

Strait ECO Net Strategic Plan Summer 2012

Mission:

Collaborate to increase stewardship and strive for a well informed community that behaves in a way that will protect and restore the ecological functions and values of our piece of Puget Sound.

Vision:

Strait ECO Net is a collaboration of educators and non-profit, business, governmental, and tribal organizations committed to the restoration and protection of the North Olympic Peninsula and the Strait of Juan de Fuca.

The Strait ECO Net facilitates hands-on, experiential education that promotes understanding and inspires wonder and curiosity for the natural world to empower responsible environmental stewardship.

Strait ECO Net partners offer local resources that provide for lifelong learning opportunities and educational experiences.

Strategic Initiatives:

Strait ECO Net strategic plan has been developed as a tool for its members. The strategic plan has been created to help ECO Net members increase effectiveness in delivering educational programming that supports our common educational goals. This unified effort will also help each individual member fulfill their educational goals and work toward the individual visions of their organizations. It is important that this document is used to measure and evaluate progress and be seen as a “living document” that is reviewed and revised yearly.

Articulate and implement this Strategic Plan using the following steps:

1. Draft the strategic plan with an established subcommittee during the summer of 2012.
2. Present and discuss draft strategic plan at the fall 2012 Strait ECO Net meeting.
3. Identify outside reviewers to provide feedback on the Strait ECO Net strategic plan by November 2012.
4. Final Strait ECO Net Strategic plan will be submitted to the Puget Sound Partnership by December 2012.

Three strategic goals were identified for the next five years (through 2016). Objectives and actions are identified for each goal.

Goal 1: ECO Net members are motivated to consistently participate in ECO Net functions, which will in turn, support the individuals' organization and current work.

Objective 1: Identify membership needs and priorities

1. Create membership profile including: who you are/which organization you represent, what your organization does, how your organization does it, what your organization can contribute to the ECO Net mission

2. Create a survey to define Strait ECO Net member organizations' needs and priorities for participating in ECO Net.

Objective 2: Meet member needs and priorities

1. Do annual survey to evaluate ECO Net's ability to meet member needs and priorities.
2. Once needs are assessed, the members will review mission and strategic plan at the beginning of each fiscal year to check on progress and priorities of Strait ECO Net and make sure they align with the current needs and priorities.
3. The Strategic Plan will evolve yearly to make sure that Strait ECO Net priorities are being met. In five years, we will go through a more thorough process to review progress on current strategic plan and create a new five year strategic plan.

Goal 2: To have a comprehensive understanding of community educational needs and the gaps in ECO Net member capabilities to fulfill those needs.

Objective 1: Identify formal and informal community education needs

1. K-12 Education: Review and identify educational needs of school districts within the Strait ECO Net.
 - a. Once the current needs of the school districts are identified Strait ECO Net will explore how programming can and should meet the schools' needs.
2. Community Education: Review what is currently being done in Strait ECO Net communities for general public educational opportunities and identify educational priorities for informal youth education programs and adult education by ECO Net members.
 - a. Review PSP research on local interest in environmental and sustainability issues

Objective 2: Identify the capabilities of the organizations within the ECO Net

1. Create Strait ECO Net membership directory with information about participating organizations highlighting mission, vision, program specialties, ways that organizations build on each other's programming
2. Create a way for public to access and use the directory.

Objective 3: Identify the gaps between needs and capabilities of ECO Net members.

Work as an ECO Net to identify which ECO Net members can best fulfill the needs.

1. Identify gaps in education for K-12 programming, informal youth education programs and adult education programs.
2. Identify which organizations within the Strait ECO Net have the time and resources to most appropriately fill the gaps in current educational needs.
3. Develop and seek to implement strategies to provide funding and resources for ECO Net member organizations that will be providing programming to fill in the educational gaps.

Goal 3: Strait ECO Net will collectively seek resources to build capacity to meet the educational needs of the region.

