

2019 NEEF Strategy Survey



Conducted by
Brighter Strategies, LLC
www.brighterstrategies.com
703-224-8100
April 2019

50% Responses rate (60/119)

CONFIDENTIAL

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- What make NEEF unique

NEEF's strengths and challenge

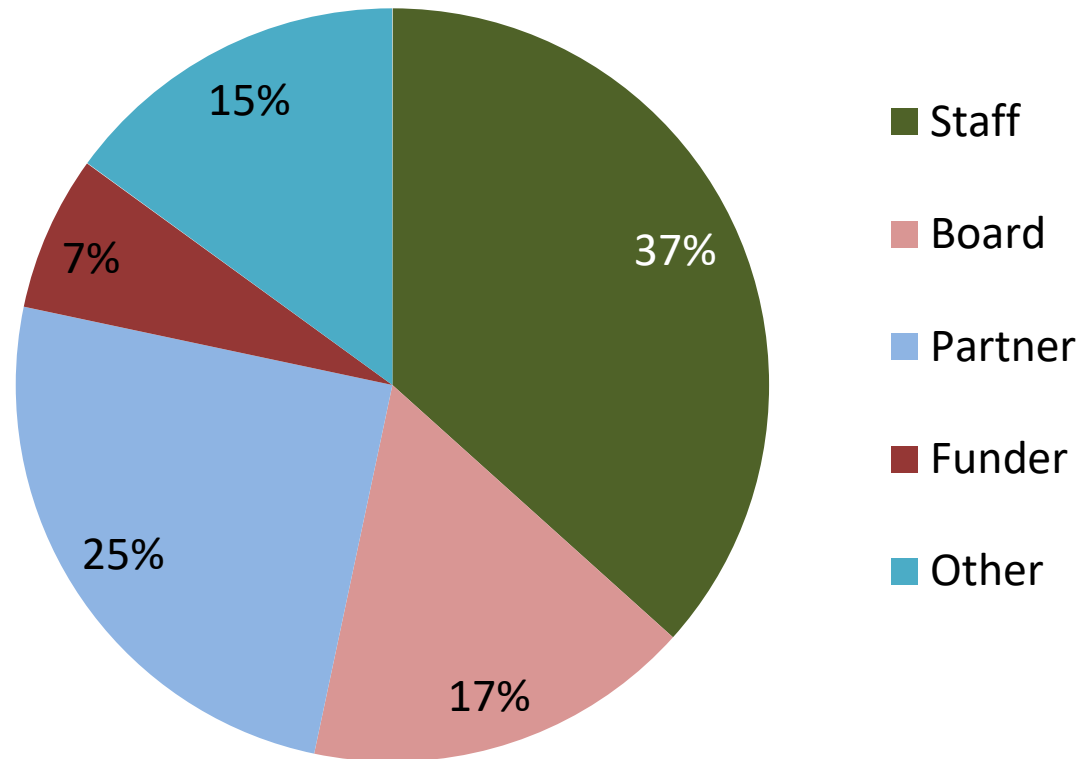
- Top strengths
- Programs NEEF should stop
- Top NEEF mission delivery focus areas
- What the strategic plan should address
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About the survey participants

What is your relationship to NEEF?

Total # of respondents: 60

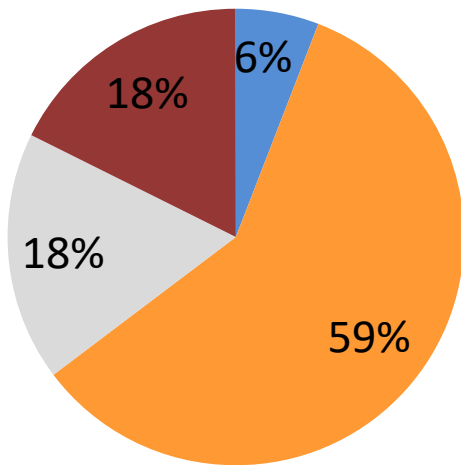


Tenure with NEEF

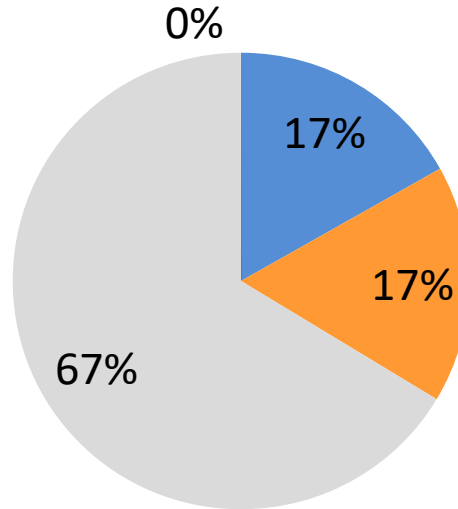
How long have you worked with NEEF?

