

## Strategic Plan 2017-2022 Draft Components

### **MISSION:**

*The Student Environmental Resource Center at UC Berkeley cultivates a collaborative space to strengthen the collective effectiveness of the sustainability community, and provides resources for students to actualize their visions of a more equitable, socially just, and resilient future.*

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### **GOALS:**

#### **Strategic Goal 1:**

Advance quality and access of environmental education programming and resources

#### **Strategic Goal 2:**

Strengthen programs and resources to deepen engagement in the sustainability community

#### **Strategic Goal 3:**

Expand opportunities and provide comprehensive tools to refine leadership and professional development skills among students

#### **Strategic Goal 4:**

Develop organizational advocacy channels and expand political and social advocacy programming

#### **Strategic Goal 5:**

Integrate equity and inclusion programmatically and culturally throughout organization

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### **STRATEGIC GOAL 1: ENVIRONMENTAL EDUCATION**

Advance quality and access of environmental education programming and resources

Strategic Objective 1.1- Expand access and resources for co-curricular learning opportunities

Strategic Objective 1.2- Promote sustainability literacy through curriculum development and orientation programming

Strategic Objective 1.3- Develop educational resources to provide historical and cultural context for social and environmental justice issues

### **STRATEGIC GOAL 2: COMMUNITY ENGAGEMENT**

Strengthen programs and resources to deepen engagement in the sustainability community.

Strategic Objective 2.1- Develop institutional pathways for clubs and student groups to increase intersectional engagement with SERC

Strategic Objective 2.2- Foster a sense of unity within the community by providing recreational and professional activities

Strategic Objective 2.3- Strengthen SERC Alumni network

### **STRATEGIC GOAL 3: LEADERSHIP & PROFESSIONAL DEVELOPMENT**

Expand opportunities and provide comprehensive tools to refine leadership and professional development skills among students.

Strategic Objective 3.1- Promote and expand professional development opportunities and resources

Strategic Objective 3.2- Provide students a connection to off-campus sustainability endeavors and organizations

Strategic Objective 3.3-Facilitate leadership and skills trainings

Strategic Objective 3.4- Promote self-care opportunities and resources

### **STRATEGIC GOAL 4: ADVOCACY & ACTION**

Develop organizational advocacy channels and expand civic service programming.

Strategic Objective 4.1- Create a framework for organizational positions on political, social, and cultural issues

Strategic Objective 4.2- Develop a training series for advocacy skills and activist protections

Strategic Objective 4.3- Arrange civic service opportunities for students to participate in

Strategic Objective 4.4- Strengthen relationship to campaign-based student groups

### **STRATEGIC GOAL 5: EQUITY & INCLUSION**

Integrate equity and inclusion programmatically and culturally throughout organization

Strategic Objective 5.1- Cultivate an inclusive, diverse and safe space for students

Strategic Objective 5.2- Design programs to uplift and engage marginalized and non-traditional communities

Strategic Objective 5.3-Assess and address inequities in existing and future programming and operations