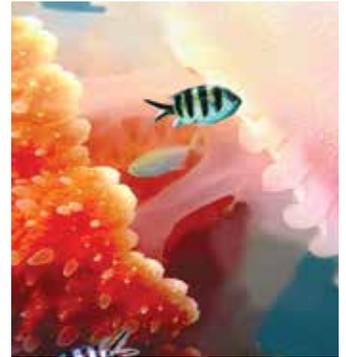


2013 ANNUAL REPORT

Education We Need for the World We Want



Thank you to our 42nd Annual Sponsors!



BALTIMORE 2013



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*When one tugs at a single thing in nature
he finds it attached to the rest of the world...*

— John Muir

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Dear NAAEE Partners, Affiliates, Donors, and Supporters:

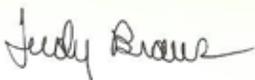
I can't tell you how thrilled we are to share the wonderful developments that have kept our momentum at unprecedented levels throughout 2013 at NAAEE. With your help, we've been firing on all cylinders to break new ground and strengthen the reach and impact of environmental education.

Much like the environment, our field is not just one thing. It is an interconnected, ever-changing ecosystem that needs to be nurtured to flourish, and that's where our focus has been. From **"Building a Network,"** to **"Strengthening the Field"** and **"Engaging New Audiences,"** we are working from multiple angles.

In 2013, we achieved new milestones, from our 42nd Annual Conference in Baltimore featuring Maryland Governor Martin O'Malley, to our new "E-STEM" initiative, which is fostering deeper connections between the environment and STEM education. Through the Natural Start Alliance and EECapacity, our expertise has connected new audiences with the resources they need to connect people to nature and their communities. Our research has informed new programs and our advocacy has brightened the spotlight on the field.

The past year was particularly pivotal for our organization because, as we tended to these many gardens, we also thoughtfully reflected on our identity and strategic priorities. As education, science, environment, health and other intertwined fields continue to evolve at a rapid pace, we are determined to stay ahead of the curve to assure that environmental education remains a growing priority as we work collectively toward a more sustainable future. That's why we're excited to announce that we've developed a new strategic framework, which lays out how we plan to do just that. We're even more excited to announce that we will be sharing our new vision with you for the first time at our 43rd Annual Conference in Ottawa. We can't wait to see you there!

Thank you again for your continued support.



Judy Braus
Executive Director
NAAEE



Jose (Pepe) Marcos-Iga
Board Chair
NAAEE

BUILDING A NETWORK

42ND Annual Conference

In October 2013, NAAEE's 42nd Annual Conference was held in the beautiful city of Baltimore, Maryland. More than 1,000 environmental education professionals from around the world convened through a series of workshops, presentations, and field trips. Attendees networked, exchanged ideas, shared resources and best practices, and strategized ways to improve.



Celebrating the Power of Environmental Education



Keynote Speakers

Maryland Governor Martin O'Malley, a leading proponent of environmental education, received a special NAAEE Leadership Award for his efforts and spoke at a kickoff ceremony where he shared key achievements and successes from across the state. Later, several keynote speakers addressed attendees including **Mahesh Pradhan**, chief of the Environmental Education and Training Unit of the United Nations Environment Programme, and **Stephen Ritz**, an award-winning and nationally recognized South Bronx teacher who has taken teaching community sustainability and youth job training to new heights.

Conference Strands

- Citizen Science and Public Participation in Scientific Research
- Connecting People and Nature
- Conservation Education and Behavior Change
- Greening Formal Education
- Leadership and Innovation
- Sustainable Communities
- Teaching About Environmental Issues

Research Symposium

NAAEE's 10th Annual Research Symposium was held in conjunction with the conference and brought together new and seasoned researchers to explore the current state and the future of environmental education research, foster dialogue about research-community partnerships, and provide opportunities for graduate students to develop the skills needed to become professional researchers.

"As a science teacher, science education conferences are an invaluable resource that many teachers don't get the opportunity to tap for various reasons. When I'm teaching a science concept to my students, I'm always trying to make relevant connections to the real world. Attending the NAAEE conference in Baltimore gave me more ways to help bridge that difficult gap between the realm of scientific theory and practice. I hope more scholarships will be available to teachers so NAAEE can keep educating the world about pertinent environmental issues!"

