

**The Environmental Education Association of Illinois Strategic Plan
Presented: December 2010**

Mission Statement:

To maintain a vital network that supports and advances quality environmental education throughout the state.

Goal 1: Become a financially independent and philanthropic organization.

Objective 1.1: Develop a financial/business plan by 2011.

Strategy 1.1.1: Research like organizations and obtain copies of existing plans.
(Responsible: Finance Committee)

Strategy 1.1.2: Write plan. (Responsible: Finance Committee)

Strategy 1.1.3: Obtain Board and/or membership input and approval.
(Responsible: Finance Committee)

Objective 1.2: Develop fundraising committee and a set of fundraising strategies by May 2011.

Strategy 1.2.1: Develop a fundraising committee dedicated to developing and carrying out fundraising strategies. (Responsible: President-Elect)

Strategy 1.2.2: Develop a financial support request portfolio.
(Responsible: Fundraising Committee)

Objective 1.3: Continue annual submission and approval of work plans and budgets by officers, regional directors and committee chairs.

Strategy 1.3.1: Provide annual training on budget process. (Responsible: Treasurer)

Strategy 1.3.2: Require work plans and budgets to include revenue generating objectives in addition to expenditure objectives. (Responsible: Executive Committee)

Objective 1.4: Review and enhance criteria for philanthropic endeavors.

Strategy 1.4.1: Develop a Philanthropic Oversight Committee.
(Responsible: Executive Committee)

Strategy 1.4.2: Review mini-grant procedures annually.
(Responsible: Philanthropic Oversight Committee)

Strategy 1.4.3: Develop criteria for financial giving.
(Responsible: Philanthropic Oversight Committee)

Goal 2: Promote innovative strategies that energize and support EEAI and the field of EE.

Objective 2.1: Continue to gather and synthesize current environmental education research and disseminate to members.

Strategy 2.1.1: Provide links to education and scientific research outlets on EEAI website. (Responsible: Public Relations Committee)

Strategy 2.1.2: Feature column in quarterly EEAI newsletter that focuses on current developments in the field. (Responsible: Public Relations Committee)

Strategy 2.1.3: Continue to offer quarterly regional professional development opportunities that incorporate current environmental education practices (Tools, Leadership Clinics, Growing Up Wild). (Responsible: Entire board)

Objective 2.2: Explore current practices from an assortment of professions that encourage the delivery of new and innovative EE.

Strategy 2.2.1: Identify, establish and maintain contact with several professions that invite the sharing of innovative educational “current practices” and methods by 2014. (Responsible: Education Committee & Regional Directors)

Strategy 2.2.2: Develop and initiate strategies that share new and innovative “current practices” with state of Illinois.
(Responsible: Education Committee & Regional Directors)

Objective 2.3: Diversify and increase Illinois’ environmental education providers.

Strategy 2.3.1: Identify fifteen non-traditional and under represented EE providers by 2012. (i.e. businesses, high school and early childhood centers).
(Responsible: Membership Committee & Regional Directors)

Strategy 2.3.2: Create a committee by 2012 to investigate ways to broaden the diversity of our membership. (Responsible: President/Executive Committee)

Objective 2.4: Explore possible avenues that promote professional standards for Environmental Education in Illinois.

Strategy 2.4.1: Investigate mentoring program for new EE professionals by 2012.
(Responsible: President-Elect)

Strategy 2.4.2: Research existing state EE certification programs by 2012.
(Responsible: President-Elect)

Strategy 2.4.3: Determine feasibility of certification program for the state of IL by 2013. (Responsible: President-Elect)

Strategy 2.4.4: Carry out goals adopted by EEAI in the EL for IL initiative.
(Responsible: Entire Board)

Strategy 2.4.5: Continue to campaign for EE to be included as part of curriculum requirements in State of IL (i.e. EL for IL).
(Responsible: Education Committee & President)

Objective 2.5: Establish new award for organizations in the State of Illinois that use innovative strategies to energize the field of EE.

Strategy 2.5.1: Create criteria for award by 2012. (Responsible: Awards Chair)

Strategy 2.5.2: Implement new award by 2013. (Responsible: Awards Chair)

Goal 3: Increase Public awareness of EEAI through a statewide promotional campaign.

Objective 3.1: Establish marketing plan and pursue new avenues through the internet to increase EEAI's visibility by 2015.

Strategy 3.1.1: Expand outreach through social networking sites.

(Responsible: Public Relations Committee)

Strategy 3.1.2: Design informational video regarding EEAI for posting on website and use for presentation purposes at professional development events.

(Responsible: Public Relations Committee)

Strategy 3.1.3: Establish electronic newsletter option for members.

(Responsible: Newsletter Editor)

Strategy 3.1.4: Encourage affiliate organization's websites to have EEAI website link. (Responsible: Public Relations Committee)

Strategy 3.1.5: Promote on-line workshops and include online jobs section on website (i.e. EETAP, U of I Springfield, Extension of Sustainability, SEEK job list serve and "best practices" section on website).