■ <1 year ■ 1-5 years ■ 5-10 years ■ > 10 years

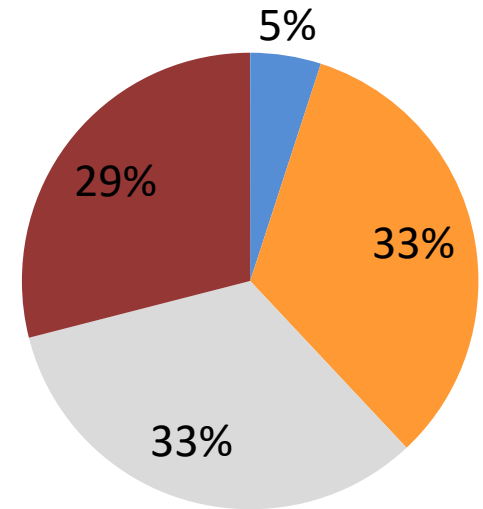
Staff



Board



Partner, Funder & Other



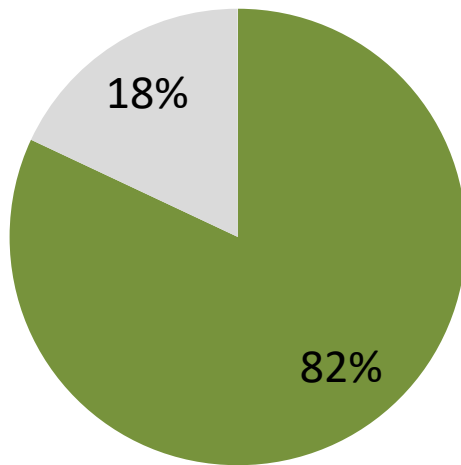
Impression of NEEF

General impressions of NEEF is about the same or more positive in the last year

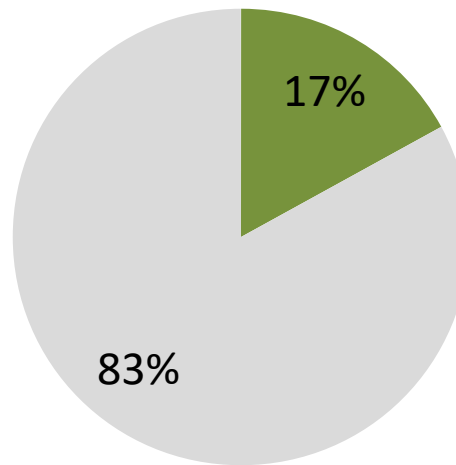
Over the past year, would you say your general impression of NEEF has become more positive, less positive, or stayed about the same?