–**Darryl Richards**, High School Science Teacher in Baltimore, MD; Recipient of a conference scholarship

Conference By the Numbers



498

Unique sessions



607

Presenters



250

Volunteers



181

Scholarships awarded



19

Countries represented

Conference Award Winners

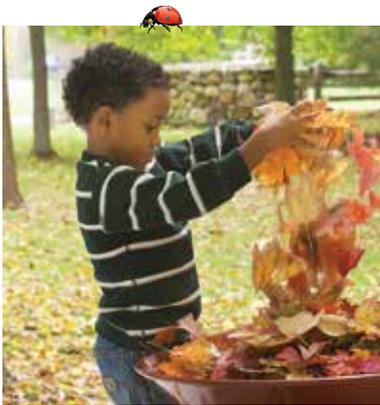
- **Joe Heimlich**, Walter E. Jeske Award
- **Bora Simmons and Flisa Stevenson**, Executive Director's Award
- **Gus Medina**, Lifetime Achievement Award and Presidents' Award
- **Justin Dillon**, Outstanding Contribution to Research in EE
- **Bruce Saito**, The Rosa Parks & Grace Lee Boggs Outstanding Service Award
- **Maureen Stine**, Outstanding Service to EE, Individual–Local Level
- **Andree' Walker-Bravo**, Outstanding Service to EE, Individual–Regional Level
- **Edward McCrea**, Outstanding Service to EE, Individual–Global Level
- **Conservancy for Cuyahoga Valley National Park**, Outstanding Service to EE, Organization–Local Level
- **Green Schools**, Outstanding Service to EE, Organization–Regional Level
- **New England Environmental Education Alliance (NEEEA)**, Outstanding Affiliate

Natural Start Alliance

We believe that environmental education in early childhood builds a foundation for lifelong environmental literacy. Thanks to a generous contribution from **The Storer Foundation**, NAAEE was able to bring a shared vision to life with the Natural Start Alliance (www.naturalstart.org), a coalition of educators, parents, and organizations who prioritize environmental education for our very youngest learners.

Through a strong network, research, digital tools, and advocacy for the cause, Natural Start supports educators—whether professionals or parents—who are working to help young children explore and care for nature and the environment.

In 2013, NAAEE also launched a new online academic journal to support research in early childhood environmental education. The peer-reviewed *International Journal of Early Childhood Environmental Education (IJECEE)* is available for free on both the NAAEE and Natural Start websites.



natural start alliance

Ever since its debut, the **Natural Start website** has been my first resource for ideas or referrals to materials helpful in my preparation of conference presentations. I have already downloaded many helpful resources as well as purchased materials highlighted in the resources page—these have been useful in my courses as well! The suggested activities in environmental education I have discovered are rich in many ways—especially in helping make direct connections in children's learning!

—**Yashwant Bhagwanji**, Professor, Early Childhood Education, Florida Atlantic University

Partner Spotlight



The Storer Foundation has made a long-term commitment to supporting the Natural Start Alliance because we know that new ideas take time to expand and grow. And we know that NAAEE has the resources, talent, and reach to help the early childhood environmental education movement take off. There's a critical need for more and better opportunities for young children to experience the natural world, and we are happy to support Natural Start as a backbone organization that supports the entire field.

—**Kathleen Belk Doffermire**, Program Officer, George B. Storer Foundation

The Affiliate Network

The **NAAEE Affiliate Network** was born from an idea that surfaced during our 1990 San Antonio conference: there is enormous strength in our grassroots network. Since that time, the network has flourished and grown to a membership of 54 state, territorial, provincial, and regional organizations that share the vision and purpose of promoting environmental education.

Since 1990, NAAEE and the members of the Affiliate Network have taken part in ongoing dialogue and joint activities to enhance EE at all levels. Through these interactions, the NAAEE Affiliate Network has gained new perspectives and benefitted from research, resources and partnerships from NAAEE and affiliates across the network. As an annual milestone, affiliates leverage the NAAEE conference to convene a professional development workshop to enhance leadership and management skills, discuss best practices in the field and collaborate on ongoing projects. Through the years, affiliate organizations have grown and gained strength through their collective work. Today, the power of many has grown into a force that is making a difference at the local, regional, and national levels.



