

# Idaho Environmental Education Association Strategic Plan 2014-2016

## Mission

The Idaho Environmental Education Association is dedicated to the advancement of environmental education in Idaho. We support and promote the activities of all educators working to clarify our understanding of the natural world and our role in it.

## What is IdEEA

The Idaho Environmental Education Association (IdEEA) is a 501(c)(3) nonprofit organization founded in 1982. IdEEA has about 150 members and is governed by a 12-person, all-volunteer board of directors. An executive director manages organizational activities. IdEEA's approach is cooperative, non-confrontational, and nonpartisan.

## Core Services

- **Connect** educators with a variety of resources, tools, and expertise in environmental education
- **Engage** stakeholders and elected leaders to build support for environmental literacy
- **Serve** as Idaho's partner with the North American Association for Environmental Education (NAAEE)
- **Deliver** essential services to all environmental educators and supporters

*Core services are met throughout and within our three program areas.*

## 2014 – 2016 Program Areas

### **Professional Development**

- Goal #1 Provide an annual training and conference for educators and public throughout the state of Idaho.
  - Provide a diversity of training, inspirational, and experiential opportunities
  - Provide a local experience through field trips
  - Engage students (K- ALL) in conference
  - Collaborate with other environmental entities
  - Create opportunities for networking
- Goal #2 Provide training opportunities for educators around the state.
  - Provide two workshops/webinars annually
  - Collaborate with other organizations to co-sponsor
  - Provide a diversity of training, inspirational, and experiential opportunities
  - Environmental Literacy Plan training
- Goal #3 Provide resources
  - Website - library
  - Provide newsletter

- Create opportunities for networking

### ***Community Connections***

- Goal #1 Collaborate with other EE organizations
  - Newsletter
  - Partnership with events and training opportunities
- Goal #2 Build Relationships with educational and local communities
  - Friend raising
  - Newsletter
  - Environment Literacy Plan – awareness and training

### ***Environmental Education Leadership***

- Goal #1 Seek out and support projects that further Environmental Literacy
  - Be an active member of the Idaho Environmental Literacy Partnership
  - Support, and promote Idaho Environmental Literacy Plan
  - Develop a strategy for adoption of Idaho's ELP
- Goal #2 Network and engage in state, regional, national Environmental Education Communities
  - Serve as Idaho's affiliate organization to NAAEE
  - Seek and maintain other relationships
- Goal #3 Develop, maintain and expand relationships with key stake holders
  - Advocate, inform and communicate EE awareness and needs of EE and Environment Literacy

## **2014 – 2016 Organizational Priorities**

### ***Fund Development***

- Goal #1 Provide sustainable financial resources for the organization
  - Seek out, maintain and develop partnerships
  - Implement and maintain fund development plan
  - Increase conference revenues through sustainable partnerships and fees

### ***Board Development***

- Goal #1 Provide opportunities to enhance skills of board members
  - New orientation training of board members
- Goal #2 Hold a fall annual retreat with a spring review (prior to the EE conference)
- Goal #3 Create and implement a Board Development Plan
- Goal #4 Evaluate
  - Annual organizational evaluation and assessment

### ***Membership Development***

- Goal #1 Develop a Membership Plan
  - Recruitment and retention

- Goal #2 Create opportunities for collaboration

***Donor Development***

- Goal #1 Develop a Donor Plan

***Communication and Marketing***

- Goal #1 Update & implement Communication Plan
  - Evaluate effectiveness
  - Increase visibility
  - Seek out new outlets