



Environmental Education Association of Washington
2010-2012 Strategic Plan

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EEAW Mission

To inspire, engage and support individuals and groups of leaders in Washington State to create a system of education for sustainable communities.

Goals

GOAL 1 Foster excellence in the delivery of Environmental and Sustainability Education throughout Washington State

Objective 1.1 Provide and support networking opportunities including events, conferences and regional gatherings

Objective 1.2 Strengthen relationships between, and professional development of, formal and non-formal educators and their programs

Objective 1.3 Provide leadership and support for pre-K-20 and teacher education systemic initiatives

Objective 1.4 Encourage, sponsor and endorse research to document the impact of environmental and sustainability education, resources, training and programs on decision-makers, learners and leaders

GOAL 2 Provide leadership to advance the field of environmental and sustainability education including the transition of EEAW to E3 Washington

Objective 2.1 Develop an effective and diverse leadership structure to govern and grow the capacity of EEAW and E3 Washington to facilitate implementation of the E3 state, regional and sector plans

Objective 2.1.a Further develop the EEAW Board of Directors and coordinate its activities

Objective 2.1.b Convene an E3 Washington Advisory Council, comprised of influential education, tribal, business, governmental, environmental and community-based leaders to develop policy recommendations and build funding capacity for the implementation of E3 plans

Objective 2.1.c Identify and implement strategies to ensure open governance and democratic decision-making within the E3 network including input from and representation of E3 sector and regional leaders

Objective 2.2 Implement communications, administrative, legal and logistical strategies to ensure an efficient and seamless transition from EEA to E3 Washington

Objective 2.3 Develop and implement annual fundraising plans to support implementation of E3 plans

Objective 2.4 Implement the diversity and equity principles and recommendations in the E3 sector and state plans

GOAL 3 Support the E3 network to implement the five state-level E3 goals and related sector and regional plans and to measure progress and share achievements

- Get Together: Join schools, campuses, and community resources for student achievement and a sustainable future.
- Learn Green: Turn school sites, campuses, businesses and public places into learning laboratories and models of sustainability.
- Reach Out: Give everybody safe and appealing ways to explore and find a sense of place in their social and natural communities.
- Build Support: Garner the funds necessary to provide equitable, adequate coverage and meaning impact of education for sustainable communities.
- Connect Up: Through networking and technology create a system of inclusive and diverse partnerships to achieve education for sustainable communities.

Objective 3.1 Develop and implement methods to measure progress on the goals of the E3 plan

Objective 3.2 Engage E3 Washington regional and sector network leaders and provide

them with coordination, technical support and funding

Objective 3.3 Develop and implement a communications and marketing plan to promote and sustain E3 Washington

Objective 3.4 Share and celebrate the achievements of E3 Washington

GOAL 4 Lead statewide advocacy for environmental and sustainability education including promoting funding mechanisms to leverage public and private support for implementation of the E3 Plan

Objective 4.1 Convene and coordinate an E3 Washington Advocacy Coalition

Objective 4.2 Conduct policy and funding research to inform legislative strategies

Objective 4.3 Develop and coordinate legislative strategies with coalition partners

Glossary of Terms

Capacity Building	Increasing the organizational, leadership, programmatic, legal and financial ability of one or more organizations to achieve their missions.
Communities of Practice	Groups of individuals that come together to learn, create, explore and take action. In the case of E3, the regional, sector and goal steering committees are communities of practice.
Community managers	E3 goal, sector and regional team members responsible for updating their section of the E3 site. Community managers and E3 regional and sector Liaisons are the two people regularly in contact with the E3 office to further the project.
E3 Washington	E3 stands for Education, Environment, Economy. E3 Washington is a statewide initiative of EEAW that seeks to inspire educational networks, public policies, community behaviors and business practices that support sustainable, healthy and thriving environments and economies for everyone in the state.
E3 sectors	The 11 professional sectors with diverse leaders from across the state who assessed the sector and developed goals/strategies/outcomes that informed the state E3 plan. These sectors continue as “communities of practice” in the implementation of their sector and state plans.
E3 regions	The 15 geographical regions of the state that held multi-sector summits and completed regional plans that informed the state E3 plan. These sectors continue as “communities of practice” in the implementation of their regional and the state plans.
E3 network	A growing group of individuals, organizations and other entities that participated in the development of state, regional and sector E3 plans.
E3 Map	The executive summary of the E3 statewide comprehensive plan
E3 plan	The E3 Washington Comprehensive Plan which lays out detailed statewide initiatives and regional and sector plans
Education for Sustainable Communities	The overarching goal of E3 Washington: to make environmental and sustainability education the norm in the lifelong learning process and improve our systems of education to create more sustainable communities in our state.