■ More Positive ■ Less Positive ■ About the Same

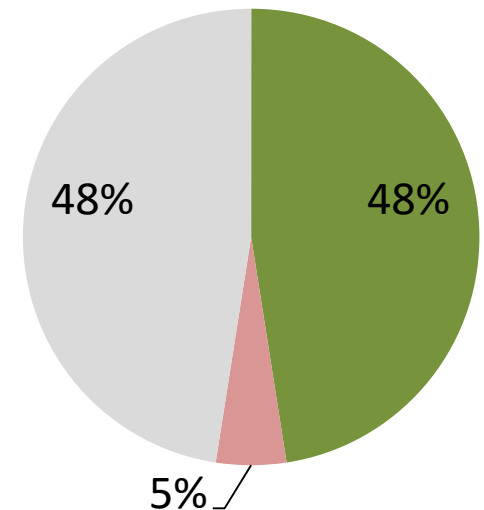
Staff



Board



Partner, Funder & Other

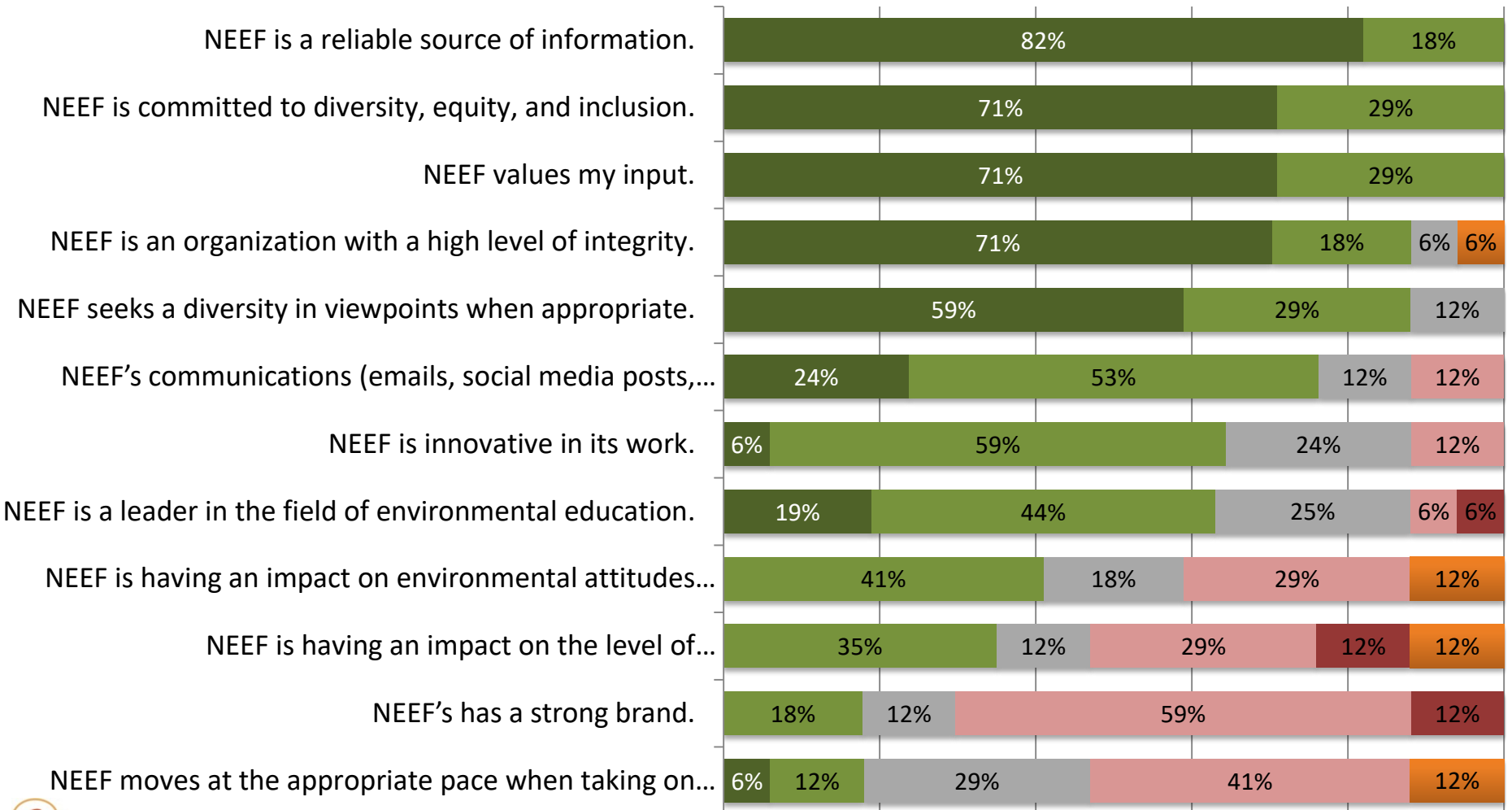


Overall, NEEF is seen as:

- A reliable source for information.
 - Having a high level of integrity.
- Committed to diversity, equity and inclusion.
 - Valuing input.

