

# ENVIRONMENTAL EDUCATION ASSOCIATION OF OREGON



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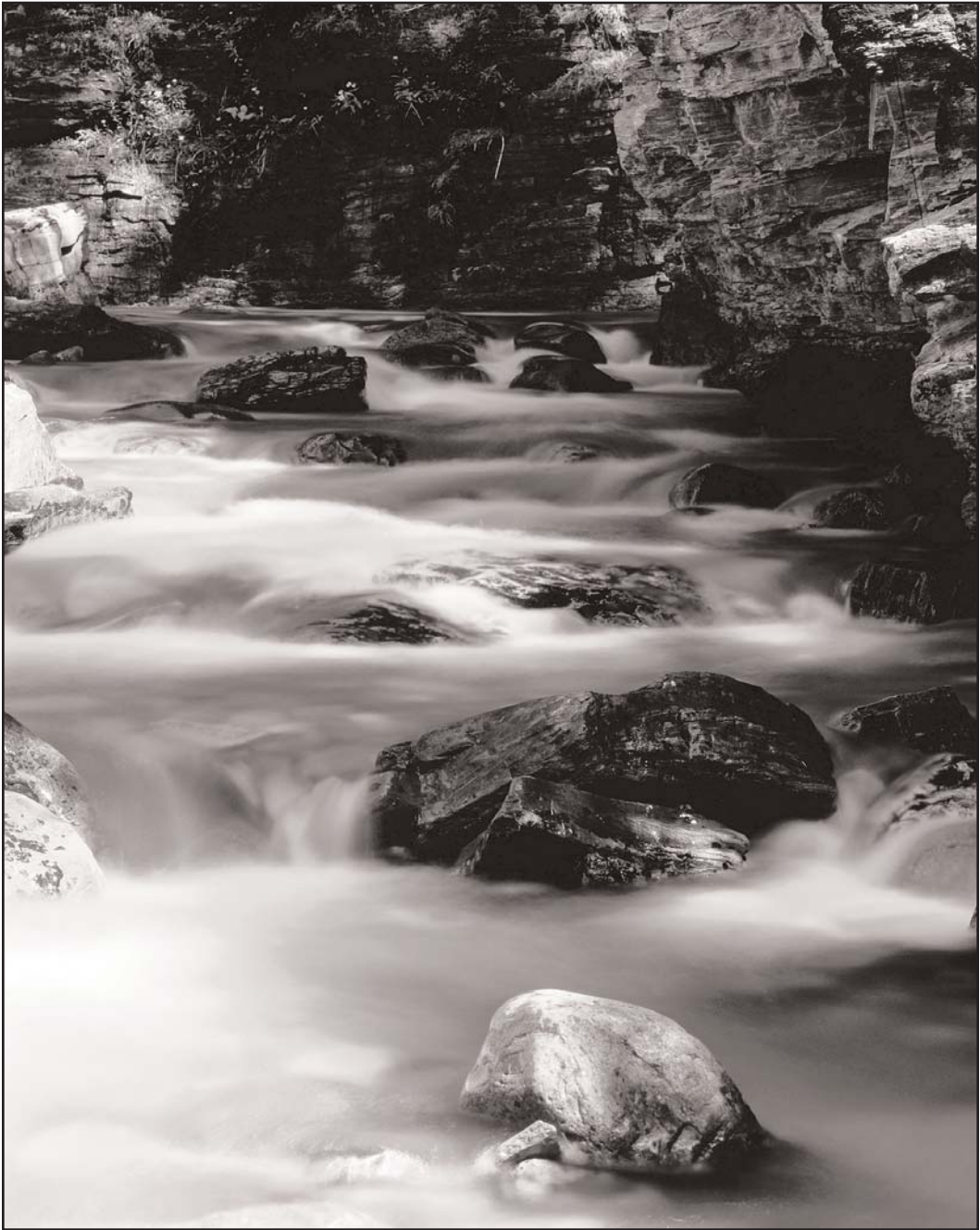
## Five-Year Strategic Plan

January 2005 - January 2010



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Promoting a healthy, sustainable environment through education



To grow as an organization, EEAO will:

2C . Improve the visibility of EEAO through community outreach, public relations, and participation in state-level activities.