Affiliate Spotlight

Seeing our collective capacity at the Affiliate Workshop sparked conversations about how that capacity could be used to our best advantage. At the same time, the U.S. Environmental Protection Agency announced an opportunity for funding of EE Model Programs. What happened next was truly one of the most rewarding experiences during my involvement with the Affiliates! We realized that collectively, we could make a much bigger difference and we set out to develop a common proposal. Affiliate leaders began discussing ideas, developing the proposal, and gathering letters of commitment from NAAEE and the Affiliate Network, a sign of the collaboration and coordination. We were able to get eight affiliate-led proposals submitted and six of them were funded! This, in my opinion, has opened a whole new way of thinking among the Affiliates and NAAEE about how we can strategically advance environmental literacy, and it sets the stage for possibilities beyond those we've ever imagined!

—**Laura Downey**, Executive Director,
Kansas Association for Conservation and Environmental Education



STRENGTHENING THE FIELD

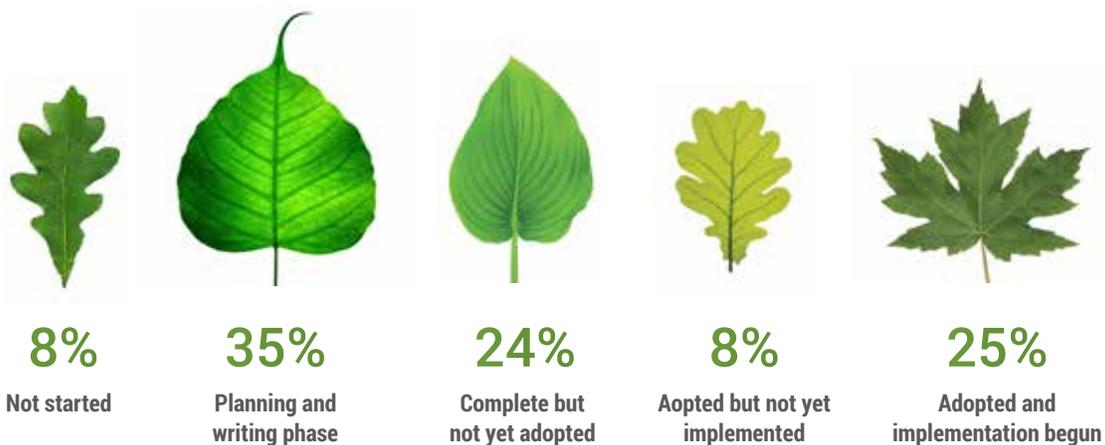
Advocating for Environmental Education

NAAEE is committed to advancing the future of environmental education through our work as an advocate for the field. In 2013, with the help of our members, colleague organizations, and legislative champions, NAAEE continued to push for support for environmental education at both the state and federal levels. Developments for the year included:

- securing Congressional support for the **No Child Left Inside Act (NCLI)**;
- holding the line on federal environmental education appropriations through fiscal year 2014 and working toward increasing the federal budget for environmental education in 2015; and
- working with state environmental education associations to build their capacities for advocacy, particularly in the development of environmental literacy plans in each of the 50 states and the District of Columbia.



State Environmental Literacy Plan (ELP) Status



With more opportunities for governmental action to benefit environmental education on all levels in 2014, and on the other hand ever tighter budgets, our members and supporters can make all the difference. We need more advocates and we need to build capacity. It truly makes a difference!

–**Brock Adler**, Co-Chair, NAAEE Advocacy Committee,
advocacy@naaee.net

Thank you, NAAEE, for giving environmental educators a voice where we need it the most—in the halls of Congress.

Bravo NAAEE Advocacy Committee!

–**Don Baugh**, Vice President, Education,
Chesapeake Bay Foundation



Blue Sky Funders Forum

In October 2012, the **Pisces Foundation** and NAAEE convened an advisory committee comprised of representatives from private foundations, corporations, universities, and nonprofits to explore ways to advance environmental education at the national level.

The advisory committee hosted two national meetings of environmental education funders and leaders (in Oakland, CA in 2012 and Baltimore, MD in 2013). With more than 100 attendees at each gathering, the idea for an ongoing strategic collaboration was born. Following the Baltimore meeting, attendees expressed overwhelming support for formalizing an environmental education funders affinity group and many expressed an interest in joining what is now the Blue Sky Funders Forum.