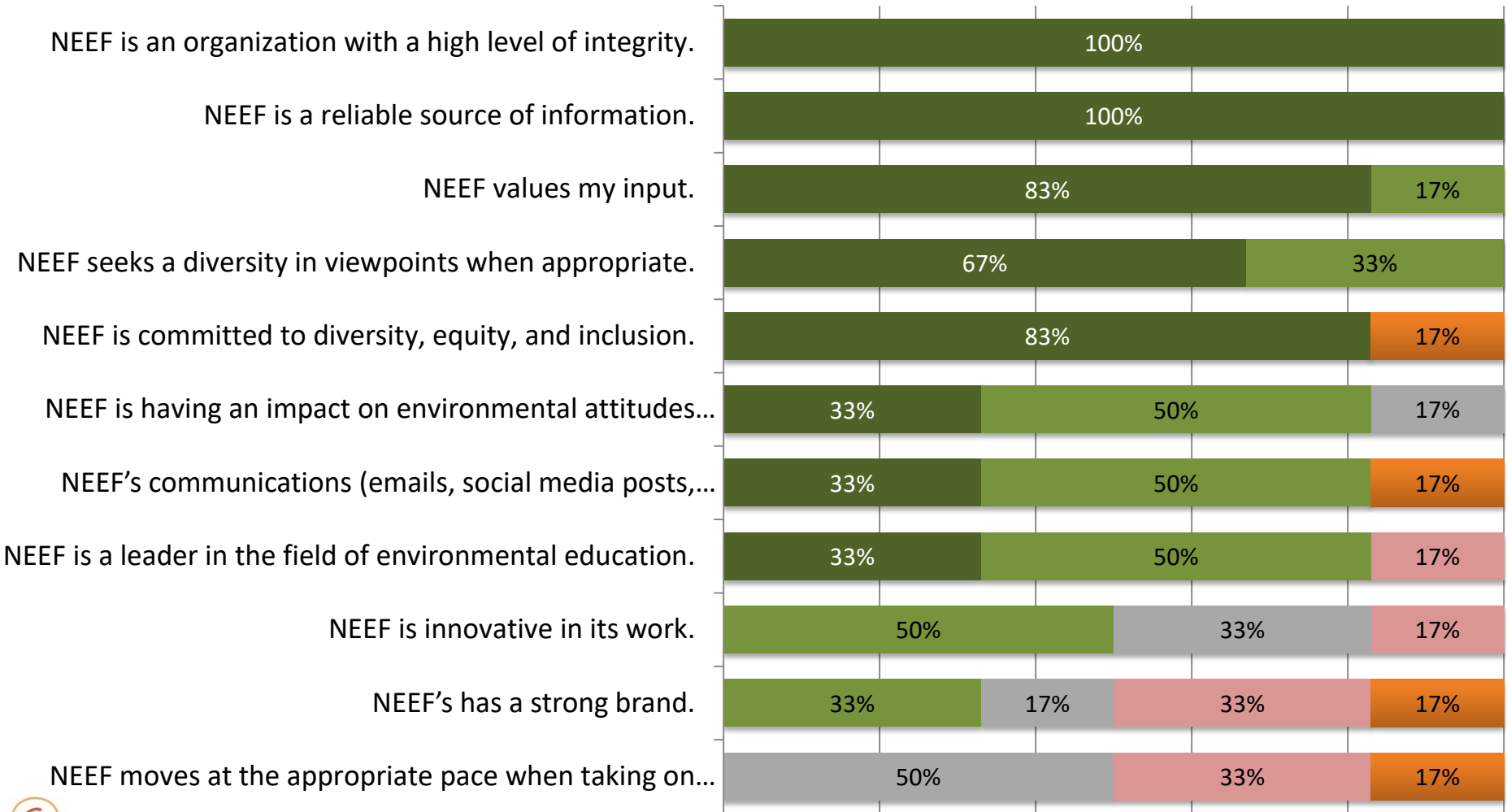
Staff see NEEF as:

■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ I Don't Know



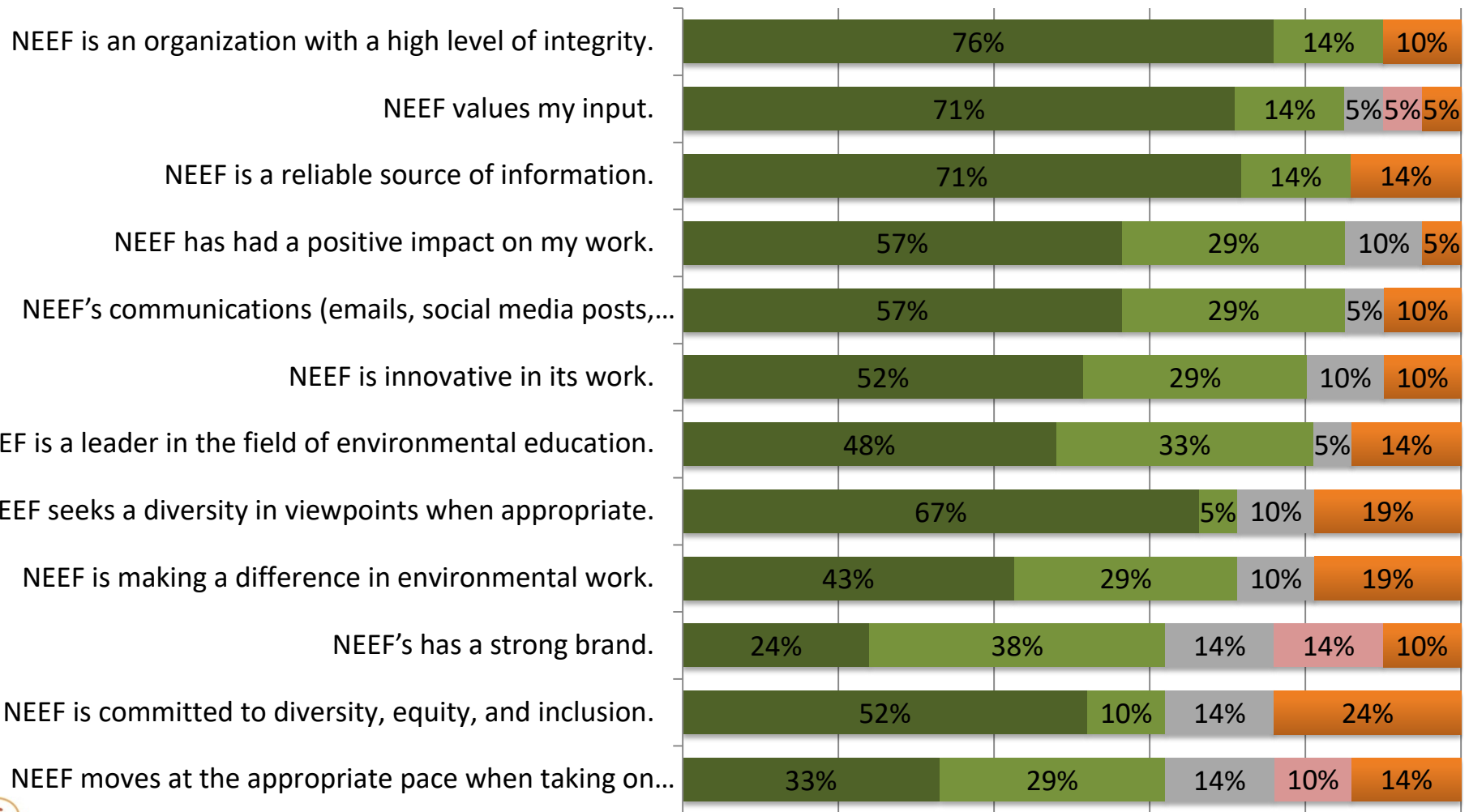
Board members see NEEF as:

