

Supporting Educational Nature  
And Science Programs At  
The Lloyd A. Stage Nature Center  
6685 Coolidge Hwy.  
Troy, MI 48098



O-02b P.O. Box 9930;  
Troy MI, 48098  
Phone (248) 688-9700;  
Fax (248) 879-9240;  
[www.troynaturesociety.org](http://www.troynaturesociety.org)

EIN: 80-0619054

*Where People and Nature Meet*

**OFFICERS**

November 6, 2014

**Tom Lakocy**  
President

**Keith Lenderman**  
Vice President

**Dr. Mary Creager**  
Secretary

**Cindy Wymer**  
Treasurer

Mr. Brian Kischnick  
City Manager  
City of Troy  
500 E. Big Beaver Road  
Troy, MI 48084

Dear Mr. Kischnick:

**BOARD  
OF DIRECTORS**

**William Blachford**

**Dr. Barbara Fowler**

**Roger Kowalski**

**Susie Kowalski**

**Christal Lewandowski**

**Ann Neuser**

**Harvey Whitehead**

I am writing to provide you and Troy City Council with an update on the progress of the strategic planning process underway at Troy Nature Society (TNS). You will recall that at the April 2014 budget working session, City Council asked that TNS develop an updated strategic and financial plan.

TNS continues to work closely with Karl Schmidt and his Troy-based research and planning consultancy, Consumer Insights, Inc., on a strategic assessment and review of operations. Consumer Insights has completed an extensive amount of market research, including interviews with key TNS stakeholders. A draft of the strategic review framework was completed and reviewed by TNS and Consumer Insights in late August, and the final round of data gathering was scheduled to be completed by November 5. Further working sessions involving Consumer Insights and TNS board members are scheduled for the week of November 17, after which a final copy of the strategic assessment and review of operations will be available for distribution. Concurrent with the delivery of the report, we would be available to meet with you and/or your designees to review the report and discuss the findings.

**STAFF**

**Carla Reeb**  
Executive Director

**Debra Williams**  
Lead Naturalist

**Hanna Donlger**  
Program Support Asst.

The enclosed status report prepared by Consumer Insights provides an overview of the data gathering that has been completed as of October 30.

As previously noted, Consumer Insights is providing its services for this project to TNS on a pro-bono basis.

Thank you to you and City Council for your continuing support of TNS and its mission. We look forward to continuing our excellent relationship with the City of Troy.

Sincerely,

Tom Lakocy  
President

	Completed	Estimated Completion Date	Notes
<b>Group Discussions: Troy Nature Society Board of Directors</b>		-	In-depth interviews with Tom and Mary (1/30) and discussion with subset of board (8/11).
<b>In-depth Interviews: Troy Nature Society Employees, Program Instructors, and Webmaster</b>		-	In-depth interviews with Carla Neeb (2/18), Debra Williams (8/12), Layne Brown (8/5), and Chelsea Schmidt (8/29); In-depth interviews conducted with Lori Brown (8/22) and Linda Friedman(8/18); 2-hour interview completed on 8/26.
<b>Web Survey: Volunteers</b>		-	34 responses from 262 invitations sent.
<b>Web Survey: Troy Nature Society Members</b>		-	58 responses from 198 invitations sent.
<b>Web Survey: Non-member Patrons of Nature Society</b>		-	28 responses from approximately 418 invitations sent.
<b>Web Survey: Community at Large</b>		11/5/14	Blasted survey to 56 third grade owling parents day after event plus two subsequent reminders only netted a total of 6 returns. Now back in field 10/31/14 via Troy School District School Messenger program and city email database.



	Completed	Estimated Completion Date	Notes
<b>In-depth Interviews: City Departments, Management, Officials</b>		-	In-depth conversations with Brian Kischnick (9/17) and Wade Fleming (9/18)
<b>In-depth Interviews: Educational Partners</b>		-	Initial meeting with TSD curriculum staff (9/9); future meetings planned.
<b>In-depth Phone Interviews: Current Donors</b>		11/5/14	Consumer Insights has spoken with Kelly Services. Still attempting contact with two other current donors.
<b>In-depth Interviews: Possible Partnerships</b>		11/5/14	Interview with Troy Historical Society director not scheduled yet.
<b>In-depth Interviews: Prospective Donors</b>		-	In-depth Interviews with grantors and marketers from Flagstar Bank, Suburban Collection, and Beaumont Health System.
<b>Phone Interviews: Potential Intern Sources</b>		-	In-depth interviews completed with student placement staff and faculty at Oakland Community College, Walsh College, and Oakland University in relevant program areas throughout August.
<b>Phone Interviews: Potential Volunteer Sources</b>		-	Completed by Volunteer Coordinator within the past 6 months—will incorporate findings from those conversation in this document.

