

Affiliate Strategic Planning

Two models to engage your stakeholders and reflect upon your past to define your future.



Why do YOU want to
do a strategic plan?

EENC

A Traditional Strategic Planning
Model



EENC's 10 Steps to Strategic Planning



- Build your team
- Map your work
- Find your COWS
- Set big priorities
- Identify SMART(IE) outcomes
- Create an Action Plan
- Do a Reality Check
- Plan to be Accountable
- Write the Narrative
- Celebrate!

Gathering Your Team

- Plan to make time.
- Group agreements
- Designated facilitator
- Team building is key!



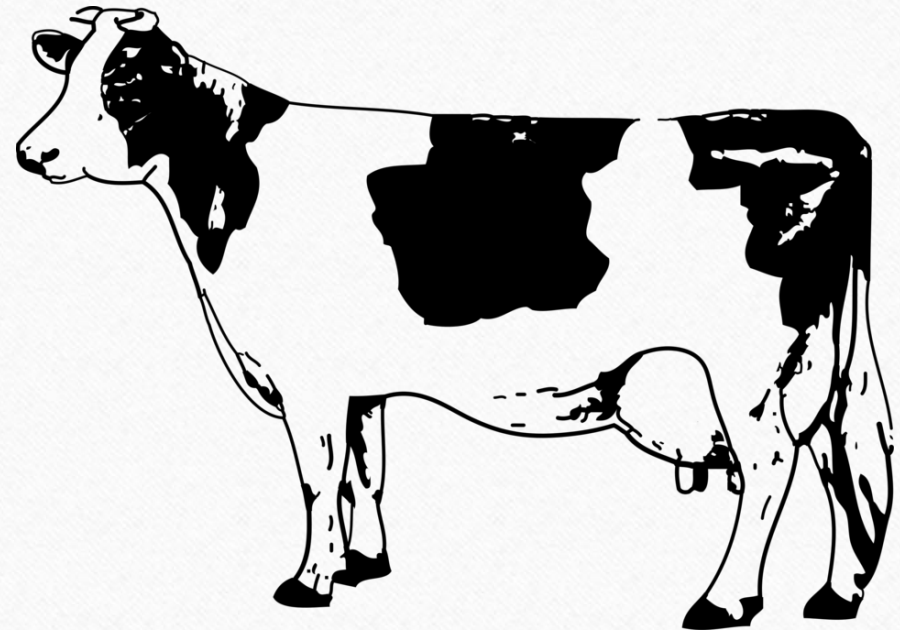
Map Out Your Offerings



- Make a list of everything. you. do.
- Analyze that list.
 - What do you do well?
 - What feels “not so great”?
 - Where are the gaps?
 - Is there a reason for the gap?

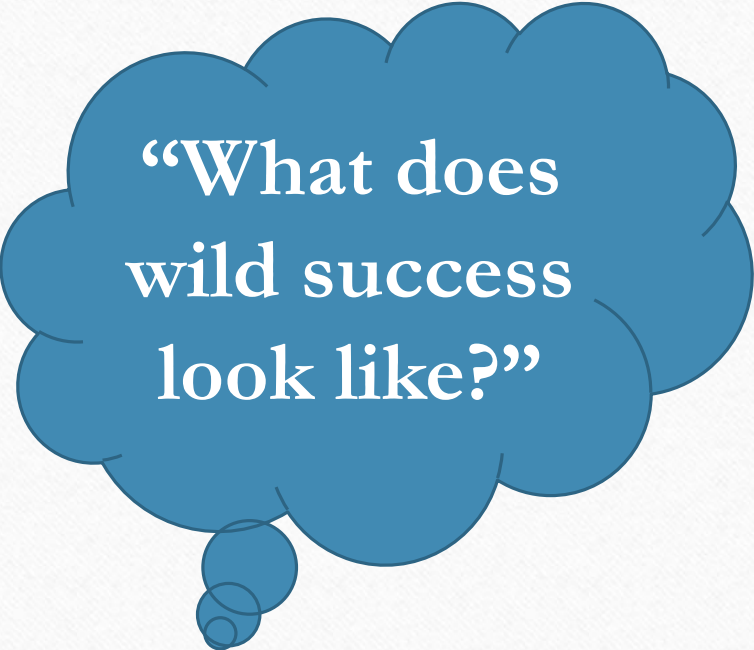
Look for your COWS.
Don't be afraid of the SWOT.

- External:
 - C – Challenges
 - O – Opportunities
- Internal:
 - W – Weaknesses
 - S – Strengths



Thank you, Dave Chase.