■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ I Don't Know



Partners, funders and other respondents see NEEF as:

■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ I Don't Know



Overall, NEEF meets or exceeds expectations in the following areas:

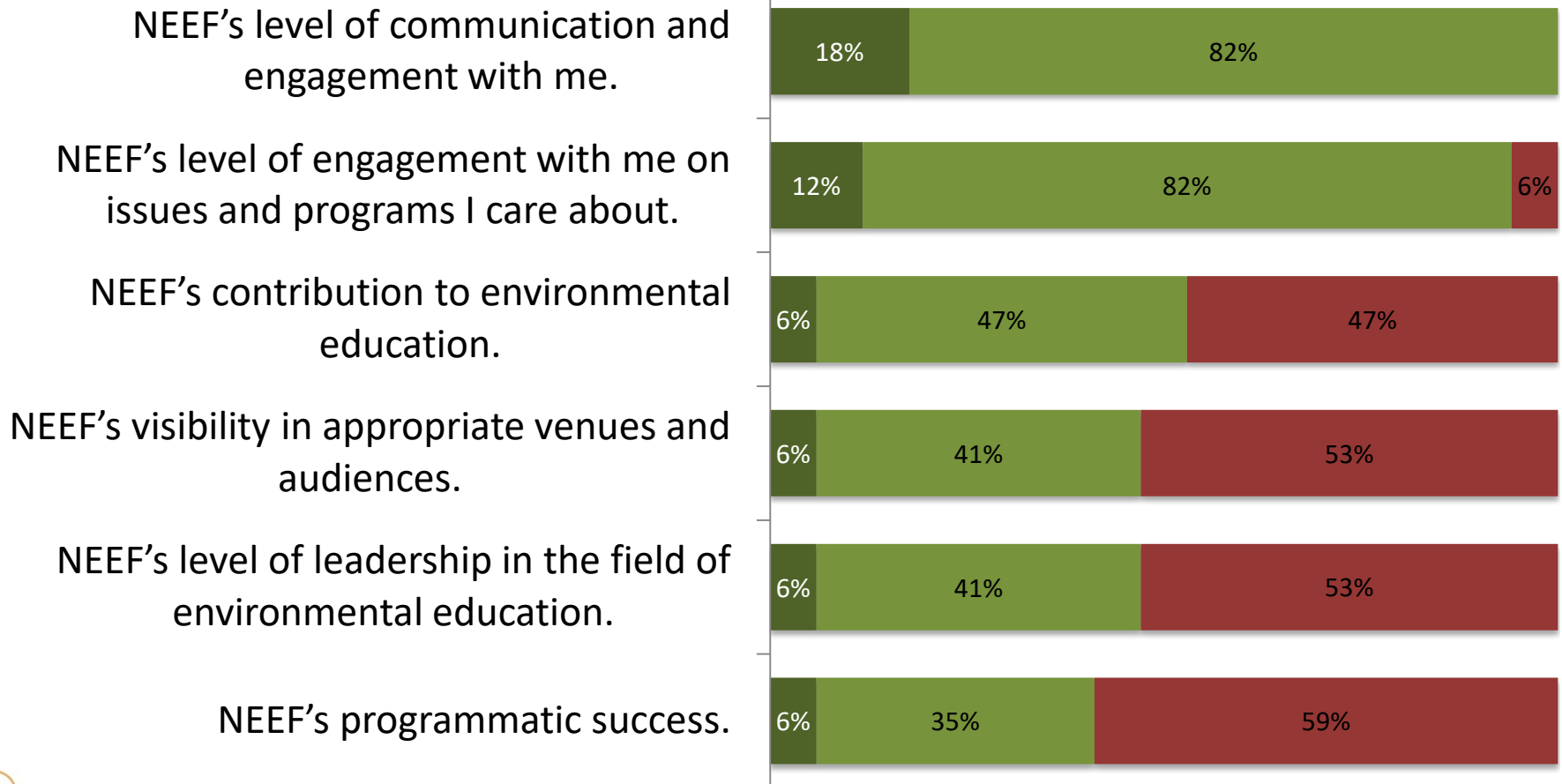
- Level of communication.
- Level of engagement on issues the participant cares about.
- Contribution to environmental education.

