

## **Idaho Environmental Education Association Strategic Plan 2011-2013**

### **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**

- Facilitate professional development opportunities including the Idaho Environmental Education Conference for educators of all backgrounds.
- Work with Idaho's elected leaders and key stakeholders to enhance understanding and to encourage support of environmental education.
- Serve as the state affiliate for the North American Association for Environmental Education (NAAEE).
- Provide a resource and referral service for environmental educators.

## **2011 – 2013 Strategic Areas of Focus & Objectives**

### ***Professional Development Opportunities & Conference***

- Continue to improve the quality of networking opportunities and educational offerings for all types of educators.
- Increase conference attendance and diversity of attendees.
- Increase conference revenues through sustainable partnerships and fees.
- Continue to hold conference in varied locations/venues.
- Explore partnering with other nearby state environmental associations.

### ***Work with Idaho's Elected Leaders & Key Stakeholders***

- Oversee and complete Idaho's Environmental Literacy Plan.
- Continue to work with elected and appointed officials to support environmental education at national and state levels.
- Continue to develop and maintain positive working relationships with Department of Education leaders as well as other key stakeholders.

### ***State NAAE Affiliate***

- Continue gathering information and resources for ELP and other educational initiatives.
- Increase board and membership involvement with NAAEE.

### ***Resource & Referral Service***

- Define the desired resource and referral service components and implement.

### ***Funding***

- Develop funding plan and implement.
- Increase revenue from membership dues/fees by increasing the total members.
- Assess increases of fees annually.
- Increase contributions revenue by adding one new giving opportunity annually.

### ***Evaluation & Planning***

- Conduct one board meeting specific to evaluation & planning annually.

### ***Board Development***

- Review committee structure for optimal functionality and implement identified changes needed annually.

### ***Membership Development***

- Recruit minimum of 250 total active members by 2013.
- Retain 75% of current contributors/members.

### ***Program/Service Promotion***

- Evaluate effectiveness of communication tools (website, list serve, newsletter, brochure) and revise accordingly.

## **Organizational Priorities for 2011**

### ***Idaho's Environmental Literacy Plan***

- Determine board member representatives for ELP.
- Communicate relevant information to full board.
- Track & report progress as well as financial information.

### ***IdEEA Conference***

- Maintain sponsorships from previous conferences.
- Integrate Montana, eastern Washington and University of Idaho attendees.
- Outline and recruit high quality presenters.
- Expand communication methods for attendee recruitment.
- Coordinate scholarship applications and allocations.
- Coordinate professional awards.

***Membership Development***

- Survey members to determine -
  - a) perceived and desired value/benefits; and
  - b) communication methods and timing.
- Review results and outline specific activities for implementation.
- Report results and impact back to members.

***Revenue Generation***

- Recruit new friends (email addresses) through Facebook, conference, ELP meetings and regional networking meetings.
- Prepare and distribute funding request and renewal notices in October.
- Prepare and distribute special appeal funding request for Earth Day in late March/early April.
- Research grant opportunities and identify new grant sources.
- Identify new partners to work with to leverage resources.