Blue Sky connects great ideas and great people to support environmental education. It provides exceptional learning and networking experiences, a vibrant and supportive community, and essential tools that enhance the impact of funding for environmental education.

NAAEE is proud to be part of this effort and we are excited about the opportunities that it will bring to the field of environmental education.

NAAEE has grown to become a hub of resources and support for scholars, philanthropists, and an expanding community of environmental education thought leaders, and I have been proud to be a part of its many thriving efforts. By locating its annual conference near communities where some of the most groundbreaking EE is happening in North America, NAAEE has become an effective and relevant convening forum for initiatives such as the Blue Sky Funders Forum and EECapacity, among other national and timely efforts.

–**Rue Mapp**, Founder and CEO, OutdoorAfro; Panelist, Blue Sky Funders Forum



5%

Forum analysis has revealed that EE receives **less than 5 percent** of all foundation funding supporting the environment. Moreover, government funding at all levels is being cut, resulting in deep cuts to environmental education efforts across the country.



The Blue Sky Funders Forum has the potential to be a true game changer.

–**John Flicker**, Board Member, George B. Storer Foundation; Former CEO, National Audubon Society

Blue Sky Advisors



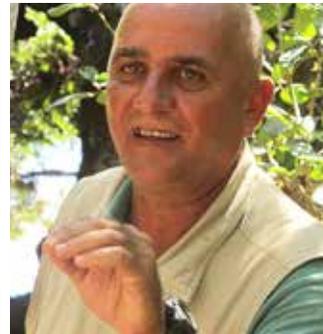
Resources, Learning, and International Collaboration

NAAEE is dedicated to reaching thousands of educators around the world each year through our website, the online resources we provide, professional development, and our many publications. We expanded our collection of resources and opportunities in 2013 in a number of areas.

In addition to print resources, NAAEE has shared a number of online learning opportunities with our members and supporters. Throughout 2013, we conducted a number of webinars focused on professional development for leaders in the field of environmental education, from using social media to advance environmental education to getting your board fired up about fundraising.

We have also connected with our international partners to share lessons learned and collectively build leadership and learning around the world. In 2013, NAAEE was represented at a number of international gatherings in EE, including the World Environmental Education Congress in Morocco, an environmental education summit in Taiwan, and a conservation and education workshop and dialogue trip in Cuba. NAAEE has Memorandums of Understanding with a number of our international partners, and recently signed an agreement with the Environment Agency of Abu Dhabi.

FROM MONTANA TO CUBA



In November of 2013, Artemis Common Ground, a conservation organization based in Montana, led a People-to-People Conservation Dialogue trip in Cuba to focus on nature conservation experience, process, and practices, and NAAEE was able to participate. The group visited two national parks, Ciénaga de Zapata and Banao, managed by Flora y Fauna, the leading Cuban conservation entity. Park managers, scientists, and educators enthusiastically exchanged ideas about conservation practices regarding scientific research, land management practices, conservation education, and community engagement. NAAEE shared the *Guidelines for Excellence* and the *Tools of Engagement: A Toolkit for Engaging People in Conservation*, as well as other environmental education resources. The Cubans have a robust and enthusiastic environmental education presence; in fact one park has environmental education staff in each of the ten towns in and surrounding the park.

A Memorandum of Understanding was developed to outline hopes for future collaborative opportunities, including shared professional development and exchange of environmental education, ecotourism, and public participation methods and program exchanges. Hopefully, this meeting will foster more in-depth environmental education exchanges and dialogue between the two nations.

—Janet Ady, Senior Program and Policy Advisor, Division of Education Outreach,
National Conservation Training Center, U.S. Fish and Wildlife Service