OBJECTIVES	1 YEAR GOAL	5 YEAR GOAL
Community Outreach	<ul style="list-style-type: none"><li>• Participate in 5 community events</li><li>• Determine five organizations in which EEAO will have representation</li></ul>	<ul style="list-style-type: none"><li>• EEAO will participate in thirty community events statewide</li><li>• EEAO will be represented in 5-10 state organizations</li></ul>
Marketing	<ul style="list-style-type: none"><li>• Identify appropriate team to create an EEAO marketing and public relations plan (<i>two year goal</i>)</li></ul>	<ul style="list-style-type: none"><li>• Active, comprehensive marketing and public relations program in place</li></ul>
State-level Activities	<p>Develop a plan to:</p> <ul style="list-style-type: none"><li>• Serve as the primary advocate for environmental education and liaison with legislative and other government bodies.</li><li>• Participate in ongoing state initiatives such as executive order EO 03-03, "A Sustainable Oregon for the 21st Century"</li></ul>	<ul style="list-style-type: none"><li>• Serve as the primary advocate for environmental education and liaison with legislative and other government bodies.</li><li>• Participate in ongoing state initiatives such as executive order EO 03-03, "A Sustainable Oregon for the 21st Century"</li></ul>

To grow as an organization, EEAO will:

2D . Develop and maintain a core team of EEAO Board and staff.

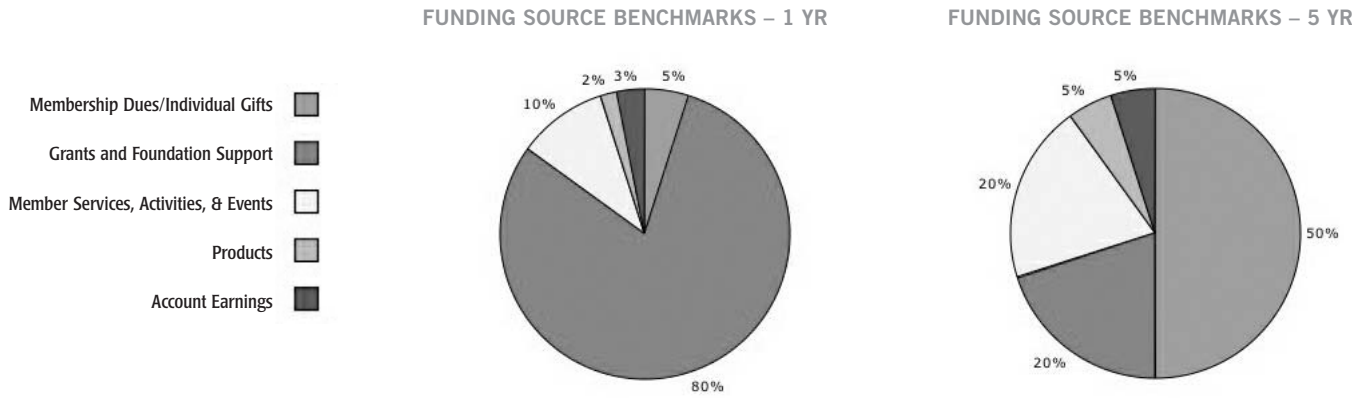
OBJECTIVES	1 YEAR GOAL	5 YEAR GOAL
Board Development	<ul style="list-style-type: none"><li>• Establish foundation for ongoing board leadership development</li><li>• Review current board/leadership team structure</li><li>• Recruit additional board members to increase the board size to seven, from sectors currently not represented on the board</li></ul>	<ul style="list-style-type: none"><li>• Have an ongoing system for leadership development and coaching for board</li><li>• Have an effective board/leadership team structure</li><li>• Have an effective ongoing recruitment process for diverse board members including characteristics such as age, gender, race, geography, employment sector, etc.</li></ul>
Staff Development	<ul style="list-style-type: none"><li>• Add two additional part-time staff</li></ul>	<ul style="list-style-type: none"><li>• Have a staff of four full-time employees: Executive Director, Administrative Director, Programs and Member Services Director, Certification Program Manager</li></ul>



To grow as an organization, EEAO will:

2A . Obtain long-term financial stability through strategic partnerships and diverse funding sources.

