

Strategic Planning Committee Meeting 3/9/2009  
Robin, Darlene, Kathe, Deb present  
Jeremy Solin on phone for a short time due to technology difficulty

Strategic Plan for Wisconsin Environmental Education Board  
Major issues:

3 year organizational plan- for the WEEB itself  
Look to a strategic plan for EE in the future- need to find funding sources for comprehensive statewide plan

The planning committee has put a lot of thought into the type of strategic plan the Wisconsin Environmental Education Board needs at this point in time. The planning committee agreed that the Board needs an organizational plan for themselves before tackling a plan for the state. In addition the state really needs a baseline assessment (similar to the Minnesota Report card) to have a place to start from. The feeling is lets take the time and do it correctly. This means finding funding to get the necessary work done.

To move forward with our organizational strategic plan we need your input. Your input should represent your thoughts and the thoughts of the sector you represent.

At the April meeting the Planning Committee generated an initial list of priorities (below) for WEEB to consider as part of the strategic planning process.

Here is the initial list generated by the committee to get everyone started thinking about the priorities for WEEB's organizational strategic plan.

**1. Create a handbook for new members and perhaps a training session either in person or via phone conference (to help get new members up to speed with historical and legislative background).** *How do we get new members up to speed quickly and not have to re-establish ourselves at each meeting?*

Some ideas:

Sample things to include-Policies, Financial Procedures, Legislative base,  
Expectations of representation of your sector, Job descriptions,  
Timeline of developments with corresponding detail as needed,  
WEEF-who is it and what does it do,  
Clear look at where the different strands of money comes from,  
Role of UWSP and Center for Environmental Education,  
Who is represented on board

**2. Improve communication - both Internal and external**

Internal-board; committees-*How do we more efficiently communicate among ourselves?*

External-*How do we present ourselves to the outside world?*

Legislature  
Agencies

**3. Committee Structure-** *How do we insure that committees are relevant to Board needs and that they are funded?*

Standing:

Working: directly tied to strategic plan implementation

Some ideas:

Role definitions, Liaison Role formalization of role, Resources for committee

Process by which it works, Priorities

**4. Funding-***How do we diversify funding so we can support future initiatives and needs for both local and strategic needs?*

Some ideas:

Communication with WEEF, Committee expenses, Ginny \$ priority to full-time

Finding more money for administrative needs, Who applies for grants?

How Board's needs are communicated through to WEEF

Who watches what is happening to our external money stream-where does it come from, what are the restrictions

**5. Benchmarks of success and other metrics.** *How will we know when we are successful?*

Some ideas:

And other metrics (economic)

Report card for Environmental Literacy in WI

**6. Environmental Literacy Plan for state-** *How will the state meet the need for an Environmental Literacy Plan to be able to access the potential No Child Left Inside funds at the beginning of the process rather than playing catch-up?*

**7. WEEB demonstrates Leadership for Environmental Education in WI**

*How does WEEB successfully demonstrate leadership in Environmental Education?*

Some ideas:

Right now it is dictated by the funding stream.

How do the special interest grants(money for grants) demonstrate the leadership? They may not be representative of what Weeb wants...it is where \$ is.

**8. What demonstrates leadership in Environmental Education?**

*What does leadership look like?*

Other ideas to be considered as priority concerns/goals for the 3 year Board's strategic plan for itself. Please add to list and e-mail to [debra.mcrae@ces.uwex.edu](mailto:debra.mcrae@ces.uwex.edu)