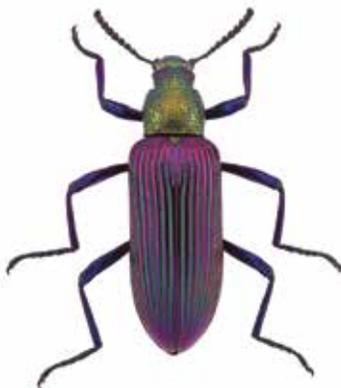


NAAEE Publications and Collaborative Works



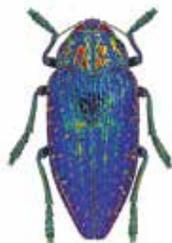
- *Early Childhood Environmental Education Programs: Guidelines for Excellence*
- *Early Childhood Environmental Education Rating Scale*
- *Environmental Education in the Schools: Creating a Program That Works!*
- *Environmental Education Materials: Guidelines for Excellence*
- *Evaluating Your Environmental Education Programs: A Workbook for Practitioners*
- *Excellence in Environmental Education: Guidelines for Learning (K-12)*
- *Excellence in Environmental Education: Guidelines for Learning (K-12) Executive Summary and Self-Assessment Tool*
- *A Field Guide to Environmental Literacy: Making Strategic Investments in Environmental Education*
- *Guidelines for the Preparation and Professional Development of Environmental Educators*
- *International Journal of Early Childhood Environmental Education: Addressing, Issues, Policies, Practices, and Research That Matter*
- *Influencing Conservation Action: What Research Says About Environmental Literacy, Behavior, and Conservation Results*
- *Materiales de Educacion Ambiental: Putaus Para La Excelencia*
- *Monograph 1: Using a Logic Model to Review and Analyze an Environmental Education Program*
- *Monograph 2: Preparing Effective Environmental Educators*
- *Non-formal Environmental Education Programs: Guidelines for Excellence*
- *Programas de Educacion Ambiental No Formal: Pautas Para La Excelencia*
- *Tools of Engagement: A Toolkit for Engaging People in Conservation*
- *What's Fair Got To Do With It: Diversity Cases from Environmental Educators*

2013 Website Snapshot



513,494

visits to naaee.org



206,390

visits to EELinked



130,000

visits to EEJobs



8,400

visits to the
Guidelines Network



5,065

registered users
on EELinked



450

jobs posted
on EEJobs

ENGAGING NEW AUDIENCES

EECapacity

Since 2011, NAAEE has worked with **Cornell University** and a consortium of national and local partners on an exciting training initiative called EECapacity (Expanding Capacity in Environmental Education). EECapacity is funded by the **U.S. Environmental Protection Agency's** Environmental Education Division through a cooperative agreement with Cornell University to support professional development, strengthen the field, and share innovative practices from across the country and around the globe.

Through a consortium of partners, EECapacity convenes individuals and groups from multiple sectors to strengthen environmental education efforts in communities. NAAEE's contributions to EECapacity include developing and running the project website and online resource center, co-managing the State Consortia project, conducting professional development activities online and during the annual conference, promoting pre-service education, and strengthening efforts to accredit state certification programs.

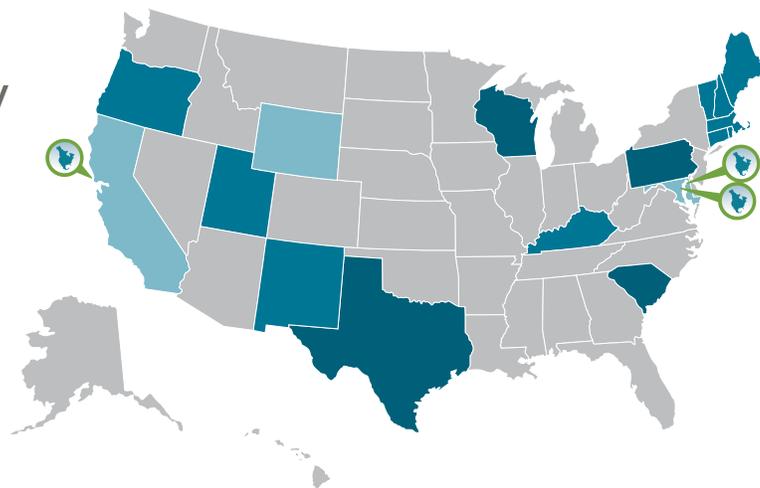
EECapacity's Impact Across the U.S.



National Training Workshops

Washington, DC, Oakland, Baltimore

- Year 1 State Consortia
- Year 2 State Consortia
- Year 3 State Consortia



Building State Capacity

The goal of State Consortia is to bring together professionals working in environmental education and youth and community development and to foster collaboration, communication, and leadership. In August 2012, EECapacity awarded grants to four states (Kentucky, New Mexico, Oregon, and Utah) and one region (New England) to develop Year 2 State Consortia. All five groups fully implemented their work plans in 2013, holding a total of 36 workshops and gatherings for more than 380 members. The workshops provided significant training in urban environmental education, the **National Guidelines for Excellence in Environmental Education**, EPA priorities, current research, leadership, and capacity building.