Objective 1: Annually identify and seek funding and resource needs for projects and initiatives identified by the Strait ECO Net strategic plan and membership.

1. At the 1st fall Strait ECO Net meeting members will identify collective projects and initiatives for the upcoming year.

2. Develop a subcommittee that actively seeks out funding opportunities and other resources for identified projects and initiatives from the Puget Sound Partnership as well as the broader funding community.
3. Communicate with the Puget Sound Partnership about Strait ECO Net goals and needs so that they can better support the efforts of Strait ECO Net.

Objective 2: Increase collaboration in seeking grants among ECO Net members as well as connecting with other entities that may be doing research, restoration, etc that that has funding for an educational component.

1. Create time at ECO Net meetings for members to share co-funding opportunities.
2. Strait ECO Net coordinator will seek out local resources that may provide good partnership opportunities and invite them to ECO Net meetings or connect with appropriate ECO Net members.

Goal 4: ECO Net members, school systems, and community organizations are aware of, and able to take advantage of, local ECO Net education and outreach programs.

Objective 1: Create tools to facilitate use of ECO Net resources.

1. Develop two matrixes – one for K-12 educational resources and one for informal youth education programs and adult education opportunities
2. Create and maintain an annual calendar of events hosted by ECO Net members that is easily accessible by the public – adult and family education classes, workshops, lectures, festivals

Objective 2: Create awareness of ECO Net resources

1. Create a public platform for sharing K-12 matrix and disseminate to school districts; keep updated and revise annually
2. Create a public platform for sharing the matrix for informal youth education programs and adult education opportunities and disseminate to the local community and service/business groups; keep updated and revise annually
3. Explore use of MyPugetSound Calendar or Create and maintain an annual calendar of events hosted by ECO Net members that is easily accessible by the public – adult and family education classes, lectures, festivals
4. Operate an ECO Net booth at festivals and fairs with information about all of the ECO Net members programs and educational opportunities
5. Develop a tag line for the Strait ECO Net
 - a. disseminate products that display tagline to public

Strait ECO Net Strategic Plan Timeline

Goal Objective Action	Start date	Completion date	Resources needed
1.1.1	September 2012	December 2012	<ul style="list-style-type: none"> • Person to coordinate information collection • Template for Information collected • An easily accessible place for Strait members to access the information on

			participating organizations
1.1.2	September 2012	December 2012	<ul style="list-style-type: none"> Person to create and administer survey as well as make sense of the results and share with ECO Net members
1.2.1	September 2013 September 2014 September 2015 September 2016	October 2013 October 2014 October 2015 October 2016	<ul style="list-style-type: none"> Person to administer survey as well as make sense of the results and share with ECO Net members
1.2.2	July 2013 July 2014 July 2015 July 2016	August 2013 August 2014 August 2015 August 2016	<ul style="list-style-type: none"> Subcommittee of Strait ECO Net who can meet for a few hours to update and maintain strategic plan. Ideally this subcommittee will contain at least one member from the strategic planning committee the year before to maintain continuity in the plan.
1.2.3	May 2017	December 2017	<ul style="list-style-type: none"> Subcommittee of at least 6-9 members to draft new strategic plan.
2.1.1	January 2013	April 2013	<ul style="list-style-type: none"> Strait ECO Net organizations review the current state standards and identify ways that they can meet the standards. Person or committee that can work with the local school districts to identify needs that could be filled by ECO Net members
2.1.1a	May 2013	August 2013	<ul style="list-style-type: none"> Organization or Individual leader or consultant to help ECO Net and ECO Net member organizations work toward meeting school districts' needs Money –possibly dissemination grant from PSP
2.1.2	January 2013	April 2013	<ul style="list-style-type: none"> Individual to lead the review process of what is currently being done for non-K-12 community education Individual/committee to identify educational priorities for non K-12 community education in Strait ECO Net
2.1.2a	January 2013	February 2013	<ul style="list-style-type: none"> The PSP did some great research on attitudes and behaviors in all ECO Nets. This research can help inform and direct some of the community education priorities.
2.2.1	January 2013	August 2013	<ul style="list-style-type: none"> Individual to lead the process Format for collecting membership information Familiarity with resources that PSP already has in place for ECO Nets
2.2.2	September 2013	January 2014	<ul style="list-style-type: none"> Individual or consultant to help create a platform for sharing Strait ECO Net member organizations work and educational opportunities with the public. Money to create and maintain the platform
2.3.1	September 2013	November 2013	<ul style="list-style-type: none"> Committee to review K-12 educational needs and identify gaps in education needs Committee to review non-K-12 community education needs and identify

