

CALIFORNIA ASSOCIATION FOR ENVIRONMENTAL & OUTDOOR EDUCATION



STRATEGIC PLAN FY21-23

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We envision a world where every young person has access to a healthy community and meaningful learning experiences outdoors.

**OUR MISSION IS TO ADVANCE THE
IMPACT OF ENVIRONMENTAL &
OUTDOOR EDUCATION IN CALIFORNIA**

BELIEF STATEMENT

Environmental education is the "education we need for the world we want." We believe that everyone has the right to the physical, social, emotional, and academic benefits of learning outdoors.

We:

CONNECT - We convene program providers to build a diverse, equitable, and inclusive network of skilled practitioners.

EDUCATE - We provide learning opportunities that are aligned with best practices and content relevant for our field.

ADVANCE - We promote high-quality environmental education among the varied programs across the state and advocate for all young people to experience meaningful learning opportunities outdoors.

Objective 1: Expand AEOE's organizational capacity to implement its mission and address future opportunities and challenges

Strategy 1.1 Tighten and streamline AEOE's messaging.

Strategy 1.2 Recruit qualified candidates for the board with backgrounds, experiences, and knowledge that will further AEOE's goals and strategies.

Strategy 1.3 Strengthen AEOE's ability to expand the organization's footprint through increased and diverse revenue streams.

Objective 2: Pursue strategic outreach efforts to reach a wider audience to better represent and serve the diversity of programs and practitioners across the state

Strategy 2.1 Expand AEOE's membership base and outreach efforts.

Strategy 2.2 Develop and expand the breadth of AEOE's program offerings.

Strategy 2.3 Cultivate existing partnerships and establish new ones that will support the implementation of AEOE's mission.

Strategy 2.4 Develop and implement practices and policies in support of our commitment to equity and inclusion in AEOE's programs, outreach efforts, leadership, and organizational culture

Objective 3: Elevate the importance of environmental and outdoor education in California

Strategy 3.1 Advocate for environmental education in the outdoors as a necessary component of PreK-12 education.

Strategy 3.2 Establish a statewide certification program to professionalize the field and build a uniform foundation in effectively teaching about the environment in California.

As the professional association for environmental and outdoor education in California, AEOE provides programs and practitioners with the tools, resources, and expertise to ensure that future generations are equipped with the skills, knowledge, and experiences necessary to develop lifelong connections to the natural world and the commitment to sustain it.