan. The objectives listed herein are determined to be essential to this Vision Plan.

1) Communication
- Enhance communication channels among the Board chair, the Board Committees, and the Garden leadership.
- Include all Garden personnel (horticulturists, curators, administrative staff, and volunteers) in identifying and pursuing the multiple goals of the Garden.
- Increase the profile of the Garden, and advocate its use to the University’s faculty and students as a valuable training source.
- Increase the awareness by the general public about use of the Garden as an enjoyable and educational place to come.

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• Expand the use of print and other technologies to communicate aspects of the Garden to visitors.

2) Education
• Further expand the use of the Garden as an educational tool for school groups at all levels, both by garden visits and by our docent outreach program, as more funding, staff and volunteer resources become available.
• Enhance the educational experience not only of students but of all visitors to the Garden.
• Increase the use of the Garden for research, both by the University and visiting researchers.
• Enhance and increase opportunities for the continued education of volunteers.

3) Development and Fundraising
• Identify and solicit support from large donors for specific projects (e.g. high priority infrastructure projects).
• Increase the endowment fund for the Garden.
• Increase membership in the Garden.
• Increase grant/foundation funding for staff and specific projects (e.g. high priority infrastructure projects).
• Increase revenue from new fundraising activities.
• Increase general Garden revenue from plant sales, rentals, etc..

4) Facilities and Infrastructure
• Produce a prioritized program for maintaining and improving the current facilities, infrastructure and collections, and for long term needs.
• Explore strategies for developing land use and facilities master plans.
• Convey priority projects to the Development Committee for funding options and planning.

5) Organization
• Obtain consensus with the University Administration and Faculty on the job description and funding source(s) for the Executive Director position.
• Develop a succession plan for recruiting a Director when needed.
• Increase communication with and interaction between the Faculty Advisory Committee, University Administration and Berkeley Natural History Museums (BNHM) group.
• Develop an optimized staffing structure for the Garden that establishes the minimal and most efficient staffing level to achieve the current and future operational goals of the Garden.

6) Ongoing Implementation of the Vision Plan

The Advisory Board has established the Vision Plan Committee to monitor progress on the Vision Plan. Committee reports will be presented to the Advisory Board to ensure that the objectives are being met, and the Vision Plan Committee will review overall progress and the stated objectives to better implement the Vision Plan.