



Strategic Planning Preparation Guide

Strategic Planning

Pre-Work

For our meeting on May 8th, all participants are being asked to review a few documents:

- Strategic Planning Preparation Guide
- Results of the Stakeholder Survey and Interviews (separate attachments)

Please identify 2-3 take-aways from these documents that we should focus on at the meeting.





NEEF's Purpose, Mission, Vision and Impact

Guiding Statements

In 2018, NEEF revisited the statements that guide its work.

- Purpose
- Mission
- Vision
- Impact



What prompted this examination?

Some internal and external trends contributed:

- More competition in the marketplace.
- Increased interest in impact.
- Fundraising/donor landscape.
- Alignment of our messaging with current programs/initiatives.
- Audience segmentation.
- Measurement and accountability.



The Result

Statement	Current	Proposed
Purpose	To secure a safer and healthier world for ourselves, our children, and for generations to come.	To cultivate an environmentally conscious and responsible public
Vision	By 2022, 300 million Americans actively use environmental knowledge to ensure the wellbeing of the earth and its people.	People's everyday actions are guided by an understanding and concern for the well-being of people and the planet.

The Result (con't)

Statement	Current	Proposed
Mission	Make the environment ever-present in the daily lives of Americans by delivering practical, accessible information they can use through the sources they know and trust.	Make the environment more accessible, relatable, relevant, and connected to the daily lives of all Americans.
Impact	--	People are motivated to choose actions that improve their lives and the health of the planet.

Putting it all together

NEEF exists to cultivate an environmentally conscious and responsible public. We do this by making the environment more accessible, relatable, relevant, and connected to the daily lives of all Americans so that they are motivated to choose actions that improve their lives and the health of the planet. When our work is finished, we have created a society where people's everyday actions are guided by an understanding and concern for the well-being of people and the planet.



Sustainable Development Goals (SDGs)

Priority Areas

Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations General Assembly in 2015. SDGs are the blueprint to achieve a better and more sustainable future for all.

We examined our change areas and aligned them with the following SDGs to further our impact and commitment to DEI:

- ✓ **No Poverty**
- ✓ **Good Health**
- ✓ **Quality Education**
- ✓ **Clean Water**
- ✓ **Sustainable Cities**
- ✓ **Responsible Consumption**
- ✓ **Climate Action**
- ✓ **Life Below Water**
- ✓ **Life on Land**
- ✓ **Partnership for the Goals**



How will we measure?

We are able to apply the existing Vision Tracking Goals into our measurement:

Reach

- NEEF program/initiative reach to people in the moveable middle (118 million Americans per the 2018 Adult Benchmark Survey segmentation)
- Geographic/institutional coverage
- Targeted population exposure

Effective Engagement (Behavior Change)

- Change in behavior of individuals or institutions that can be attributed to a NEEF program/initiative or intervention (external)
- Change in behavior of NEEF staff (internal)

Systems Impacts

- Direct impact on an environmental or social system (external)
- Direct impact on the NEEF system (internal)



How will we measure?

Other examples of our indicators and their alignment with SDGs



Section 3.9, “By 2030, substantially reduce the number of deaths and illness from hazardous chemicals and air, water and soil pollution and contamination.”

- Health indicators:
 - ✓ Number of asthma-related emergency room visits (*IMPACT*)
 - ✓ EPA Healthy Schools Initiative-Number of schools implementing healthy schools guidelines (reducing asthma triggers, lead audits, etc.) (*REACH*)
 - ✓ Number of Asthma Champions trained (*REACH*)
- Economic indicators:
 - ✓ Cost savings due to reduced asthma-related emergency room visits/hospitalization (*IMPACT*)



Section 6.6, “By 2020, protect and restore water-related ecosystems including mountains, forests, wetlands, rivers, aquifers and lakes.”

- Environmental indicators:
 - ✓ NPLD: Number of beach and waterway clean-ups (*REACH*)
 - ✓ NPLD: Number of sites (*REACH*)
 - ✓ NPLD and grants outputs: Miles of river/stream/river bank/coastline restored (*IMPACT*)

How will we measure?



Section 4.7, “By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles...”

- Environment indicators:
 - ✓ Number of educators accessing Greening STEM module and toolkit **(REACH)**
 - ✓ Number of active HOL network partnerships **(REACH)**
 - ✓ Greening STEM grantee interviews survey responses **(BEHAVIOR CHANGE)**
- Economic indicators:
 - ✓ Outcomes from NPS-ED HOL projects: change in educator capacity to deliver place-based STEM programming, change in student attitudes towards STEM fields (intent to pursue additional STEM opportunities; confidence in STEM subjects) **(BEHAVIOR CHANGE)**



Section 12.8, “By 2030, ensure that people everywhere have relevant information and awareness for sustainable development and lifestyles in harmony with nature.”

- Environmental indicators:
 - ✓ Educators reached with Greening STEM **(REACH)**
 - ✓ Number of people engaged through NEEF campaigns (NBA, ACP, etc.) **(REACH)**
 - ✓ Actions taken by people engaged in campaigns **(BEHAVIOR CHANGE)**
 - ✓ Collective impact of actions taken (GHGs saved, pounds of plastic waste reduced, etc.) **(IMPACT)**

Impact Areas and Goals

Through its work, NEEF intends to impact people's health, the environment and the economy. Our goals align with SDGs and support our desired impact.

Impact Areas	Goals
Lasting positive impact on people's health	<ul style="list-style-type: none">• Reduce physical or cultural barriers to children and adults spending time outdoors• Increase overall understanding of how the environment affects our daily health and well-being• Contribute to better health outcomes for children with asthma
Lasting positive impact on the environment	<ul style="list-style-type: none">• Contribute to the conservation, restoration and sustainable use of our marine and terrestrial ecosystems.• Instill an environmental stewardship ethic in the US population through outdoor activities and experiences
Lasting positive impact on the economy	<ul style="list-style-type: none">• Increase the overall STEM competency of the average K-12 student in the US• Reduce loss from extreme weather events by cultivating a better prepared public• Increase the number of companies that adopt pro-environmental activities and practices



NEEF's Values

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Impact

We generate results that are meaningful, measurable, and sustainable.

Integrity

We hold ourselves accountable for providing straightforward, objective, science-based information.

Respect

We maintain a high standard of mutual respect for, and openness with, our stakeholders and employees.

Collaboration

We leverage our internal teamwork and external partnerships to generate accomplishments well beyond what any of us could achieve on our own.

Learning

We adapt to a changing world to stay relevant, to respond to diverse audiences, to capture emerging opportunities, and to improve our performance.