



CEEFF Strategic Plan 2015-2017

Vision: CEEF envisions a day when high caliber environmental education is fully integrated into the daily experience of all California students.

Mission: CEEF will promote environmental literacy and stewardship by identifying and coordinating efforts that support the highest standards of practice and by increasing the flow of focused resources to those efforts.

Core Values: CEEF provides statewide support on environmental education issues is the most professional way. Our members:

- Treat Others with Respect
- Hold High Expectations for Ourselves and Others
- Demonstrate Initiative, Collaboration and Continuous Improvement
- Promote Clear, Frequent, and Open Communication

Goal 1: Build organizational capacity to meet the challenges of the future.

Goal 2: Develop and implement an integrated communication strategy targeting different audiences and stakeholders with messages tailored for each.

Goal 3: Promote environmental education Best Practices through priority projects.

Goal 4: Develop a sustainable funding strategy to support programs and provide for endowment growth.

Goal 5: Amplify our impact through partnerships and initiatives.