

EEAW 2010 Work Plan Timeline

The following timeline illustrates the Work Plan activities that will be implemented between January and December, 2010.

Goals & Objectives	2010											
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<i>Goal 1-Foster excellence in the delivery of Environmental and Sustainability Education throughout Washington State.</i>												
Objective 1.1: Provide & support networking opportunities. Events, conferences, regional gatherings, etc.												
1.1.1 Finalize decision to hold joint conference with WSTA in 2011	█											
1.1.2 If approved, coordinate joint fundraising, program development & logistics with WSTA		█	█	█	█	█	█	█	█	█	█	█
1.1.3 Develop EEAW Awards primer and implement 2010 awards program			█	█			█	█			█	█
1.1.4 Plan & hold statewide E3 implementation summit & plan for 2011 summit		█	█				█	█	█			█
1.1.5 Hold quarterly conference call & webinar meetings with E3 sector and regional leaders				█			█				█	
1.1.6 Facilitate regional and sector gatherings by coordinating with E3 regional liaisons		█	█	█	█	█	█	█	█	█	█	█
1.1.7 Determine if EEAW will continue to provide annual conference or alternatives approach						█						
Objective 1.2: Strengthen relationships between, and professional development of, formal and non-formal educators and their programs.												
1.2.1 Secure small grant from NAAEE for 2 nd phase of non-formal educator professional development project	█											
1.2.2 Coordinate project timeline and tasks with consultant and committee leaders		█										
1.2.3 Develop & circulate a proposal to non-formal professional development state leaders group		█	█	█	█							
1.2.4 Utilize E3 network directory to inventory and represent professional development programs		█	█	█	█	█	█	█	█	█	█	█
1.2.5 Hold meeting of non-formal professional development state leaders					█							
1.2.6 Communicate decision to ESE community & begin implementation						█	█	█	█	█	█	█
Objective 1.3: Provide leadership and support for pre-K-20 and teacher education systemic initiatives.												
1.3.1 Finalize decision about housing Washington Green School program at EEAW	█											
1.3.2 If approved, coordinate fundraising & transition steps to incorporate WAGS fully into EEAW's structure		█	█	█	█	█	█					
1.3.3 Coordinate partners to develop a "nested" systemic change initiative addressing E3 goals/strategies			█	█								
1.3.4 Investigate & coordinate involvement of E3 into the No Child Left Inside consortium grant proposal	█	█	█									
1.3.5 Develop NCLI Environmental Literacy Plan based on the E3 state plan, etc.					█							
1.3.6 Complete, evaluate & report on Sustainable Design project objectives for USEPA Region 10 grant							█	█				
1.3.7 Coordinate involvement of E3 in Society of Organizational Learning Education Partnership initiative		█	█	█	█	█	█	█	█	█	█	█
1.3.8 Invite partners to share information via the E3 website regarding K-20 systemic initiatives		█	█	█	█	█	█	█	█	█	█	█
Objective 1.4: Encourage, sponsor & endorse research that documents the impact of environmental & sustainability education, resources, etc. on decision-makers, learners & leaders												
1.4.1 Integrate the use of the OSPI 2910 Study research database into the new E3 site							█	█	█	█	█	█