EENC's 10 Steps to Strategic Planning

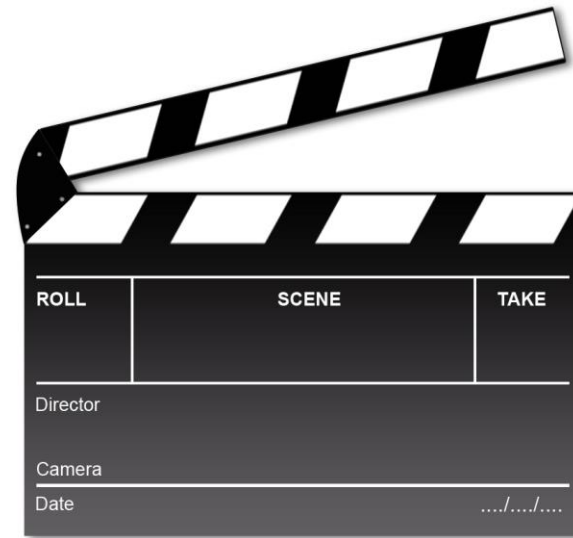


“What does wild success look like?”

- Build your team
- Map your work
- Find your COWS
- **Set big priorities**
- **Identify SMART(IE) outcomes**
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And, Action!

- What will you do?
- When will you do it?
- What outcome is it working toward?
- Do you have actions for all your outcomes?



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Reality Check

- Who will do this?
- Do they have time?
- How much will it cost?
- Do you have or can you find the money?



Accountability



- Make a realistic plan to hold your team accountable.
- Assign \$\$ and roles 1-2 years at a time.
- Make it a living document!

EENC Example

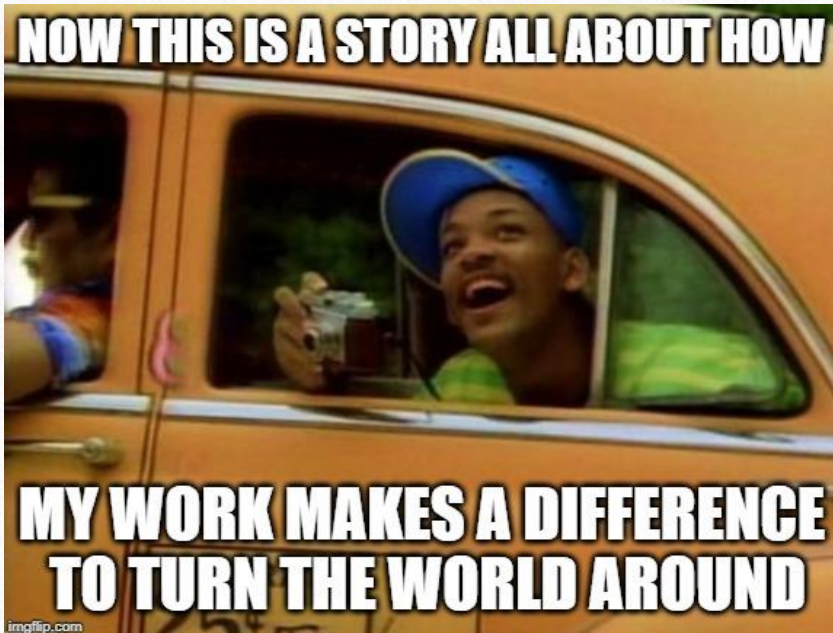
Membership:

Outcomes

- 1) Increase membership.
- 2) Increase membership diversity.
- 3) Identify and enhance membership experience and benefits.

	Comple	Status	Activity	Timeline	Personnel	Personnel 2
Year 1	<input checked="" type="checkbox"/>		Research 2 focus groups (community groups that work with groups, barriers, opportunities): formal educators, park rangers (but also did students)	Mar-18	Membership Chair	Section Chairs
	<input checked="" type="checkbox"/>		Piedmont Mini conference - targeting teachers	Jun-18	Piedmont Section Chair	Mountain Section Chair
	<input checked="" type="checkbox"/>		Begin Mountains mini conference prep ('19)- location, audience	Oct-18	Mountain Section Chair	Section Subcommittees
	<input checked="" type="checkbox"/>		Expand membership discount benefits- vendors and service providers; 1 per section	Nov-18	Membership Chair	Partnership Chair
	<input checked="" type="checkbox"/>		Hold 1 outreach event per focus group	Dec-18	Membership Chair	Section Chairs
Year 2	<input type="checkbox"/>		Outline current membership for marketing materials	Jan-19	Membership Chair	Communications Chair
	<input checked="" type="checkbox"/>		Mountains mini conference with NCAEEC targeting under-represented audience	Feb-19	Western Section Chair	Eastern Section Chair
	<input checked="" type="checkbox"/>		Research 2 focus groups: formal educators, existing community groups working with low income (boys & girls clubs, YMCA's, city parks and rec, etc.)	Mar-19	Membership Chair	Section Chairs
	<input type="checkbox"/>		Begin efforts to target focus groups for 2019 conference (modifications, speakers, timing, etc.)	Apr-19	President	Piedmont Section Chair
	<input type="checkbox"/>		Complete Membership Survey- what do members think their benefits are?	Jul-19	SEEA Team	Membership Chair
	<input type="checkbox"/>		Membership committee reviews membership levels and benefits, makes recommendations for change	Aug-19	Membership Committee	
	<input type="checkbox"/>		Present results of Membership survey/committee recommendations	Sept-19	SEEA Team	
	<input type="checkbox"/>		Outline current membership for marketing materials	Nov-19	Membership Chair	Communications Chair
	<input type="checkbox"/>		Expand membership discount benefits- vendors and service providers; 1 per section	Nov-19	Membership Chair	Partnership Chair
	<input type="checkbox"/>		Hold 1 outreach event per focus group	Dec-19	Membership Chair	Section Chairs
	<input type="checkbox"/>		Begin efforts to target focus groups for 2020 Mini-Conference (Central			

