

EEAA Strategic Plan

Feb 2, 2019

Timeline

5 year, mid March-mid March

Analysis of Organization C.O.W.S. (moo)

Based on three goals from previous planning meeting in November 2017:

Blue-Communication

Pink-Capacity Building

Green-Professional Development

External		Internal	
Challenges	Opportunities	Weaknesses	Strengths
Audience understanding what we are	Provide EE educational resources to teachers and communities	Clarity, cohesion and support for Board members to facilitate	Enthusiastic board members from diverse professional backgrounds and varied state locations
Knowing what it means to be a member and why you should be one	Provide access to expertise state-wide	Understanding who/what we are	25 years as an organization, credible and recognized
Understanding how this organization can help you as an educator or organization	Provide professional development in EE	Membership, growing and tracking	Alabama's biodiversity resources and facilities
Stabilization of resources	Encourage professional development in EE	Lack of funding to grow organization/lacking finding funding	Successful conference
Lack of support (professional development opportunities) and understanding of EE in	Highlight Alabama biodiversity	Understanding the needs of the members/target audience	Successful newsletter and website

Alabama			
Literacy plan not supported	Keep audience informed about EE and environmental resources in Alabama	Not consistently offering professional development	Ability to make connections and collaborate

Mission, Vision, & Value Statements

Mission Statement: To enhance formal and informal educators' abilities to connect to the natural world in order to foster responsible stewardship.

Vision Statement: To cultivate environmentally literate citizens committed to protecting their environment through exploration, investigation, and action.

Value Statement: We value innovative environmental educators (EE) with diverse perspectives and areas of expertise. We value promoting collaboration among agencies, organizations, and institutions interested in advancing EE in Alabama. We value serving as an equitable resource for (EE) to all Alabamians.

Key Internal and External Priorities/Desired Outcomes for Priorities

Blue-Communication

Pink-Capacity Building

Green-Professional Development

	Priority (Step 4)	Desired Outcome (Step 5)
Internal	Clarity and communication within the Board	<ul style="list-style-type: none"> • More cohesive group • Increased Board member participation • Unity among the Board • Update Board policy and bylaws of the organization

	Reevaluate/Understanding who and what we are, making sure we're on the same page	<ul style="list-style-type: none"> • Communicate about the group to outside organizations with unity, mission, vision, values
	Member growing and tracking	<ul style="list-style-type: none"> • Know the EEAA Member base • Evaluate if past members are renewing yearly • Understand the reasons why members become members and why they drop off • Keep updated analytics for clear communication about the membership • Discover ways to grow membership
	Capacity to receive or find funding	<ul style="list-style-type: none"> • Increase our outreach and services for members
	Understanding the needs of the membership/target audience	<ul style="list-style-type: none"> • Serve membership appropriately based on their needs
	Offer consistent professional development	<ul style="list-style-type: none"> • Facilitate learning opportunities by providing resources to enhance teaching EE. • Increase number of educators comfortable with learning and implementing EE around Alabama.
External	Audience understanding what we are	<ul style="list-style-type: none"> • Grow membership and reach of EEAA
	Stabilization of resources	<ul style="list-style-type: none"> • Keeping members informed and updated on environmental education situations in Alabama (legislative initiatives, etc.) • Provide guidance towards how they can use their voice for advocacy
	Knowing what it means to be a member and why you should be one	<ul style="list-style-type: none"> • Value membership
	Understanding how this organization can help you as an educator or organization	<ul style="list-style-type: none"> • Utilizing the tools and resources that EEAA can provide

	Lack of support (professional development opportunities) and understanding of EE in Alabama	<ul style="list-style-type: none"> • Increase active presence of EEAA around the state, specifically for regional coordinator • Surveying the needs of our audience by region • Creation of an EEAA summit (gathering of EE organizations in one place to gain knowledge of each other and the work we do and see how we can work together)
	Literacy plan not supported	<ul style="list-style-type: none"> • EE is not woven into Alabama education standards • Passing of the State Environmental Literacy Plan

Tasks by Year

Year 1		
What?	When?	Committee/Person-Who?
Board Communications Retreat	Q2	
Board approved Strategic Plan	Q2	
Provide resources to our members by creating a monthly email highlighting webinars, grants, etc	Q2	
Revise and update the environmental literacy plan	Q3	
By December: We will have an inventory of our members and their statuses	Q3	
Update Board policies	Q3	
Planning (logistics, location, details) at least 1 regional “coffee and conversation” program to spread the	Q4	

awareness of EEAA, conference, and membership		
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Year 2		
What?	When?	Committee/Person-Who?
Plan to create a messaging plan for a consistent way we communicate the mission, vision, goals, programs, history of EEAA.	Q1	
By 2 nd Quarterly pre-conference meeting have mechanisms to communicate to our members the tools and resources EEAA can provide. Have active and accurate communication with them	Q2	
Revise and update the by-laws and approve by board	Q3	
By December complete inventory and centralization of digital assets	Q3	
Approve by-laws by general membership	Q4	
Reach out to members within your region and host a “coffee and conversation” program or tabling event conducted by an EEAA regional coordinator or board member	Q4	
Present the Alabama Environmental Literacy Plan to Superintendent Mackey	Q4	

Year 3		
What?	When?	Committee/Person-Who?
Identify a donor list for potential funders and/or grant opportunities	Q1	
Identify advocacy pulse points using NAAEE and other resources. Have an advocacy folder in our digital assets for easy access to information. Create easy to use and understand information for EE supporters that could potentially be utilized in action plans	Q2	
Survey membership and target audiences for EE needs and interests	Q3	
Present the research of design of brand standards options for EEAA	Q3	
Increase of regional meeting/tabling/booth/event to two times a year to enhance regional presence and spread awareness of EEAA	Q4	

Year 4		
What?	When?	Committee/Person-Who?
Analyze survey results of membership survey and develop a custom plan	Q1	
Develop relationships with politicians and others who can inform us and other EE stakeholders on environmental education issues	Q3	
Evaluate needs for and purchase promotional items and tabling display	Q3	

kits (if needed), based on results from research of branding		
Customize program and resource offerings based on the survey results from our members and our target audiences	Q4	
All Conference BEEP Awards funded solely by sponsors	Q4	
Build relationships with donors and grant providers	Q4	

Year 5		
What?	When?	Committee/Person-Who?
Full archival of digital and paper documents regarding EEAA and the Board, past and present	Q3	
Fundraise \$ ____ for _____ programs (specific goals/projects/objectives)	Q4	