

CORE VALUES



INTEGRITY

- Be honest and ethical
- Be accountable
- Be transparent
- Assume positive intent
- Fulfill the WNPA mission



SERVICE

- Be selfless
- Be respectful
- Foster collaborative relationships
- Communicate effectively
- Care for each other
- Promote and champion public lands
- Advance educational connections



INNOVATION

- Be creative
- Be strategic
- Be adaptable
- Work collaboratively
- Practice open communication



INCLUSIVITY

- Value and embrace differences
- Create a sense of community and belonging
- Strive for equity
- Provide value-based products and services



FUN!

- Be authentic
- Celebrate
- Nurture an enjoyable organizational culture
- Provide memorable visitor experiences