			gaps in educational needs
2.3.2	January 2014	March 2014	<ul style="list-style-type: none"> Committee/individual or even an ECO Net meeting to discuss of educational gap analysis and prepare a game plan for meeting those needs
2.3.3	April 2014	May 2016	<ul style="list-style-type: none"> This will be an ongoing process most likely lead by each organization that takes on new projects that the ECO Net as a whole will be supporting Money will definitely be part of this process
3.1.1	September 2012 September 2013 September 2014 September 2015 September 2016	October 2012 October 2013 October 2014 October 2015 October 2016	<ul style="list-style-type: none"> At the first ECO Net meeting of the fall season ECO Net members will determine what major initiatives and projects that we would like to pursue for the year.
3.1.2	November 2012	November 2016	<ul style="list-style-type: none"> Form a subcommittee to seek out funding opportunities. A subcommittee member may sit on the committee for up to 2 years and then will be replaced.
3.1.3	September 2012 September 2013 September 2014 September 2015 September 2016	2016	<ul style="list-style-type: none"> Strait ECO Net coordinator or other designate will communicate with Puget Sound Partnership the projects and initiatives that have been prioritized for the year.
3.2.1	Ongoing	Ongoing	<ul style="list-style-type: none"> Strait ECO Net coordinator will make time at ECO Net meetings for this collaboration to happen as needed but a minimum of twice annually.
3.2.2	Ongoing	Ongoing	<ul style="list-style-type: none"> Strait ECO Net coordinator will reach out to other organizations and people on the peninsula who might be interested in seeking out education support in their work. Strait ECO Net coordinator will invite appropriate groups to ECO Net meetings or put them into contact directly with the organization who is best suited to meeting the needs.
4.1.1	December 2012	June 2013	<ul style="list-style-type: none"> While a lot of work has been done to start this by Deborah it seems prudent to give ourselves plenty of time to do this. There will be a lot of information gathering and organizing that needs to happen before this can be completed Person to collect and organize the information for the K-12 educational opportunities. Person to collect and organize the information for the non-K-12 community education opportunities.
4.1.2	March 2013	June 2013	<ul style="list-style-type: none"> Person to start the calendar Tool – the PSP says they already have a platform for this, it makes sense that we would find a way to use this rather than create our own. Some money will probably be needed to get this project off the ground either in the development of the resources or paying someone to help us

			create what we need.
4.2.1	September 2013	December 2013	<ul style="list-style-type: none"> • Person to create and maintain platform • Money to facilitate this project
4.2.2	September 2013	December 2013	<ul style="list-style-type: none"> • Person to create and maintain platform • Money to facilitate this project
4.2.3	June 2013	Ongoing	<ul style="list-style-type: none"> • Person to maintain calendar
4.2.4	September 2012	Ongoing	<ul style="list-style-type: none"> • Requirements for ECO Net members on staffing the booth at festivals • Schedule of yearly events ECO Net will have a booth at • Coordinator for scheduling people for the event and maintaining ECO Net equipment for the booth.
4.2.5	September 2012	December 2012	<ul style="list-style-type: none"> • We already included this on our current dissemination grant. • Hire a consultant to design chosen tagline
4.2.5	January 2013	Ongoing	<ul style="list-style-type: none"> • Individual/committee to maintain inventory of Strait ECO Net swag. • Money to produce the swag.