

# Southeastern Environmental Education Alliance

*Strategic Plan  
2018-2021*



## Goals

[Goal 1:](#) Provide resources and training to help state boards become high-functioning teams.

[Goal 2:](#) Support state affiliates in becoming more inclusive and equitable in order to reach more diverse audiences.

[Goal 3:](#) Develop and implement effective communication strategies both internally (between the leadership team) and externally (to potential partners and state boards).

[Goal 4:](#) Increase the fund availability and fundraising capacity of state affiliates.

[Goal 5:](#) Create a more systemic network of state affiliates and partners from the state to national level.

## Organizational Assets:

- Staff
- Collective knowledge and wealth of experience
- Proven track record - grants
- Reputation at national level as regional model
- Motivated and committed individuals
- Long term investment
- Regional leverage (8 states)
- SEEA's work is recognized as valuable and important
- Organized structure
- NAAEE affiliate & support
- Annual conference and monthly calls
- Synergistic effect of working together
- Resources via SEEA Shared Space

## Influential Factors:

- Renewed emphasis on environmental issues
- Social media
- Misconceptions about fundraising
- NAAEE
- Misconceptions about who we are and what we are about
- Oversaturation of emails
- Research/best practices
- Changes in funders' priorities
- Younger people more cause driven
- EE in ESSA legislation
- Changing demographics
- NAAEE
- Connectedness with individuals
- Old ideas in a new world
- Sharing information
- Educational system
- Political divisions
- Political climate at local, state, federal, and global level
- Changes in tax law
- Economic disparity
- Technology
- Distance between states
- Assuming what worked in the past will work in the future
- Institutional support

# Goal Area: Board Recruitment, Training, & Retention

**Goal 1:** Provide resources and training to help state boards become high-functioning teams.

**Desired Results:**

**Outcome:** State boards will have the tools to create an engaged and cohesive board that is actively participating in meetings and achieving deliverables in a timely manner.

**Impact:** Increased capacity for state organizations that make the prospect for serving on the board more desirable and help the board to better achieve its mission.

Strategies/Action Steps	Timeline	Persons Responsible	Indicators toward desired results (outputs)
<p><b>Strategy 1:</b> Organize a regional virtual or mini-conference / summit / retreat for state board member teams at least every three years.  <span style="background-color: #d4edda;">14 votes</span></p>	TBD	Staff and Leadership Team	<p>Summit hosted.   <span style="color: #dc3545;">Completed in 2019 at Black Mountain, NC.</span></p>
<p><b>Strategy 2:</b> Identify and develop necessary board governance and recruitment materials and training to promote sustained leadership within affiliate boards and staff. <span style="background-color: #d4edda;">10 votes</span></p>	TBD	Staff and Leadership Team	<p>Materials developed and readily available.   <span style="color: #dc3545;">Completed in 2019: Hired Dave Chase and Andy Robinson to present on board governance and recruitment at SEEA Leadership Clinic. Shared resources via SEEA newsletter; Shared KAE Board and Governance materials.</span></p>
<p><b>Strategy 3:</b> Research, share and implement best practices for developing high functioning boards.  <span style="background-color: #d4edda;">7 votes</span></p>	TBD	Staff	<p>Research conducted. Best practices shared in a fitting format for leadership team and state boards, such as upcoming leadership clinic.</p>

			<p>Completed 2019-2020: EENC presented best practices at SEEA Leadership Clinic and again at multiple state conferences/meetings.</p> <p>Completed 2019-2020: Hired Dave Chase to consult with specific states in need of more direct support.</p>

## Goal Area: Diversity, Equity, & Inclusion

**Goal 2:** Support state affiliates in becoming more inclusive and equitable in order to reach more diverse audiences.

**Desired Results:**

**Outcome:** States will have the resources, tools, and methods to foster more inclusive, diverse, and equitable practices.