FUNDING SOURCES	1 YEAR GOAL	5 YEAR GOAL
Membership dues/individual gifts	5%	50%
Grants and foundation support	80%	20%
Member services, activities, and events	10%	20%
Products	2%	5%
Account earnings (investments, endowment)	3%	5%
TOTAL FUNDS	\$200,000	\$400,000



To grow as an organization, EEAO will:

2B. Increase the number, diversity, involvement and retention of members.

MEMBERSHIP CHARACTERISTICS	1 YEAR GOAL	5 YEAR GOAL
Number	80% @ \$25=320 members (\$8,000) 20% @ \$100-1000 = 10 members (\$2000) Total = 320 members	35% @ \$25-\$50 = 2100 members (\$70,000) 31% @ \$100-\$500 = 300 members (\$62,000) 34% @ \$1,000-\$5,000 = 30 members (\$68,000) Total = 2,430 members
Diversity	Evaluate current demographics Develop plan to diversify membership	Grow to representative of state demographics
Involvement	15%-20%	Member involvement rate of 20%
Retention	Retain 40% of members	Retain 70% of members

Throughout 2004 EEAO conducted a visioning and strategic planning process in collaboration with its board and membership. From this process emerged eight goals for EEAO, four focused on how EEAO will foster environmental education throughout the state of Oregon and four focused on how EEAO will grow as an organization over the next five years. Each goal has specific strategies and measurable outcomes at both the one-year and five-year benchmark.

1. EEAO will foster Environmental Education in Oregon by:

- A. Facilitating the advance of a state-level comprehensive Environmental Education program.
- B. Advocating for the integration of Environmental Education in all aspects of education and Oregon communities.
- C. Providing innovative services for environmental educators and teachers to enhance the effectiveness of Environmental Education in Oregon.
- D. Facilitating collaborative partnerships among diverse groups of Environmental Education stakeholders and underserved communities.

2. To grow as an organization, EEAO will:

- A. Obtain long-term financial stability through strategic partnerships and diverse funding sources.
- B. Increase the number, diversity, involvement and retention of members.
- C. Improve the visibility of EEAO through community outreach, public relations, and participation in state-level activities.
- D. Develop and maintain a core team of EEAO Board and staff.





EEAO will foster Environmental Education in Oregon by:

1A . Facilitating the advance of a state-level comprehensive Environmental Education program.

OBJECTIVES	1 YEAR GOAL	5 YEAR GOAL
Professional Environmental Education Certification Program	<ul style="list-style-type: none"><li>Establish a work group of EE leaders to develop the process and curriculum for a professional EE certification program in Oregon (the development will happen over two years).</li></ul>	<ul style="list-style-type: none"><li>Certification program will be approved by the Oregon State Board of Education.</li><li>All higher education institutions with teacher preparation programs will have knowledge and information about the program to promote to their students.</li><li>Nonformal EE providers including nonprofits; federal, state and local agencies; watershed councils, etc. will have knowledge and information about the program.</li><li>At least 50-100 environmental educators will be enrolled in the program.</li></ul>
Oregon State Environmental Education Advisory Council	<ul style="list-style-type: none"><li>Survey other U.S. states to learn about the structure, role, purpose, membership/composition of other state EE Advisory Councils. Begin drafting a charter for an Oregon EE Advisory Council.</li></ul>	<ul style="list-style-type: none"><li>An Environmental Education Advisory Council for Oregon will be in place and have a recognized role in state-level decision-making.</li></ul>
Environmental Education Activity Tracking and Trend Analysis	<ul style="list-style-type: none"><li>Identify specific EE activities to track and design a template to record them.</li></ul>	<ul style="list-style-type: none"><li>A systematic process will be in place to collect annual EE activity data from EE providers and classroom teachers.</li><li>Reports and trend analysis will be published for appropriate audiences.</li></ul>

EEAO will foster Environmental Education in Oregon by:

1B . Advocating for the integration of Environmental Education in all aspects of education and Oregon communities.

