



VISION **Outdoor Education for All! (OEFA) brings together dedicated organizations and individuals who collectively deliver a range of standards-based and high quality outdoor learning experiences for students of all ages, abilities and backgrounds.**

MISSION **We partner to collectively deliver outdoor learning experiences that promote ecological literacy and health and wellness, building a citizenry active in natural and cultural resource conservation and stewardship.**

CORE These are the values that inform our work together.

VALUES

- **Stewardship of Nature:** Our future depends upon people who respect and protect the earth
- **Awareness:** We welcome all the varied ways we make connections to the natural world
- **Culture:** Natural history is intimately connected to cultural history
- **Inclusiveness:** We provide quality experiences to all learners and honor the diversity of all who want outdoor education

- **Commitment:** All involved in OEFA have strong commitments to learners of all ages, to the organization, and its mission and vision
- **Partnership:** Our collective efforts bring out the best in each of us
- **Health and Wellness:** Access and opportunities outside improve health and wellness
- **Kids:** Children are our future

Our Strategy: Goals and Actions

Programs & Training

GOAL 1 Support standards based programs that connect providers, schools, and students of all ages and promote the value of Outdoor Education For All in the educational community as a primary resource for outdoor learning experiences.

Create a stronger network among providers and with schools (administrators, teachers, and PTsAs) through enhanced communications, coordination, and training.

Identify ways to build and connect to CREEC as a key information & outreach resource for OEFA participants.

Establish a funded provider program coordinator position as part of staffing plan. Draft a position description with responsibilities aligned with the strategic framework.

Sponsor at least two pilot programs experimenting with different organizing approaches, themes, partners and locations including Day in the Field events

GOAL 2 Identify and build recognition of outdoor learning places within proximity of communities and learning institutions.

Develop an interactive map of outdoor learning classrooms and centers in Butte County and beyond and integrate into printed and web media.

GOAL 3 Coordinate and support leadership development and training for informal and formal educators.

Support and promote establishment of Intern programs. (Butte College, CSUC and high schools)

GOAL 4 Support and expand the capacity of providers to meet demand and deliver quality programs.

Promote existing training opportunities for informal and formal educators (providers and teachers) in collaboration with local and outside providers, and establish a central training location as possible.

Outreach & Engagement

GOAL 5 Build awareness and participation in OEFA targeting diverse partners and the public.

Produce and distribute at least 3 e-newsletters in 2015, expanding mailing list.

Complete, design, and print the OEFA Provider brochure for schools/teachers and develop a distribution and evaluation plan considering cost and benefits and results.

Finish and market OEFA.org. and create and manage a Facebook group. Develop a video and photo library.

Make presentations to key stakeholders and partners to increase awareness, share progress, gather input and build organizational engagement.

Participate in key events to promote the work of OEFA.

Begin developing a branding program including logo.

Assessment, Monitoring, & Organizational Effectiveness

GOAL 6 On a regularly scheduled basis, assess the progress and effectiveness of Outdoor Education For All and assure its improvement and sustainability as an organization and in program delivery.

Assess and evaluate the March Stanford Avenue event and expand this work with other schools and at place-based sites.

Complete a provider needs assessment building from the brochure survey.

Review and assess OEFA work with OCESD and BCOE by spring, 2015 and identify next steps.

Evaluate and develop a list of best practices for guidance in future program planning and in program delivery.

Design feedback mechanisms and evaluate the effectiveness of communications materials/tools including the brochure, web site and other social media platforms.

Review Action Plan annually and produce a comprehensive report of results.

Assessment, Monitoring, & Organizational Effectiveness

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GOAL 7 Establish a formal organization (nonprofit, partnership, fiscal agent, MOU and other) to support OEFA's ongoing activities, growth, sustainability.

Complete an organizational assessment that describes organizational needs, goals and options for OEFA in both the short and long terms. Chart an action plan and begin implementing in 2015.

Re-new and expand the OEFA Steering Committee considering Steering Committee criteria and overall organizational development goals. Assess the need to appoint officers.

Fine tune an OEFA staffing plan with needs (organizational and programmatic) and timelines considering a variety of options from in-kind assistance to internships and paid staff.

Establish an interim OEFA Office along the in Big Chico Creek corridor and in Oroville and continue to explore the idea of a non-profit center for Chico and possible partnerships.

Establish policies/procedure to guide OEFA's work.

Financial Stability

GOAL 8 Establish and maintain financial stability to sustain the organization (OEFA) and program delivery.

Develop and begin implementing a fundraising plan that identifies 1.) OEFA priority organizational needs; 2.) OEFA program needs; and 3.) Potential funders.

Seek a grant writer to secure a startup grant and seek partner applicants for project and program related grants.