



NAAEE'S STRATEGIC PLAN 2004-2010

A SNAP SHOT OF THE ORGANIZATION FOR STAKEHOLDER INTERVIEWS

WHO ARE WE?

Since 1971, The North American Association for Environmental Education (NAAEE) has been a leading professional association promoting environmental education (EE) and providing professional development, resources, programs and networks. Based in Washington D.C., NAAEE is a network of environmental education professionals, students, and volunteers throughout North America and in over 55 countries around the world working to promote a healthy and sustainable environment through education.

WHY ARE WE CONDUCTING A STRATEGIC PLAN PROCESS?

NAAEE has weathered the equivalent of an organizational hurricane, something most nonprofits endure in their life-cycle. We have pulled through our organizational downsizing "crisis" period with a strong foundation and a few walls in tact. Because of our foundation in research and field-relevant programs and materials and a dedicated corps of leaders and partners, we are now ready to re-build the frame (internal structure) and complete each room (programs and resources) with great care and attention. In order to be successful in our "remodeling" project, we will need all the friends, resources and tools possible. We view the strategic planning process as an opportunity to gather input from internal and external stakeholders and to craft a "blueprint" incorporating this input and providing coordinated direction to staff, board, other volunteers, and partners.

WHAT IS NAAEE'S CURRENT STATUS?

INTERNAL STRUCTURE: The staff of the organization is virtually new. Also a new generation of professionals is assuming leadership positions working closely with veteran NAAEE leaders on the board, committees and commissions. See our website at www.naaee.org to "meet" our staff, board and committee/commission leaders.

- **Staff:** Executive Director, Operations Officer, Web Resources Manager and technical staff and an Administrative Assistant. Contractors: Conference, Newsletter, Graphic Design, Accounting, Affiliates Workshop, EE Certification and Materials Review Projects, Board Development.
- **Board of Directors:** NAAEE has a professionally and culturally diverse 13-member Board.
- **Committees:** Advocacy for EE, Awards, Conference, Development, Diversity, Finance, Governance, Membership, Nominating, Publications and Communications, Personnel, and Strategic Planning-ad hoc
- **Commissions:** Research, Elementary/Secondary, Nonformal, Higher Education, International, and Conservation
- **Council of "Elders":** NAAEE has created the council to tap the wisdom, talents and resources of former organizational leaders starting with Past Presidents.

NEW OFFICE: We have a new office at 2000 P Street NW, Suite 540, Washington, DC, 20036. We also have new articles of incorporation and even a new corporate seal!

NAAEE's PARTNERS: NAAEE is fortunate to have so many dedicated partners including our state network of EE associations (Affiliates Partnership), the U.S. EPA's Office of EE (USEPA OEE), National EE and Training Partnership (EETAP), National EE Training Foundation (NEETF), National Association of Interpreters (NAI) and many, many more. NAAEE is a member of the National Council for the Accreditation of Teacher Education (NCATE) and the Environmental Education Coalition (EEC).

NAAEE'S PROGRAMS AND RESOURCES

NAAEE's programs and resources are strongly rooted in research and rigor. In addition, NAAEE has a culture of professional respect and inclusion that is in the process of becoming institutionalized through joint projects with state and national partners, outreach to culturally and professionally diverse communities, and a commitment to reflection and praxis regarding what environmental education is and who it should serve.

- **Defining Excellence in Environmental Education**

NAAEE published and promotes the *Guidelines for Excellence in Environmental Education*. The Guidelines are used to develop materials, create K-12 instructional guidelines and programs, and prepare educators to include EE in their teaching.

- **Mainstreaming Environmental Education**

Using the Guidelines for Excellence, NAAEE is developing *EE Specialty Area Standards for the preparation of teachers* in collaboration with NCATE (see partners above). NAAEE is also working with the Affiliates Partnership to develop an *EE Certification Program* and an efficient system for *EE Materials Review*.

- **Increasing Opportunities for Professional Development**

Since 1971, NAAEE has provided the field's premier *Annual EE Conference*. We are addressing content and pedagogical gaps for education and natural resource professionals through our *EE Learning Institute*.

- **Developing Lasting Partnerships**

NAAEE is *partnering with education and other professional associations* such as the National Alliance of Black School Educators, National Council for Social Science, Association for Supervision and Curriculum Development and the National Association of Interpreters.

- **Supporting EE Capacity Building and Advocacy**

NAAEE supports the Affiliates Partnership and our EE Advocacy Committee to provide *training in leadership and institution building, field networking and advocacy for and promotion of EE*.

- **Providing Access to EE**

NAAEE's resource website *EE-Link* (www.eelink.net) provides online access to information about EE training, programs, jobs, events, organizations, resource reviews, and services for EE information management. *NAAEE's organization website* (www.naaee.org) offers many benefits to members and other EE professionals.

- **Offering Membership Services**

In addition to the programs and resources listed above, NAAEE sends *EE News* weekly, has a tri-yearly newsletter the *EE Communicator*, provides an online membership access portal called *Memberclicks* and has a *publications program* including 63 existing research, resource, program and promotional books, manuals and monographs.