



California
AEOE

Association for Environmental & Outdoor Education

STRATEGIC PLAN

FISCAL YEAR 2024-2027



Members of AEOE's Leadership Team at the 2022 fall retreat at Camp Ocean Pines

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

OUR MISSION

AEOE STRENGTHENS ENVIRONMENTAL EDUCATION IN CALIFORNIA BY CONNECTING PROVIDERS, BUILDING PROFESSIONAL EXPERTISE, AND CHAMPIONING ENVIRONMENTAL LITERACY AND OUTDOOR LEARNING.



PRIORITY 1: Enhance program offerings to better serve the vast California's diversity of programs and providers

Strategy 1.1 Offer robust suite of professional learning on range of EE topics

Strategy 1.2 Expand certification program to support practitioners at range of experience levels

Strategy 1.3 Celebrate exemplary programming and leadership in outdoor and environmental education

PRIORITY 2: Strengthen organizational visibility and leadership role across the state

Strategy 2.1 Convene local and regional network leaders for shared learning and strategy development

Strategy 2.2 Influence policy to expand access to environmental and outdoor learning

Strategy 2.3 Broaden reach through robust communication strategy

PRIORITY 3: Increase organizational capacity

Strategy 3.1 Increase revenue streams to meet funding targets

Strategy 3.2 Diversify Board of Directors to represent a broad range of lived and professional experiences to guide and inform our work

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.

ORGANIZATIONAL VALUES

These guiding principles articulate how we work together, how we operate, and how we strive to show up for our community

GROWTH: AEOE embodies a culture of dynamic learning, striving to be our best with a willingness to adapt and change as needed, and address new challenges and opportunities to best serve our community of providers and practitioners across the state. As a leader in professional development, we promote innovative and research-backed best practices for our field.

APPRECIATION: We recognize and acknowledge the value in all living beings, perspectives, and the natural world. We foster an environment where gratitude is practiced regularly and members of our community are acknowledged for their contributions of time, resources, and knowledge.

INCLUSIVITY: We strive to build community and a sense of belonging within our organization, our membership, and in the field of environmental education by celebrating, honoring, and amplifying diverse perspectives, voices, values, and needs, especially from those who experience systemic barriers or disadvantages based on their identities.

ACCOUNTABILITY: We strive to conduct our business transparently and with integrity, demonstrating responsibility through our actions. We are accountable to ourselves, each other, the practitioners and providers in our state, and the larger field of environmental and outdoor education.