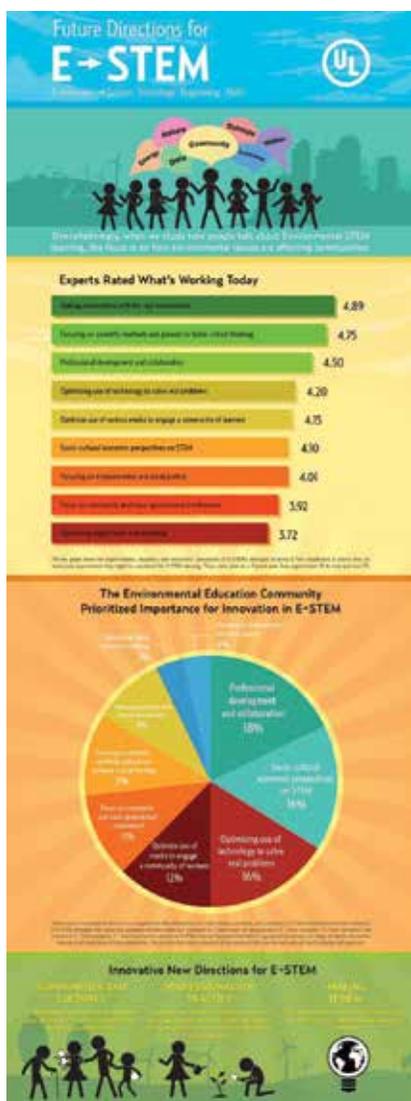
In New Mexico, partners submitted a successful collaborative grant proposal and are working together to explore how environmental educators can influence food policies in local schools. In Utah, diverse partners joined forces to redevelop a community garden affiliated with two local schools that had been lost when the site was remodeled.

E-STEM Initiatives

The environmental education community has long known that learning about the natural world fuels curiosity and comprehension in the areas of science, technology, engineering, and math (STEM). Today, that correlation is crucial as society seeks science-based solutions for complex issues. The term “E-STEM” was coined in recent years to highlight the value of using environmental education as a platform for STEM learning. Environmental education brings a richness and relevance to STEM initiatives and promotes environmental stewardship.

Upon completion of NAAEE’s E-STEM workshop, I departed with a clear understanding of the importance of environmental education and I returned to my classroom with a renewed sense of purpose in regards to connecting my students to the world around them. Hands-on environmental education is an excellent method of connecting students to STEM and their community, which fosters the development of the whole student. My students’ interaction with nature has provided each of them with a sense of belonging and understanding that they truly can make a difference in their community and beyond.

–Rob O’Donnel, Science Teacher; E-STEM workshop participant



Partner Spotlight

In a major step this year, NAAEE was awarded a research grant by renowned safety science company **Underwriters Laboratories (UL)** to explore the integration of environmental education into STEM learning for young people.

Throughout the year, NAAEE and our evaluation partner, **NewKnowledge Organization Ltd.**, carried out research to identify and assess the most innovative ideas in E-STEM and the best strategies to inspire young people to learn, experience, explore, and help solve local community challenges. We used qualitative and quantitative methods to understand what works in E-STEM programming and identify the needs of educators. Our work is continuing, but a number of key needs are surfacing, including more professional development.

UL was pleased to award NAAEE with a research grant in 2013 for exploring methods to integrate environmental education into STEM learning (E-STEM). We were equally pleased with the results. Seeking to identify and assess innovative ideas in E-STEM and to investigate activities that inspire young people to learn, experience, explore, and help solve local community challenges, NAAEE sought out expert partners, and initiated qualitative and quantitative research. The final report indicated nine priorities for the next generation of E-STEM, listed key themes, gaps and challenges to be met, and ideas to help administrators gain support. Overall this has been a fantastic collaboration, and one that we look forward to continuing in 2014.