Environmental literacy	The capacity to frame information about one’s environment, examine underlying principles, investigate a subject, and understand how to apply information.
ESE	Environmental and sustainability education
Sustainability	The most popular definition of sustainability can be traced to a 1987 United Nations conference. It defined sustainable developments as those that "meet present needs without compromising the ability of future generations to meet their needs"(WECD, 1987). Robert Gillman, editor of the <i>In Context</i> magazine, extends this goal oriented definition by stating "sustainability refers to a very old and simple concept (The Golden Rule)...do onto future generations as you would have them do onto you."

About EEA and E3 Washington

Since 1993, the Environmental Education Association of Washington (EEAW) has been the state's professional home for environmental educators and their supporters. It is a membership-based, nonprofit organization whose mission is to increase support for and improve the delivery of environmental and sustainability education.

In 2004, in response to a request from state legislators, EEA and our partners issued an *Environmental Education Report Card* that assessed the status of environmental education in Washington. In 2006, in response to a key Report Card recommendation, EEA launched E3 Washington (*Education, Environment, Economy*). E3's vision is to inspire educational networks, public policies, community behaviors and business practices that support sustainable, healthy and thriving environments and economies for everyone in the state. Working with education, business, tribal, government, community and faith-based leaders, we have built a movement that is self-organizing and interconnected--a growing network of more than 7,000 organizations and individuals.

With input from thousands of these leaders from across Washington State, we:

- Completed 12 E3 sector strategies including strategies for Early Childhood, K-12/Teacher Education, Tribal Education, Local Government/Utilities, Agriculture, and Media/Communications;
- Completed 18 E3 Washington regional summits and many regional plans;
- Completed the E3 Washington Comprehensive Plan: Education for Sustainable Communities. The plan lays out detailed statewide initiatives and regional and sector plans;
- Developed and will soon launch a new, state-of-the-art E3 website to showcase existing programs, inspire ideas and partnerships, encourage resource-sharing and communication, and facilitate networking and implementation of E3 plans;
- Worked with the Superintendent of Public Instruction's office to lead work that has resulted in: 1) a requirement that teacher education at colleges in Washington State include training in environmental and sustainability education; 2) new standards for environmental and sustainability education learners which will be used by teachers, teacher educators and curriculum and program developers; 3) content to support the implementation of the requirement; and 4) a new state option for current teachers to earn credits in environmental and sustainability education.

These requirements and opportunities are the first of their kind in the United States.

The E3 process resulted in five overarching statewide E3 Goals:

- *Get Together:* Join schools, campuses and community resources for student achievement and a sustainable future.
- *Lead Green:* Turn child care centers, school sites, campuses, businesses and public places into learning laboratories and models of sustainability.
- *Get Out:* Give everybody safe and appealing ways to explore and find a sense of place in their social and natural communities.
- *Connect Up:* Through networking and technology, create a system of inclusive leadership and diverse partnerships to achieve education for sustainable communities.
- *Build Support:* Garner the financial resources necessary for coverage, equity and education for sustainable communities.

Going forward, we will showcase and measure progress in achieving these goals. Our interactive E3 website offers a clickable version of the *E3 Washington Map to a Healthy and Prosperous Future*, the executive summary of the E3 Washington Comprehensive Plan: Education for Sustainable Communities.

To achieve success, we honor and practice a “Seventh Generation” perspective in setting goals and strategies and building long-term and respectful relationships to achieve our goals. The E3 network:

- fosters creative approaches to scalable programs that raise awareness and appreciation of the Earth and our place on it;
- develops in residents a respect for, and interest in, others and their cultural traditions; and
- provides decision-makers and the general public with the knowledge and skills to act responsibly as stewards of our natural and built environments.

E3 Outcomes

During 2010-2012 we will continue to foster collaborations among tribes, agencies, businesses, colleges/universities, environmental and educational NGO's, outdoor and nature centers and many others who now hold leadership positions in E3. We will make progress in achieving the following outcomes through implementation of E3 state and regional plans:

- Fully integrating environmental and sustainability education into every grade level and subject area
- Creating a system of close partnership between non-formal educators from environmental organizations, museums, aquaria, natural resource agencies, and businesses with caregivers, teachers and faculty to provide students of all ages with rich, relevant, interdisciplinary learning experiences focused on environmental and sustainability education
- Ensuring exposure for K-12 students to career opportunities in green manufacturing and technology and increasing statewide programs in vocational and trade schools and community colleges that prepare people for "green collar" careers
- Changing the general education requirements in colleges and universities to include content which focuses on sustainability and systems thinking and modeling
- Increasing professional development opportunities and incentives for those currently in decision-making roles that impact the natural environment
- Connecting and empowering students of all ages to know about and protect their local watersheds and to understand their communities, leading and supporting changes that will make them more sustainable
- Providing information, tools and opportunities for families and individuals to make lifestyle, community and career choices that protect the natural environment

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