

## EEA Strategic Plan

### A. Vision Statement

Environmental Education Alliance of Georgia's vision is a statewide culture of environmental literacy and stewardship.

### B. Mission Statement

The Environmental Education Alliance of Georgia's (EEA) mission is to help more people identify as environmental educators and promote communication, enrichment, and professional development among people in the field of environmental education through interaction with other people and organizations to exchange information, develop contacts, pursue partnerships, advance initiatives, and share access to knowledge and experiences.

### C. Goals

**GOAL ONE: To increase the content knowledge, skill level, and confidence of active and potential environmental educators through professional development and continuing education.**

Objective: To develop deeper understanding and knowledge of the goals, practice, history, and research related to the field of environmental education through continued support of the ATEEG program, EEA Annual Conference, Outdoor Learning Symposium, Butterfly Symposium, and Monarchs Across Georgia. By supporting these initiatives, EEA will provide a variety of opportunities for high level professional development and advance the content and pedagogical knowledge of environmental educators in Georgia.

#### Strategies

1. Encourage professional development through the Advanced Training for Environmental Education in Georgia (ATEEG) Program.
2. Facilitate networking, communication, and partnerships among active and potential environmental educators in Georgia.
3. Strengthen the knowledge and diversity of learning styles for each of the conference and initiative offerings by maintaining strong communication and collaboration within the committees.
4. Increase participation in the professional development activities through shared approaches for recruitment.

### **GOAL TWO: Pursue adoption of an environmental literacy plan in Georgia**

Objective A. Develop EEA's voice and visibility as the environmental education leader in Georgia.

#### Strategies:

1. Establish a framework for the Current Issues Committee to implement an organizational response to emerging issues.
2. Create PR plan for how-to make EEA relevant to a broad spectrum of the population.

Objective B. Raise the profile of EE as a profession.

#### Strategies:

1. Ensure ATEEG Program is fully supported with proper PR, funding, participant recognition.
2. Actively recruit volunteers to increase EEA's capacity to serve our constituents.
3. Ensure operational procedures are in place to support EEA's efforts to communicate our successes.

Objective C. Facilitate an increase in the frequency of individuals who self-identify as Environmental Educators.

Strategies:

1. Develop programs that generate interest with a broader base, thereby increasing attendance at our events.
2. Establish partnerships with organizations that share our values.
3. Reinstate our higher education efforts, creating active EEA groups at local colleges and universities.

**GOAL THREE: To encourage a culture of practicing environmental education in our statewide community so that environmental education becomes mainstream and integrated.**

Objective A. Build membership, increase current member retention and involvement.

Strategies:

1. Improve membership services with formal membership renewal and acknowledgement process.
2. Continue to bring members together socially and professionally, focusing on developing meetings for under-served areas of the state.
3. Conduct membership drive. Especially focusing on college students, PTAs, and teacher groups. Utilize conference & symposium to drive membership.

Objective B. Increase networking among organizations.

Strategies:

1. Provide support for existing organizations offering similar programs (green schools, schoolyard habitat, environmental education advocacy, curriculum enrichment, teacher training). Work with PR committee to represent EEA at existing events (i.e., festivals, eco-conferences, etc.).
2. Work to connect resources across agencies through mentoring and resource sharing.
3. Build relationships with private foundations.

Objective C. Improve communication with the general public

Strategies:

1. Increase the number of people receiving The Link and include value added and time relevant pieces to improve content.
2. Grow awareness of EEA as a brand in order to increase fundraising opportunities and raise the prestige of environmental education as a profession.
3. Increase use of electronic media: Grow number of Facebook fans and make weekly posts to related articles. Schedule monthly "EEA News Update" emails. Maintain the website with up-to-date information on an ongoing basis.
4. Promote EE in Georgia website as a resource

**GOAL FOUR: To support values of diversity in environmental education.**

Objective A. Increase the diversity of EEA's membership and leadership within a culture of inclusivity.

Strategies:

1. Continue to increase diversity within EEA Board, management, and staff.
2. Engage interest and increase relevance for individuals and organizations throughout all regions of Georgia.
3. Strengthen the culture of inclusivity within EEA and all of its programs, products, and services.