–Cara Gizzi, Director of Education and Outreach,
Underwriters Laboratories

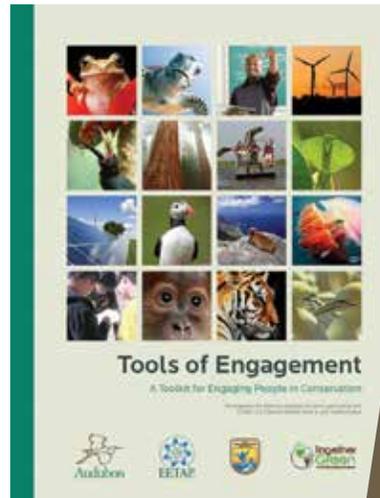


Linking Education and Conservation

NAAEE has been a leader in demonstrating how education can help achieve our conservation goals. Education, in conjunction with sound science and civic engagement, can help restore and conserve an important wildlife habitat, while at the same time engaging a community in local conservation issues, making their city a healthier and richer place to live.

Conservation Education Resources

In a wonderful collaboration, NAAEE worked with the National Audubon Society, Toyota TogetherGreen, Environmental Education and Training Partnership (EETAP), and the U.S. Fish & Wildlife Service to develop *Tools of Engagement: A Toolkit for Engaging People in Conservation* and *Influencing Conservation Action: What Research Says About Environmental Literacy, Behavior, and Conservation Results*, publications that help link research with practice. The work is being used by educators, funders, and conservation professionals around the world to better understand what the research says about influencing behavior change and using education to help achieve our short- and long-term conservation goals.



Partner Spotlight

In addition, NAAEE partnered with the **California Water Service Company** to provide technical assistance to the company about how to best enhance their work in water conservation in California. We will be continuing to work with Cal Water in 2014 and look forward to launching some exciting initiatives with a number of our California partners.

2013 has been a huge year for our partnership with NAAEE. Continuing an effort that began in 2012 to help us identify ways we could increase our impact in water conservation and engage our customer base, NAAEE completed their investigation into our conservation resources and presented their findings in an exhaustive report, detailing methodology, research results, and recommendations. The report explored existing benchmarks in water conservation efforts, evaluated our resources against both those benchmarks and expert input, and leveraged additional research and teacher focus groups to explore in-school program possibilities. Suffice to say, we were thrilled with the results. After reviewing the report, we drafted an RFP for the administration of a project-based school education program. NAAEE met this challenge as well, winning the request with a detailed proposal for our new in-school education program! Before the year was up, we were working with NAAEE once more, setting the groundwork for the kickoff of our pilot program for the fall of 2014. The past year's partnership has seen much success. We can't wait to see what 2014 will bring!

—Ken Jenkins, Conservation Manager, California Water Service Company



OUR TEAM

Staff

Judy Braus, Executive Director
Christiane Maertens, Deputy Director
Lori Mann, Conference and Program Manager
Drew Price, Senior Program Associate
Mary Ocwieja, Technology and Member Services
Christy Merrick, Natural Start Alliance Director
Betty Olivolo, Natural Start Alliance Assistant Director
Ashley Simmons, Office Support
Mamata Pandya, Fulbright Fellow
Libby Backman, Intern
Pat DiFrancesco, Intern
Maxwell Kennedy, Intern
Haley McGlaufflin, Intern

Board

Jose "Pepe" Marcos-Iga, President
Susan McGuire, Secretary
Steve Altman
Jeanne Braha
Lizabeth Fogel
Mary Ford
Michael A. Marzolla
Brenda Metcalf
Jason Morris
Flisa Stevenson
Aliza Weller
Albert "Abby" Ybarra

Partners

Collaboration is key to achieving our mission.

For over 40 years, NAAEE has worked with dedicated individuals and organizations across public and private sectors to forge new ground and establish best practices. It is because of the passion and confidence of our partners that we continue to grow and achieve.

Thanks to all our partners for their continuing support!

