

## STRATEGIC PLANNING COMMITTEE

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# People, Plants, and Place

A Five-year  
Strategic Plan

**Beal Botanical Garden  
and Campus Arboretum**

August 2023

## Mission Statement

Beal Botanical Garden  
and Campus Arboretum  
illuminates the  
interconnectedness  
of people, plants,  
and place through  
learning, research,  
and stewardship.



Beal Botanical Garden  
MICHIGAN STATE UNIVERSITY

Beal Botanical Garden is a living laboratory in the heart of Michigan State University's campus that has encouraged learning and exploration of the natural world for more than 150 years. William J. Beal established the garden in 1873 when he planted about 140 species in the location now known as Sleepy Hollow. The following year he began planting the first arboretum on campus. Together these seminal efforts represent the beginnings of MSU's Beal Botanical Garden and Campus Arboretum (BBGCA). Its long history and sustained dedication to education and research make BBGCA stand out among its peers, both on campus and off.

## Shared Values

Interconnectedness and teamwork are woven through the mission and values of Beal Botanical Garden and Campus Arboretum (BBGCA). Connecting people to the garden, nature, and each other is central to our identity. Our success arises from working together and with our partners inside and outside the University for the advancement of the unit, MSU, and our community.

### 1. COMMUNITY:

We believe in collective ownership of the garden space, inclusive storytelling, collaborative stewardship, and diverse ways of knowing. We strive to be a space where many communities, within MSU and beyond, create connections with plants, place, and each other.

### 2. SERVICE:

We serve as a living laboratory by facilitating partnerships, providing trustworthy information, and creating opportunities to engage with the plant collection.

### 3. SUSTAINABILITY:

We seek to develop, adopt, and promote sustainable practices that advance both MSU's academic mission and the stewardship of its landscape, now and in the future.

### 4. WELLBEING:

We promote the wellbeing of people, plants, and place by providing spaces and programs for mindful practice, healthy ecosystems, and natural beauty.

## Strategic Pillars

### PILLAR 1:

#### MAINTAIN AND ACTIVATE A WORLD-CLASS PLANT COLLECTION

- Beal Botanical Garden and Campus Arboretum (BBGCA) develops and maintains a plant collection that enhances student, staff, and faculty success, is aligned with the needs of academic programs, maximizes opportunities for mission-relevant public engagement, and promotes wellbeing.
- The BBGCA collection is accessible to everyone in ways that support learning, research, engagement, and wellbeing.

### PILLAR 2:

#### FACILITATE OPPORTUNITIES FOR TRANSFORMATIVE EXPERIENCES

- BBGCA creates an environment that nurtures the relationship with nature, the landscape, and self.
- BBGCA supports learning experiences that meet the needs of all community members through teaching and research.

### PILLAR 3:

#### SUPPORT BIODIVERSITY CONSERVATION AND ENVIRONMENTAL SUSTAINABILITY

- BBGCA engages and educates users about conservation, sustainability, and stewardship using the collection, landscape, policies, and expertise.

### PILLAR 4:

#### FOSTER COMMUNITY BUILDING, PLACE AWARENESS, AND WELLBEING

- BBGCA promotes transdisciplinary collaborations to engage and enrich the community.
- BBGCA cultivates belonging through inclusive participation and storytelling to connect people to the landscape.

### PILLAR 5:

#### MAINTAIN AND STRENGTHEN ORGANIZATIONAL INTEGRITY FOR A SUSTAINABLE FUTURE

- BBGCA maintains an infrastructure that supports sustainable operations, innovative growth, and the capacity to leverage opportunities.