(Responsible: Public Relations Committee)

Objective 3.2: Continue promotion of EEAI to increase awareness.

Strategy 3.2.1: Attend formal educator in-service days.

(Responsibility: Regional Directors)

Strategy 3.2.2: Build partnerships and relationships with college and universities for pre-service educators. (Responsibility: Regional Directors)

Strategy 3.2.3: Attend and/or advertise at organizational events that have complimentary mission statements such as ISTA, NAI, NAAEE, IPRA as an EEAI representative.

(Responsibility: Entire Board of Directors and Committee Chairs)

Strategy 3.2.4: Annually recruit at least two regional members to host EEAI partnered events at their respective facilities. (Responsibility: Regional Directors)

Goal 4: Increase and retain EEAI's membership through improved recruitment efforts and enhanced member benefits.

Objective 4.1: Provide an effective organizational structure that encourages membership to grow in number, diversity, and involvement by 10% by 2015.

Strategy 4.1.1: Increase opportunities to become involved.

(Responsible: Entire Board)

Strategy 4.1.2: Develop collaborative relationships with diverse groups (i.e. Home School Educators, Ag, SWCD). (Responsible: Entire Board)

Strategy 4.1.3: Conduct feasibility study for paid membership services staff position. (Responsible: Executive Committee)

Strategy 4.1.4: Investigate, promote and create reward system for recruitment and membership to EEAI. (Responsible: Membership Committee)

Objective 4.2: Develop a means to measure and evaluate EEAI's progress as a professional organization by 2015.

Strategy 4.2.1: Investigate other organizational evaluation tools by 2013.

(Responsible: Governance Committee & Long-range and Strategic Planning Committees)

Strategy 4.2.2: Create and implement a bi-annual regional needs assessment.

(Responsible: Regional Directors)

Strategy 4.2.3: Report results annually to the board and membership.

(Responsible: Governance Committee & Long-range and Strategic Planning Committees)

Strategy 4.2.4: Create and implement an organization-wide evaluation tool.

(Responsible: Governance Committee & Long-range and Strategic Planning Committees)

Goal 5: Enhance communication and coordination among all environmental education shareholders.

Objective 5.1: Foster communication and coordination WITHIN EEAI.

Strategy 5.1.1: Conduct a review of EEAI communication methods to ensure EEAI membership communications are in alignment with current media trends by 2014. (Responsible: Public Relations Committee)

Strategy 5.1.2: Identify a position to be responsible for current social media networking by 2011. (Responsible: Public Relations Committee)

Strategy 5.1.3: Increase electronic member communications by 25% by 2014 (Newsletter, membership, conferences).

(Responsible: Public Relations and Membership Committees)

Strategy 5.1.4: Develop and implement a method to gather feedback and information from members by 2012.

(Responsible: Regional Directors and Public Relations Committee)

Strategy 5.1.5: Regional directors establish and maintain regional communications to members through mandatory quarterly reports, UPDATE, website submissions and personal contacts. (Responsible: Regional Directors)

Objective 5.2: Enhance Communication and coordination STATEWIDE.

Strategy 5.2.1: Grow and maintain current relationships through Board Liaison/Committee Chair positions. (Responsible: Executive Committee)

Strategy 5.2.2: Actively participate in statewide or regional EE initiatives. (Responsible: Entire Board)

Strategy 5.2.3: Investigate, support and participate in regional and local network groups centered on EE. (Responsible: Entire Board)

Strategy 5.2.4: Utilize the Government Affairs Committee to keep informed about and influence state legislative issues. (Responsible: Governmental Affairs)

Objective 5.3 Explore ways to be better informed about NATIONAL efforts especially NAAEE, NAI, NSTA.

Strategy 5.3.1: Encourage and participate in information sharing avenues including as websites, newsletters, etc. with national organizations such as NAAEE, NAI, NSTA. (Responsible: Public Relations Committee)

Strategy 5.3.2: Ensure representation on committees and active project teams that have a national reach. (Responsible: President)

Strategy 5.3.3: Nominate members for national boards and recognition awards. (Responsible: Executive and Awards Committees)

Strategy 5.3.4: Designate representation for ongoing communication with affiliates (NAAEE) and regions (NAI). (Responsible: President)

Strategy 5.3.5: Utilize the Governmental Affairs Committee to keep informed about and influence state and national legislative issues. (Responsible: Governmental Affairs Committee)

Objective 5.4: Investigate the creation of paid staff positions within EEAI including, but not limited to, administrative assistant, executive director, etc to coordinate and administer the efforts of EEAI by 2013. (Responsible: Strategic Planning and Long Range Committee)

Strategy 5.4.1: Create Advancement Committee to lead research, funding and hiring process for EEAI. (Responsible: Executive Committee)

Strategy 5.4.2: Research potential funding arrangements including organizational employee sharing, grant opportunities and university internship programs. (Responsible: Advancement Committee)