**Impact:** State affiliates will more fully represent and serve all constituents in their respective states.

Strategies/Action Steps	Timeline	Persons Responsible	Indicators toward desired results (outputs)
<p><b>Strategy 1:</b> Research and implement effective strategies for inclusivity. 21 votes</p>	TBD	Staff	<p>Research conducted and shared with Leadership team for discussion on next steps.</p> <p>Completed 2019: EENC put together a database of equity and inclusion resources and shared with network. Hired Antioch University to present sessions at the SEEA Leadership Clinic and SEEA Conferences.</p>

<p><b>Strategy 2:</b> Identify and share best practices for reaching diverse audiences. 9 votes</p>	<p>TBD</p>	<p>Staff, Leadership Team</p>	<p>States implement best practices.</p> <p>Completed 2019: EENC put together a database of equity and inclusion resources and shared with network.</p> <p>Completed 2018-2021: Affiliate Network hosting monthly DEI calls for affiliates.</p>
<p><b>Strategy 3:</b> Obtain training or consulting opportunities for SEEA leadership team members and state boards around diversity, equity and inclusion.</p>			<p>States are implementing more diverse, inclusive and equitable practices.</p> <p>Completed 2021: Developed a JEDI course for states to use with their boards and state networks.</p>

## Goal Area: Communications & Marketing

**Goal 3:** Develop and implement effective communication strategies both internally (between the leadership team) and externally (to potential partners and state boards).

### Desired Results:

**Outcome:** States will have the training and resources in marketing, social media, and communications necessary to develop and implement a comprehensive communications plan. SEEA develops an effective communications platform.

**Impact:** The SEEA partnership is strong and resilient due to a robust internal communications system. The role and value of the affiliates is well-established and clear to the public through our external communications.

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Strategies/Action Steps	Timeline	Persons Responsible	Indicators toward desired results
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			(outputs)
<b>Strategy 1:</b> Obtain training and/or consulting opportunities to help states develop or strengthen their communication plans. 17 votes	Feb 2019	Executive Director	<p>Training provided during SEEA Leadership Clinic.</p> <p>Completed 2019: Hired Krishna Roy and Spitfire strategies to present on marketing and communications at the SEEA Leadership Clinic. Spitfire Strategies provided templates for communications plans to each state.</p> <p>Completed 2019-2021: Brittany Wray hosted multiple communications trainings around Canva, Branding your Affiliate, Using Technology, Google for Nonprofits.</p> <p>Completed 2019-2020: Assisted states through shared staffing model to develop branded materials, websites, and communications.</p>
<b>Strategy 2:</b> Develop training/resources for social media best practices. 9 votes	TBD	Executive Director	<p>Training provided during SEEA Leadership Clinic.</p> <p>Completed 2018: Provided recordings of social media webinars in the webinar record.</p>
<b>Strategy 3:</b> Create customizable EE videos for states to share with their audiences. 9 votes	TBD	Staff	<p>Videos provided.</p> <p>Completed 2018-2020: Provided customizable videos for states for fundraising campaigns.</p>
<b>Strategy 4:</b> Research, share and implement effective internal and external communication	TBD	Staff and Leadership Team	Communication strategies implemented.

strategies. 3 votes			Completed in 2019: Hired Krishna Roy and Dave Chase at SEEA Leadership Clinic to provide training on marketing and communications.
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## Goal Area: Fundraising & Development

**Goal 4:** Increase the fund availability and fundraising capacity of state affiliates.

### Desired Results:

**Outcome:** States will have the capacity, training, and resources to secure diverse funding streams.

**Impact:** States are meeting financial goals and are financially sound.

Strategies/Action Steps	Timeline	Persons Responsible	Indicators toward desired results (outputs)
<b>Strategy 1:</b> Maintain or increase current level of pass through funding to state affiliates (\$4K annually) 27 votes	In progress	Staff and Leadership Team	Pass through funding secured.  Completed - 2018: 2019: 2020:
<b>Strategy 2:</b> Provide and/or coordinate fundraising training for states such as grant writing, obtaining individual donors, and legal responsibilities. 18 votes	February 2019	Executive Director	Training completed.  Completed 2018: Provided links to recordings of fundraising webinars on crowdfunding, grant funding, and hosting profitable events.