According to staff and board members, NEEF does not meet expectations in the following areas:

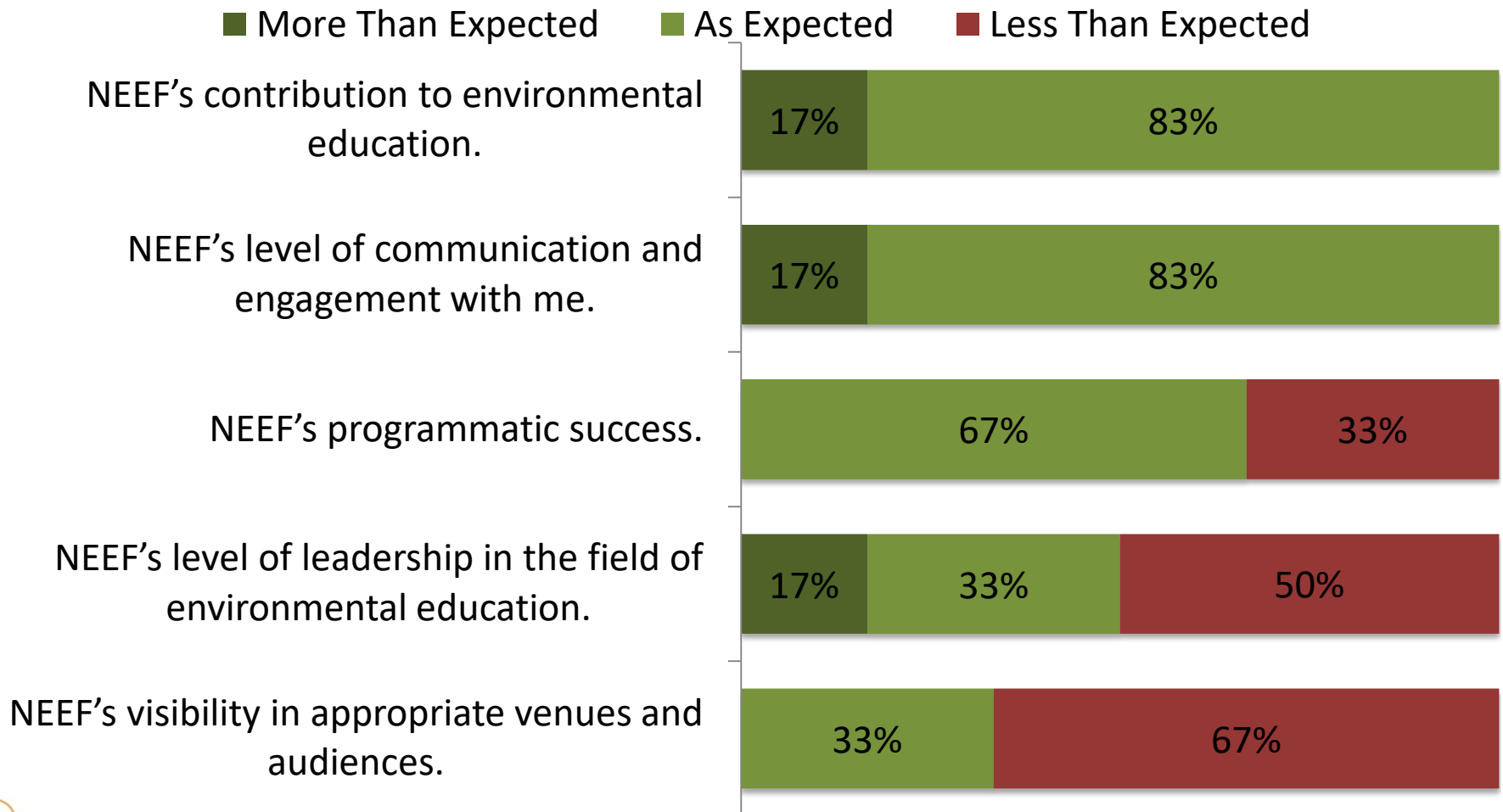
- NEEF's visibility in appropriate venues.
- NEEF's level of *leadership* in the field of environmental education.

