



## CEEFF Strategic Plan 2017-2019

(July 1, 2017 – June 30, 2019)

**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 initiatives and issues in a respectful and professional manner. 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
- Honor dedication to excellence in environmental education

**Goal 1:** Build the organizational capacity of CEEF to implement its missions and meet the challenges of the future.

Strategy 1.1 Identify areas of expertise or representation of diversity not currently represented on the Board of Directors. Research and recruit qualified candidates with those backgrounds to engage a broader community.

Strategy 1.2 Enhance Board communications to engage all members.

**Goal 2:** Develop and implement an integrated communication strategy to promote CEEF programs and engage diverse audiences.

Strategy 2.1 Update CEEF website to highlight work being done on goals. Seek experts who will provide CEEF with pro bono web and social media support.

Strategy 2.2 Establish social media accounts (e.g. Facebook, Instagram & Twitter) to enhance CEEF's visibility. Set target goals for each account.

Strategy 2.3 Work with the CREEC Network to promote and market CEEF activities.

Strategy 2.4 Promote CEEF programs by presenting or tabling at conferences and events such as AEOE, CSTA, and STEAM.

- Strategy 2.5      Seek publishing opportunities for articles written about the CEEF Teacher Institute.
- Strategy 2.6      Ensure that CEEF is represented on statewide EE committees such as the State Superintendent’s Environmental Literacy Steering Committee (ELSC).
- Strategy 2.7      Prepare and disseminate the CEEF annual report to sponsors and partners of CEEF programs.

**Goal 3:** Promote EE best practices through CEEF priority projects.

- Strategy 3.1      Promote and co-sponsor CEEF Teacher Institutes. Identify specific goals and desired outcomes for each institute. Evaluate institute outcomes.
- Strategy 3.2      Collaborate with Institutes of Higher (IHE) to recruit participants for the Teacher Institutes.
- Strategy 3.3      Promote EE through the Excellence in Environmental Education Awards Program. Develop candidate criteria and a scoring rubric which reflect the NAAEE Guidelines for Excellence and 21<sup>st</sup> Century Skills.

**Goal 4:** Develop a two-year funding strategy to support CEEF operations and priority projects and outline a path for long-term funding.

- Strategy 4.1      Develop a CEEF Two-year Fund Development Plan.
- Strategy 4.2      Assemble an Advisory Committee to formulate a plan for long-term funding of CEEF operations and programs.
- Strategy 4.3      Pursue a corporate or private sponsor to financially support one or more of CEEF’s Goals and Strategies identified in the 2017-2019 Strategic Plan.
- Strategy 4.4      Research grant opportunities to fund CEEF projects and submit applications and/or sponsorship requests as identified in the grant/donor guidelines.

**Goal 5:** Amplify the impact of CEEF priority projects through partnerships and initiatives.

- Strategy 5.1      Identify organizations which have the capacity to provide CEEF with human and financial resources and are interested in partnering with CEEF to implement CEEF’s goals.
- Strategy 5.2      Collaborate with the California Association for Environmental and Outdoor Education (AEOE) to support its effort to broaden its mission and serve a larger audience than it currently serves.
- Strategy 5.3      Continue to support the work of the Environmental Literacy Steering Committee for implementation of the Blueprint for Environmental Literacy.