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EEANM

A Community-Centered Strategic
Planning Model





Environmental Education Association of NM's

Whole Systems Thinking
Organizational Redevelopment

Daily Environmental and Outdoor Learning for Every New Mexican Student

Leadership/
Collaboration

Marketing

Professional
Development

Policy

Barriers
to Access

"Every Kid,
Every Day"
Campaign

Value of
Environmental
and Outdoor
Learning

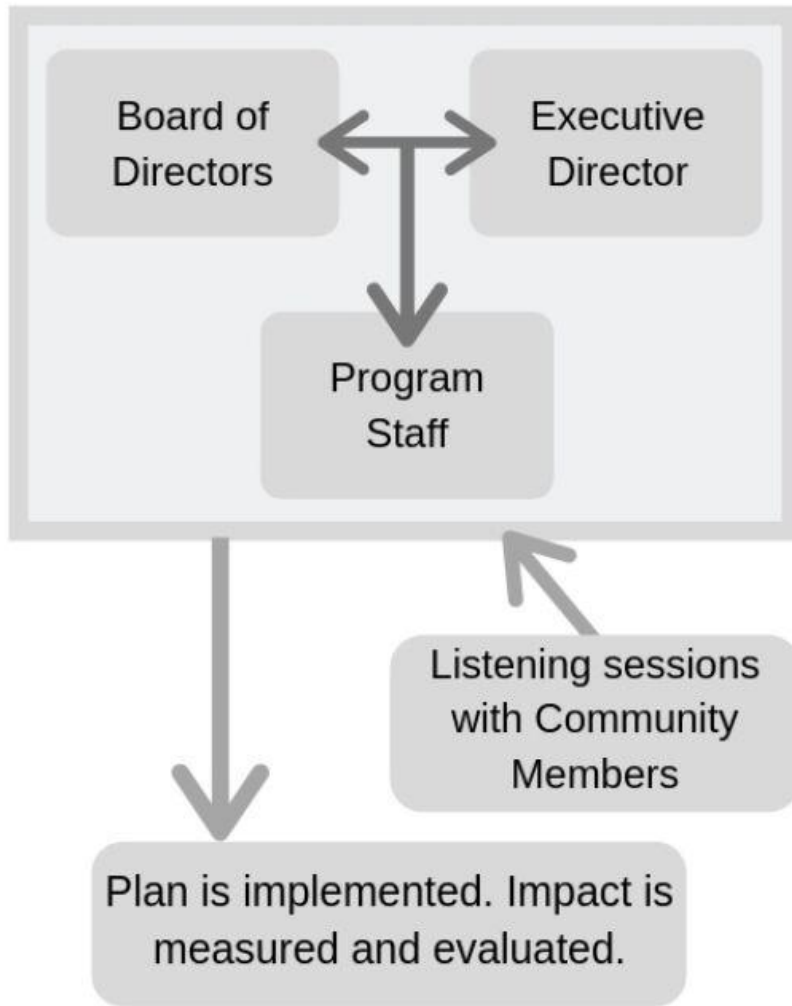
EE Resources

- K-12 EE Program Inventory
- Best Practices Tool for EE Program Development
- NM STEM Ready! Standards Support

Organizational Change

- Shifting Organizational Culture
- Community-centered
- Investing in Shared Leadership and Equity and Inclusion

Traditional Strategic Planning



The whole process begins again every 3-5 years

Community-centered Strategic Planning



The process is ongoing



Aha Moments!

EDUCATION VS. LEARNING

"Education is what people do to you, and learning is what you do to yourself." -Joi Ito

Environmental
Education



Environmental and
Outdoor Learning

CHANGE OF END USER

"How does this support teachers and educators?"

"How does this support systemic change for daily environmental and outdoor learning for every New Mexican student?"



What groundwork do you need to complete before starting the strategic planning process?



What is your defined
timeframe?

How have you
successfully used living
documents?



Thank you!

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