			<p>Completed 2019: Hired Krisha Roy and Andy Robinson to present on fund development. Hired Dave Chase to consult with specific states ongoing.</p> <p>Completed 2018-2020: Set up Mightycause pages and tutorials; met with state boards and provided training. Provided checklist and calendar for crowdfunding best practices.</p> <p>Completed 2018-2021: Wrote and received grants for SEEA collaborations.</p>
<b>Strategy 3:</b> Support states in creating comprehensive development plans. 15 votes	TBD	Staff and Leadership Team	<p>Participating states have comprehensive development plans in place.</p> <p>Completed 2019-2021: Ashley Hoffman is hosting Bi-Monthly Fund Development calls to develop these.</p>

## Goal Area: Systems Thinking and Partnerships

**Goal 5:** Create a more systemic network of state affiliates and partners from the state to national level.

**Desired Results:**



**Outcome:** SEEA and the state affiliates will take a systems thinking approach to their work to build a stronger network at the state, regional and national level.

**Impact:** SEEA will serve as a model for all other regions to recognize the added value and potential of a more cohesive, resilient network that scales from the state level to the regional, national and global level.

Strategies/Action Steps	Timeline	Persons Responsible	Indicators toward desired results (outputs)
<p><b>Strategy 1:</b> Research, share and implement systems thinking and partnership building strategies and practices.</p>	<p>June 2019</p>	<p>Executive Director</p>	<p>Reduced silos between state affiliates and other partners.</p> <p>Completed 2018-2021: Host monthly leadership team calls, bi-monthly fund development calls.</p> <p>Completed 2019-2020: Implemented a shared staffing model to reduce costs for states. Shared communications resources such as articles and press releases for states to use.</p> <p>Completed 2020-2021: Creating eeCredential courses that are available across states.</p>
<p><b>Strategy 2:</b> Explore scalable programs and event models.</p>	<p>December 2020</p>	<p>Executive Director and Officers</p>	<p>SEEA states reduce silos and improve success by implementing similar program and event models.</p> <p>Completed 2019: Brad Daniel developed a list of potential event models that partners could take. EENC hosted and shared successes of multiple models.</p>

<p><b>Strategy 3:</b> Explore scalable membership and partnership structures.</p>	<p>June 2019</p>	<p>Executive Director and Officers</p>	<p>SEEA states reduce silos and improve success by implementing best practices for membership and partnership structures.</p> <p>Completed 2019-2020: Hosted SEEA Membership Accelerator with Sarah Sladek.</p>
<p><b>Strategy 4:</b> Explore scalable network building such as EEpro.</p>	<p>June 2020</p>	<p>Executive Director and Officers</p>	<p>SEEA states reduce silos and improve success by implementing similar network building initiatives for educators to connect at the state, regional and national level.</p> <p>In progress 2020-2021: Working on a regional landscape analysis for EE in the southeast that will serve as a crucial first step for networking building.</p>
<p><b>Strategy 5:</b> Explore structure for shared funding or resources.</p>	<p>June 2021</p>	<p>Executive Director and Officers</p>	<p>States have more financial security and more resources as a result of their partnership with SEEA..</p> <p>Completed 2019-2020: Shared staffing model piloted in 5 states. Shared resources and technology such as Zoom, Quickbooks training, eeCredential courses, etc.</p> <p>In progress 2021: Looking into a shared Moodle for the region.</p>
<p><b>Strategy 6:</b> Explore a systemic plan for addressing big challenges.</p>	<p>December 2021</p>	<p>Executive Director and Officers</p>	<p>SEEA states implement strategies for reducing silos by collaborative tackling the big issues.</p> <p>In progress 2021: TBD from results of</p>

			regional landscape analysis.
<b>Strategy 7:</b> Explore co- branding and communications.	December 2019	Executive Director and Officers	<p>EE affiliates have stronger brand recognition and cohesive communications.</p> <p>Completed 2018: Created new SEEA website with links to states and state leadership team.</p> <p>Completed in 2019: Leigh Cocanougher created a communications folder of articles and press releases for states to share with their networks.</p> <p>Completed 2019-2020: Staff assisted multiple states with rebranding and creating templates.</p> <p>Completed in 2020: Brittany Wray created a new logo and templates for SEEA.</p>

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