

Montana Environmental Education Association

STRATEGIC PLAN

Revised August 2006

MISSION STATEMENT

MEEA unites, supports and inspires individuals to be stewards of the natural world.

VISIONS AND STRATEGIES

GOAL 1: MEEA is the leader of EE in Montana.

Strategy 1.1 – MEEA will be the primary communication link of EE in Montana.

- Regularly update the website
- Update and expand statewide calendar
- Create a list of EE providers by region, including reciprocal links to their site
- Facilitate listserv

Strategy 1.1A – BugNet serves as the premier EE publication in Montana

- Seek professional articles for inclusion
- Highlight a different EE provider in each issue
- Highlight a different member in each issue
- Dedicate one page to state/national EE issues
- Promote EE events (workshops)
- Address timely themes for Montana
- Offer electronic and hardcopy versions
- Highlight one lesson in each issue

Strategy 1.2 – MEEA holds an annual conference that is recognized as the pre-eminent EE event in Montana

- Allow a forum for presenters
- Allow substantive time for networking
- Conference rotation between Bozeman and Helena
- Address current trends in EE and introduce national perspective
- Maintain affordable costs and offer scholarships for attendance
- Partner conference with local EE providers
- Promote to all EE interests in Montana
- NAAEE staff is invited to periodically do presentations

Strategy 1.3 – MEEA unites the EE community by advocating high quality EE

- MEEA supports EE events
- MEEA sponsors efforts by other EE providers
- Board and staff members serve on committees of other community providers

Strategy 1.4 – MEEA provides professional development opportunities for the EE community

- Include a segment of the conference as professional growth sessions
- Promote Guidelines for Excellence at workshops/conferences/BugNet
- Include professional growth articles in BugNet
- Host regional EE gatherings statewide to keep providers up to date with latest programs, materials and trends in the field

Strategy 1.5 – Sustain and grow EE in Montana

- Promote Montana guidelines for EE
- Create an inventory of EE programs, resources and providers and update the information on website
- Publish an annual state of EE in Montana report
- Establish an EE Advisory Council
- Establish a legislated mandate for EE in the classroom
- Continue development of EE certification

GOAL 2: MEEA will be an organization of greater numbers and diversity of members.

Strategy 2.1 – Increase membership numbers by 15% annually, while reducing numbers of non-renewals

- Hold regional activities to determine what MEEA can do to attract more teachers, organizations, and non-profit members
- Clarify the benefits and reasons for each membership category
- Create a marketing strategy and campaign, soliciting memberships in each membership level
- Establish renewal request procedure
- Send quarterly updated membership lists to Board of Directors
- Board of Directors will personalize membership renewal requests to members in their region

GOAL 3: MEEA sustains a high quality leadership.

Strategy 3.1 – Staff and Board of Directors are up to date professionally

- Each year at staff/board will attend professional EE meetings
- MEEA Conferences provide a professional growth branch of presentations
- MEEA board retreats incorporate some aspect of professional board development
- Staff is evaluated annually

Strategy 3.2 – MEEA Board of Directors represent diversity within the field and within the state

- Board and staff are provided clear job expectations
- Meetings are timely and regularly scheduled
- Board members actively recruit future board members, committee members and volunteers
- Committee responsibilities are clearly detailed, with non-board committee members encouraged to join the Board of Directors
- Advisory Council members are invited to join the MEEA Board of Directors

GOAL 4: MEEA is financially stable.

Strategy 4.1 – Secure grants/contracts/agreements with public and private funds

- Target agencies that have potential as MEEA partners
- Secure grants to fully-fund the Executive Director’s position and a administrative assistant position
- Secure grants to include agency partners in workshops

Strategy 4.2 – Build capacity of fundraising at conference

- A Board member will be appointed Chair to oversee the fundraising committee

Strategy 4.3 – Implement nonprofit best practices in financial management

Strategy 4.4 – Create and maintain physical presence across the state

- Seek partnerships for satellite space