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1.4.2 Coordinate with partners to make research accessible to Washington ESE stakeholders												
1.4.3 Market use of the new E3 website as a central location to post research articles and reports												
<i>Goal 2-Provide leadership to advance the field of environmental and sustainability education including the transition of EEAW to E3 Washington</i>												
Objective 2.1: Develop effective & diverse leadership structure to govern & expand the capacity of EEAW and E3 Washington in implementation of the E3 state, regional & sector plans												
2.1.1 Further develop the EEAW Board of Directors to build funding capacity for EEAW and E3 management												
2.1.2 Create a diverse E3 Washington Advisory Council												
2.1.3 Convene the E3 Washington Advisory Council in 2010 & provide regular updates & requests												
2.1.4 Identify and implement strategies to ensure open governance/democratic decision-making within E3												
2.1.5 Hold a meeting to develop alternative organizational models and steps to evolve EEAW/E3 Washington												
2.1.6 Complete the "EEAW to E3" mini-plan												
2.1.7 Support the professional development and leadership of the ED and other staff												
Objective 2.2: Implement communications, administrative, legal and logistical strategies to ensure an efficient and seamless transition from EEAW to E3 Washington												
2.2.1 Convene an ad hoc committee to fully consider and list steps to ensure a smooth transition to E3												
2.2.2 Develop a communications strategy to notify members and stakeholders of the transition												
2.2.3 Consolidate the EEAW and new E3 websites												
2.2.4 Consult with brand strategist in use of E3 Washington name and tagline in organizational context												
2.2.5 Implement all legal and internal steps for smooth transition.												
Objective 2.3: Develop and implement annual fundraising plans to support E3 plans												
2.3.1 Secure a grant writer/s (volunteer and/or paid)												
2.3.2 Develop a 6-month strategy to pursue grants, sponsorships, memberships and donations												
2.3.3 Complete a 2-year development plan w/realistic goals for diversifying income, funding prospects & timelines												
2.3.4 Implement the 6-month and 2-year plans (first year)												
Objective 2.4: Implement the diversity and equity principles and recommendations in the E3 sector and state plans												
2.4.1 Develop a diversity plan for EEAW/E3 based on E3 state and sector plans												
2.4.2 Ensure that all leadership bodies of EEAW and E3 Washington are diverse and made up of effective members												
<i>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</i>												
Objective 3.1: Develop & implement methods to measure progress on the goals of the E3 plan												
3.1.1 Develop a student projects section on the new E3 website												
3.1.2 Hire a consultant and convene an E3 Evaluation Design Team (progress towards E3 goals)												

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3.1.3 Facilitate training in and deployment of evaluation strategies and “adaptive management” techniques												
3.1.4 Incorporate recommendations of the Design Team extending beyond 2010 into a business plan												
3.1.5 Develop an “E3 and Me” personal action tool and design a “We achieve E3” graphic display of progress made												
3.1.6 Continue to design & develop new tools and improve the E3 site based on user feedback												
3.1.7 Regularly maintain the E3 site and incorporate updated information on at least a bi-weekly basis												
Objective 3.2: Engage E3 Washington regional and sector network leaders and provide them with coordination, technical support and funding												
3.2.1 Establish the roles for E3 regional & sector liaisons, site community managers, and prep site												
3.2.2 Hire E3 Network Coordinator to facilitate communication & progress among E3 sectors and regions												
3.2.3 Conduct quarterly phone calls with regional and sector E3 leaders (same as 1.1.5)												
3.2.4 Fundraise in order to provide funding, technical support, travel support & other services needed												
Objective 3.3: Develop and implement a communications and marketing plan to promote and sustain E3 Washington												
3.3.1 Develop internal & external Communications Plans and promo materials for E3 launch												
3.3.2 Use the E3 website, E3 e-news tool, list serve and other social media (Facebook, LinkedIn, etc.)												
3.3.3 In coordination with E3 co-chairs, hold a media event and/or coordinate letter to editor and distribution												
3.3.4 Fully implement the communications plan												
3.3.5 Conduct ongoing promotion of E3 and ESE partners throughout Washington												
Objective 3.4: Share and celebrate the achievements of E3 Washington												
3.4.1 Convene an ad hoc committee to develop creative & effective methods												
3.4.2 Provide a monthly e-newsletter of E3 related progress												
3.4.3 Utilize meetings, conferences and other gatherings to provide updates in person												
3.4.4 Make available on E3 site downloadable, replicable, “play and plug” E3 resources												
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												
4.1.1 Work with partners to hold “lobby day” in Olympia to thank legislators for support												
4.1.2 Convene an ESE Advocacy meeting to identify priorities for ESE community in next 1-3 years.												
Objective 4.2: Conduct policy and funding research to inform legislative strategies												
4.2.1 Research policy approaches in other states for strengthening ESE programs												
4.2.2 Map all avenues for strengthening ESE in Washington state agencies, budgets & the governor’s budget												

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Objective 4.3: Develop and coordinate legislative strategies with coalition partners												
4.3.1 Develop a 3-year E3 campaign plan to achieve E3 implementation, including legislative support (see 4.1.2)												
4.3.2 Draft E3 Washington legislation												
4.3.3 Vet drafts of legislation developed with core E3 leaders and revise based on comments												
4.3.4 Circulate draft of legislation to key legislators and seek sponsors.												
3.3.5 Prepare legislation and organize a coalition for 2011 session; engage the E3 network to support the legislation												
Work Plan Parking Lot												
Update the administrative policies and procedures manuals and orient all on board and staff to the new documents.												
Update the employee handbook												
Continue to update EEAW bylaws as needed												