

KEY CHARACTERISTIC #2: ORGANIZATIONAL NEEDS AND CAPACITIES

Nonformal environmental education programs support and complement their parent organization's mission, purpose, and goals.

2.1) Consistent with Organizational Priorities.

The environmental education program is consistent with, and supportive of, parent organization priorities and objectives.

What to look for:

- The program is consistent with the parent organization's mission, goals, objectives, long-range plan, and any applicable mandates.
- Program staff and program materials articulate the relationships among the program and the parent organization's mission, goals, objectives, long-range plan, and any applicable mandates.
- The program supports organizational communication strategies and priorities.
- The program's budget is consistent with and fully integrated into the parent organization's overall budget.

Project WILD Long-range Plan Council for Environmental Education — Houston, TX

In 1995, the Council for Environmental Education prepared the current long-range plan for Project WILD. During development, CEE was particularly concerned that the final plan should be consistent with the missions of its "parent" organizations—the State Fish and Game agencies and other integral members of the WILD team working together to produce the WILD program. To help accomplish this, CEE included the following goal and objectives:

GOAL 4: Project WILD will demonstrate the relevancy and benefits of its programs to sponsors and partners.

Objective 1: A plan will be developed in cooperation with coordinators and directors of sponsoring state agencies to define Project WILD in the context of state agency goals on a state-by-state basis.

Steps:

- 1) Solicit state agency environmental/conservation education goals from state directors and coordinators.
- 2) Develop a model program and/or case studies that demonstrate the connections between Project WILD and the state agency goals.
- 3) Disseminate program and/or case studies.
- 4) Assist coordinators in developing Project WILD state plans that reflect state agency missions and goals.

*For more information about Project WILD, go to:
www.projectwild.org*

2.2) Organization's Need for the Program Identified.

The environmental education program fills an identified need within existing activities of the sponsoring organization.

What to look for:

- Programs sponsored by the organization have been inventoried, the interrelationship of all programs considered, and the function of proposed new programs contrasted with existing activities.
- The role that any proposed new program plays in the overall offerings of the organization has been identified.

2.3) Organization's Existing Resources Inventoried.

The sponsoring organization has the means and will to support the program.

What to look for:

- The capacities and resources of the organization (human, financial, physical site, material resources, and supplies) have been inventoried and are sufficient to support the program successfully.
- Detailed consideration has been given to program resource needs over the long term.
- Organizational or agency leadership, including other departments and the Board of Directors, if applicable, support the program.
- Staff and volunteers to be involved in implementing the program support its development and implementation.

