



CEEFF STRATEGIC PLAN for 2023 - 2025

Vision: CEEFF envisions a day when all Californians are environmentally literate.

Mission: CEEFF will inspire young people to understand and care for the environment through the support of innovative environmental education programs and partnerships.

Core Values: CEEFF 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
- Promote equity, inclusion, and cultural relevance in operations and programs
- 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 CEEFF to implement its mission and meet the challenges of the future.

Strategy 1.1 Support recruitment and onboarding of qualified candidates for the board with backgrounds that will help implement CEEFF goals and strategies.

Strategy 1.2 Lead process of bi-annual review of the CEEFF vision and mission and annual revision of strategic plan for collective understanding of CEEFF's purpose.

Strategy 1.3 Manage implementation of the CEEFF communication plan to increase visibility of CEEFF and its programs, align CEEFF marketing tools to CEEFF capacity and goals, and establish shared practices and messaging for consistency in communications across the organization.



Goal 2: Promote best practices in environmental education in all CEEF initiatives and programs.

Strategy 2.1 Host a CEEF Teacher Institute and consider using the updated virtual model to expand the participation to other geographical areas of the state with new sponsors and specific goals and desired outcomes for each institute.

Strategy 2.2 Participate in CAELI Innovation Hubs (e.g. County Office of Education, Community-based Partners, Career Technical Education, Equity) to help advance environmental literacy in K-12 schools and develop relationships for building capacity of the CEEF board.

Strategy 2.3 Build shared understanding within CEEF of what environmental education is and what constitutes best practices.

Strategy 2.4 Promote awareness and implementation of best practices, evaluation metrics and research within the field.

Goal 3: Recognize the achievements of students, educators and administrators that demonstrate excellence in environmental education.

Strategy 3.1 Participate in existing statewide recognition programs for students, educators and administrators where CEEF can recognize student excellence in environmental literacy projects.

Strategy 3.2 Implement the CEEF Excellence in Environmental Education Award Program that recognizes students, educators and administrators who demonstrate commitment to innovative solutions for environmental problems. Maintain and grow sponsorship to support the program.

Strategy 3.3 Develop a methodology for collecting stories/images from award recipients. Contribute to the communication plan by identifying strategies to share award announcements. Coordinate communication strategies to support outreach for future award periods.

Strategy 3.4 Explore models for an Ad Hoc Student Advisory Committee to inform the CEEF board on priority projects.



Goal 4: Partner with California school districts and energy and water agencies, and other businesses/organizations, that will initiate and strengthen Career Technical Education (CTE) workforce pathways in K-14 education.

- Strategy 4.1 Cultivate existing partnerships and establish new ones that will support the implementation of CEEF initiatives, promote environmental literacy and integrate these efforts into CEEF communications.
- Strategy 4.2 Encourage partnerships between the water and energy industry and school districts/community colleges. Showcase exemplary achievements in CTE workforce pathways.
- Strategy 4.3 Follow-up with specific stakeholders to gain more information about workforce pathways, e.g. San Mateo Office of Education CTE Unit; LAUSD and its CTE program regarding Probationary Credentials; and with others related to attracting more industry professionals to teach CTE courses. Highlight both pathways available to increase CTE educators (both industry professionals through CBEST credentialing and school teachers to obtain CTE certification.)
- Strategy 4.4 Define and leverage our relationship with the Water, Energy, and Education Alliance (WEEA) through the Municipal Water District of Orange County.

Goal 5: Establish a sustainable source of funding support for CEEF administrative operations and prioritized projects.

- Strategy 5.1 Identify fund raising strategies to support CEEF prioritized projects and sequencing them based on CEEF Board recommendations.
- Strategy 5.2 Continue soliciting funds via current online/donor management platforms.
- Strategy 5.3 Conduct thorough analysis of teacher institute costs, both direct and indirect to determine a financial model for scaling up institute delivery to include multiple sessions or regions across CA. Assess CEEF capacity and needs with respect to teacher institute expansion.



- Strategy 5.4 Develop a “pitch package” for potential sponsors that reflects sponsorship price for X number of teacher institute participants and includes sponsorship at different funding levels with tiered sponsorship opportunities with the goal to increase teacher institute capacity and reach as well as general operating support for CEEF. Solicit plan feedback from a communications specialist before launch.
- Strategy 5.5 Launch outreach to local utilities and water agencies across the state using the pitch package to solicit new sponsorship and test responses to this model in order to begin institute/CEEFF geographic and financial expansion.
- Strategy 5.6 Research timeline, communication plan, and internal infrastructure necessary to move forward with Franchise Tax Board (FTB) proposal. Decide to proceed or table FTB proposal as recommended by research findings.