



2017 - 2021 STRATEGIC PLAN



VISION

We envision a future where everyone values Puget Sound/Salish Sea and the world's oceans and chooses to act as stewards of their treasured waters.

MISSION

Sound Experience sails the historic schooner *Adventuress* to educate, inspire, and empower an inclusive community that works to improve our marine environment and celebrates our maritime heritage.



VALUES

- **Transformative Education** – changing our youth, our communities, and our world
- **Learning Organization** – evolving for and with our people
- **Living Sustainably** – acting for our waterways
- **Partnering** – sharing our collective strengths
- **Integrity** – doing the right thing
- **All Are Welcome**

2017-2021 STRATEGIC GOALS

- Deliver experiential programs that promote environmental stewardship and transform people
- Model the interdependence between a healthy environment and working communities
- Demonstrate global leadership in maritime historic preservation through best practices, clean technology, and sustainable maintenance aboard the schooner *Adventuress*
- Engage a broad and diverse community that contributes its experience, influence, and resources toward a robust organization
- Create an enduring organization that leverages excellence in human resources and technology



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Sound Experience is a 501(c)(3) nonprofit organization based in the Puget Sound region of Washington State.