



ARIZONA ASSOCIATION FOR ENVIRONMENTAL EDUCATION

Working Draft: Strategic Plan 2015-2017 Goals, Objectives, and Action Items

Updated 1/21/2017

MISSION, VISION, AND CORE VALUES

Mission

AAEE strives to enhance the quality, scope and effectiveness of environmental education in Arizona working with diverse audiences to promote professional development, networking and collaborative relationships.

Vision

Through lifelong learning, all people in Arizona understand the interconnection between humanity and the environment and will make informed decisions and take responsible actions to promote a healthy sustainable environment.

Environmental Literacy Statement

An environmentally literate person is someone who, both individually and together with others, makes informed decisions concerning the environment; is willing to act on these decisions to improve the wellbeing of other individuals, societies, and global environment; and participates in civic life.

Purposes

Ensure - Forward best practices of environmental education.

Promote - Encourage recognition of environmental education as a unique field and profession worthy of local, state, national, and global support.

Connect - Connect people and resources providing quality environmental education.

Recognize - Celebrate achievements in the field.

Core Values

Education

Utilizing best practices in environmental education will help us to achieve environmental literacy.

- Education practices should include the environment as an integrating context as well as an emphasis on critical thinking skills.
- The content and methods used in high quality environmental education should be based upon peer-reviewed research in science, education, and psychology.

Community Engagement

- It takes the participation of every individual to develop the most environmentally literate society.
- Collaboration maximizes efforts and leads to more effective programs.

Diversity

- All environmental education should consider the contributions, worldviews, opinions, and perspectives on environmental issues of everyone connected to the content being explored.
- AAEE supports only culturally responsive environmental education.
- AAEE promotes an inclusive organizational culture.

Sustainability

- AAEE supports and facilitates opportunities that promote the continuation of environmental education.
- All activities will be conducted in a manner that minimizes the negative impact on the environment through efficient use of resources.
- All practices should encourage environmental, economic and social responsibility.

ORGANIZATIONAL GOALS

Goals Summary

Goal #1: Develop a diverse, sustainable and productive board.

Goal #2: Establish AAEE as a recognized authority on environmental education in Arizona.

Goal #3: Promote environmental literacy.

Goal #4: Establish environmental education as a recognized and necessary profession in Arizona.

Goal #5: Increase the capacity for EE within the state

Goal #1: Develop a diverse, sustainable and productive board.

Goal 1: Objective 1:

Increase active participation on working groups and projects. (*All Board of Directors*)

- ✓ Maintain a minimum of one (1) non-board member on each active working group or committee.
- ✓ Increase communication to encourage participation of events and working group meetings of past board members.

Goal 1: Objective 2:

Increase diversity of board and working group members. (*All Board of Directors*)

- ✓ Develop a plan for recruitment, transitions, and retention of board members
- Develop an Arizona EE population report to identify the EE population in Arizona.

Goal #2: Establish AAEE as a recognized authority on environmental education in Arizona.

Goal 2: Objective 1:

Establish an active population of contributors to AAEE through working groups and projects. (*Marketing & Recruitment Committee*)

- ✓ Identify active membership status.
- Build active membership base.

Goal 2: Objective 2:

Ensure representation of AAEE in related organizations that forward AAEE's strategic goals. (*Marketing & Recruitment Committee*)

- ✓ Develop marketing tools that will be used in communication with networking with other organizations.
- ✓ Board to choose and formally attend 3x EE events representing AAEE directly (i.e. tabling specific to AAEE information and projects).
- ✓ Each board member to attend at least one EE networking related event and promote presence on the board (hand out AAEE business cards).
- ✓ Actively participate in at least two network groups that will help us establish ourselves in Arizona.

Goal 2: Objective 3:

Support and connect communities of EE practitioners and resources (*Professional Development Committee*)

- Support and host a Professional Conference for Environmental Educators in Arizona
- Support and serve as a clearinghouse for all EE Curriculum in the state

Goal #3: Promote environmental literacy.

Goal 3: Objective 1:

Publish an Environmental Literacy Strategy for Arizona. (*Environmental Literacy Strategy Working Group*)

- ✓ Develop an ELP sub-group (Things to consider for actions: Assessment Framework, Environmental Literacy Survey, Align AFECT to Arizona standards, common core standards, and Next Generation Science Standards).
- Establish a process to assess the status of environmental literacy in the state.

Goal 3: Objective 2:

Facilitate process to drive advocacy for environmental education funding. (*Environmental Literacy Strategy Working Group*)

- Develop partnerships with diverse organizations.

Goal #4: Establish environmental education as a recognized and necessary profession in Arizona.

Goal 4: Objective 1:

Launch EE certification assessment program to the public. (*EE Certification Committee*)

- ✓ Conduct pilot with board members and other EE educators
- ✓ Finalize online component, after pilot phase and feedback from piloters and reviewers
- ✓ Determine criteria for hiring reviewers
- ✓ Recruit and train reviewers
- ✓ Begin marketing to public
- ~~Business Plan Development~~
- Develop Master's Program
- Develop as Higher Education credit courses
- Work with Dept. of Education to develop EE endorsement

Goal 4: Objective 2:

Ensure the EE certification is in line with NAAEE and its affiliates. (*EE Certification Committee*)

- ✓ Review alignment with NAAEE accreditation standards.
- ✓ Conduct comparison of AAEE assessment to other state assessments.

- Consider accreditation with NAAEE certification requirements.

Goal #5: Increase the capacity for EE within the state.

Goal 5: Objective 1:

Develop strategy to fill existing gaps with quality EE PD opportunities. (*Professional Development Committee*)

Goal 5: Objective 2:

Ensure that all of AAEE's activities are aligned with the national direction through NAAEE. (*Professional Development Committee*)

- Identify main liaisons for specific NAAEE categories of opportunities

Goal 6: Build capacity for the Association through Fundraising and Development

Goal 6: Objective 1:

Strengthen the organizational infrastructure and ability to fundraise. (*Development Committee*)

Goal 6: Objective 2:

Launch a relationship-based fundraising strategy. (*Development Committee*)