OBJECTIVES	1 YEAR GOAL	5 YEAR GOAL
Advocate for the Oregon Department of Education to include EE in Oregon Education Standards and Benchmarks	<ul style="list-style-type: none"><li>Develop a plan to serve as an active participant in developing state educational standards.</li></ul>	<ul style="list-style-type: none"><li>Serve as an active participant in developing state educational standards.</li></ul>
Support EE provider initiatives to address community needs for environmental education.	<ul style="list-style-type: none"><li>Facilitate the advance of community-based environmental education by inviting guest speakers and presenters from national and international networks to share their experiences and expertise at the 2004 conference.</li></ul>	<ul style="list-style-type: none"><li>Identify communities with an interest in integrating community-based environmental education as a cultural component of their communities and establish relationships with their community leaders.</li></ul>



EEAO will foster Environmental Education in Oregon by:

1C. Providing innovative services for environmental educators and teachers to enhance the effectiveness of Environmental Education in Oregon.

OBJECTIVES	1 YEAR GOAL	5 YEAR GOAL
Annual Conference	<ul style="list-style-type: none"><li>Increase conference attendance by 5% from 2003 (<i>130 attendees in 2003</i>)</li><li>Include aspects of the conference to reflect/parallel national EE initiatives (<i>include out of state</i>)</li></ul>	<ul style="list-style-type: none"><li>Increase conference attendance by 50% from 2003 to 195 participants (<i>130 attendees in 2003</i>)</li></ul>
Talking Stick Newsletter	<ul style="list-style-type: none"><li>Produce and send out <i>Talking Stick</i> newsletter every quarter</li></ul>	<ul style="list-style-type: none"><li>Include comprehensive calendar of EE events and opportunities in <i>Talking Stick</i> newsletter</li></ul>
EEASE Web® Resources Database	<ul style="list-style-type: none"><li>Design, customize and implement the EEASE Web® resources database</li></ul> <p>(Includes: resources available to teachers from EE providers including programs and curricula; teacher successes and materials available for other teachers; service learning opportunities for students; calendar of EE events; searchable directory of environmental educators with specific areas of expertise.)</p>	<ul style="list-style-type: none"><li>One hundred fifty organizations will have completed EEASE Web® training and have posted their program and curricula offerings.</li><li>Four hundred fifty teachers will have integrated environmental education and/or sustainability education into specific facets of their curriculum reaching 13,500 students.</li></ul>

EEAO will foster Environmental Education in Oregon by:

1D . Facilitating collaborative partnerships among diverse groups of Environmental Education stakeholders and under served communities.

OBJECTIVES	1 YEAR GOAL	5 YEAR GOAL
Field Experience Grant Program	<ul style="list-style-type: none"><li>Create a draft description document describing an EEAO grants program including the purpose, benefits, process, cost, and goals. (Year two: develop funding strategy.)</li></ul>	<ul style="list-style-type: none"><li>A grant program, administered by EEAO, will be in place to provide resources to connect environmental education providers with underserved schools and communities, and will provide environmental education field experiences to 25,000 students per year who might not otherwise have such an opportunity.</li></ul>
Partnership Building	<ul style="list-style-type: none"><li>Introduce structured networking tools such as “Open Space” to conference participants.</li></ul>	<ul style="list-style-type: none"><li>Annual conference will have recurring activities to ensure that professional networking and collaborative partnership development are fostered.</li></ul>