LEADING PARTNERS



California Water Service Company
EECapacity
George B. Storer Foundation
Piscis Foundation
S.D. Jr. Bechtel Foundation
U.S. Environmental Protection Agency
U.S. Fish and Wildlife Service
U.S. Forest Service
Underwriters Laboratories (UL)

SILVER



Columbia Sportswear
Disney
Lindblad Expeditions
National Geographic
National Oceanic and Atmospheric Administration (NOAA)

GREEN



Acorn Naturalists
Bonterra Organic Vineyards
Cabot Creamery
District Administration
Globio
National Environmental Education Foundation (NEEF)

BLUE



The Campbell Foundation
Chesapeake Bay Trust
Keep America Beautiful
National Park Foundation
National Wildlife Federation
U.S. National Park Service

BALTIMORE 2013

FINANCIALS

2013 Financial Summary for year ending December 31, 2013

Statement of Activities

Support and Revenue

Government grants	\$1,133,544
Private grants/contributions	\$422,604
Fee for service	\$159,474
Conference income	\$380,680
Conference sponsorships	\$86,980
Membership dues	\$60,222
Publications and other	\$10,460
Total revenues	\$2,253,964

Expenses

Program services	\$1,840,459
Management and general	\$276,539
Fundraising	\$40,483
Total expenses	\$2,157,481

Addition to net assets **\$96,483**

Statement of Financial Position

Assets

Cash	\$655,043
Accounts receivable	\$572,544
Unconditional promises to give	\$17,500
Investments	\$7,406
Prepaid expenses and deposits	\$20,092
Inventory	\$19,427
Total assets	\$1,292,012

Liabilities

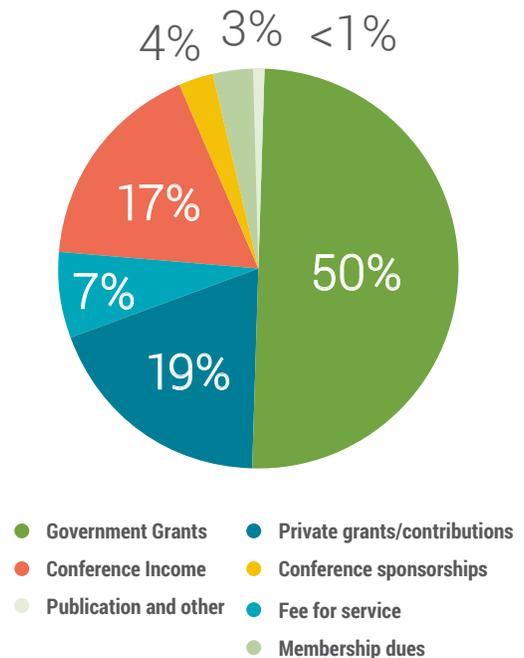
Accounts payable	\$321,924
Deferred revenue	\$354,648
Accrued payroll liabilities	\$32,978

Net assets

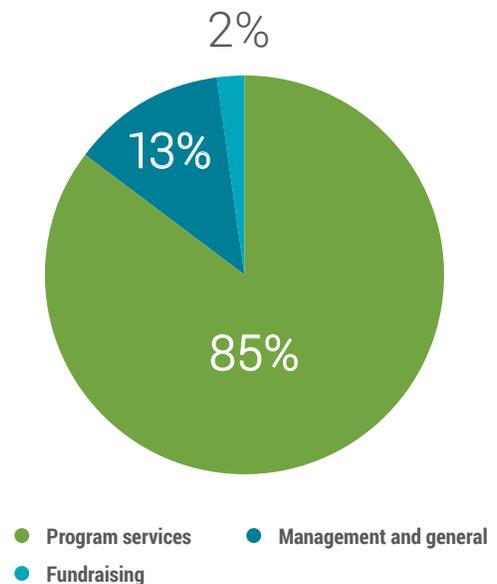
Unrestricted	\$449,550
Temporarily restricted	\$132,912
Total liabilities and net assets	\$1,292,012

*Audited statements available upon request

2013 Support and Revenue



2013 Expenses



DEMONSTRATE YOUR COMMITMENT

A strong commitment to environmental education is what helps create a more sustainable world for tomorrow, and your support ensures that we can continue to grow the field! When you make a gift to NAAEE, you help support a promise for the future.

There are many ways to give:

- Become a member
- Become a monthly supporter
- Make a one-time cash gift
- Support our scholarship fund
- Make a charitable gift of stocks, bonds, or mutual funds
- Give a gift membership to an education or conservation professional
- Honor a loved one with a tribute gift
- Estate planning gifts through trusts, wills, and other instruments

For more information and to contribute, visit www.naaee.org/donate.

Thank you!

Join NAAEE as we share the latest in EE through our social networks:





naaee.org