Staff Expectations

■ More Than Expected ■ As Expected ■ Less Than Expected

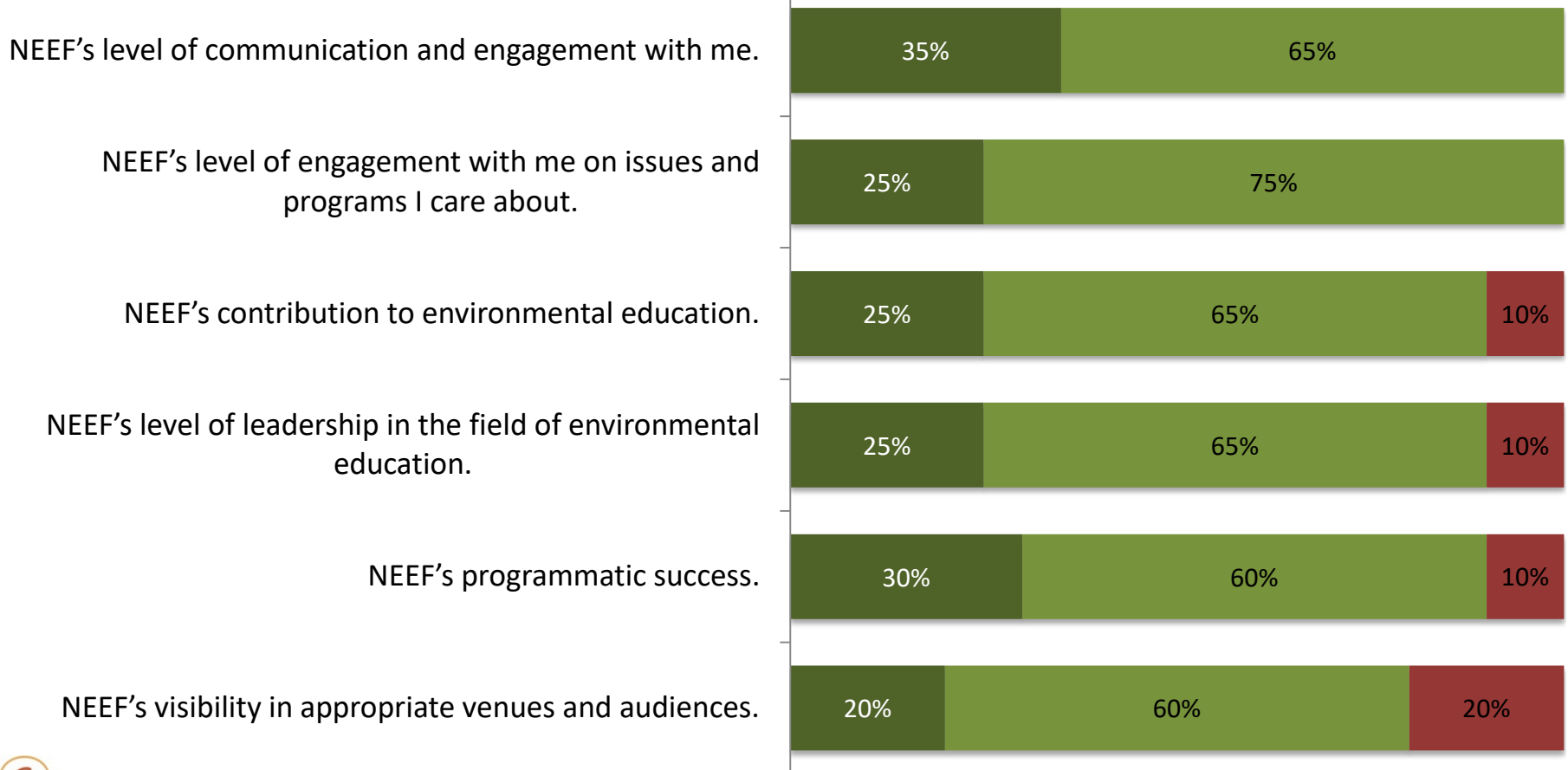


Board Expectations



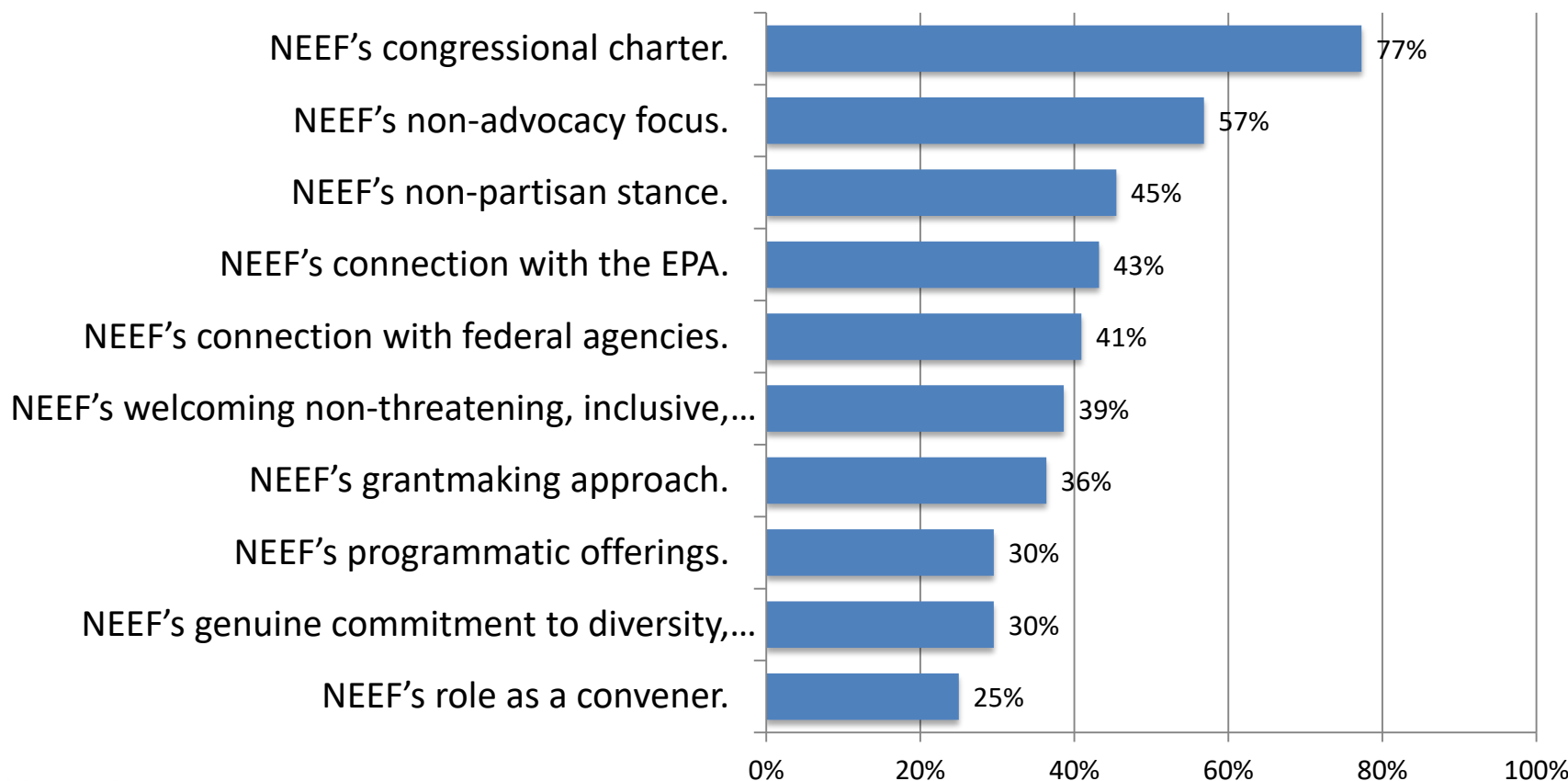
Partner, Funder and Other Respondent Expectations

■ More Than Expected ■ As Expected ■ Less Than Expected



Overall, NEEF's congressional charter, and non-advocacy focus make it unique

What makes NEEF most unique from other environment focused organizations? (Please check your top 5)



What makes NEEF most unique from other environment focused organizations?

Staff:

- NEEF's congressional charter – 88%
- NEEF's connection with federal agencies – 82%
- NEEF's non-advocacy focus – 65%
- NEEF's non-partisan stance – 53%

Board:

- NEEF's welcoming non-threatening, inclusive, approach and culture – 67%
- NEEF's non-partisan stance – 67%
- NEEF's connection with federal agencies – 67%
- NEEF's congressional charter – 67%
- NEEF's non-advocacy focus – 50%

Partner, Funder & Other:

- NEEF's congressional charter – 71%
- NEEF's connection with the EPA – 67%
- NEEF's non-advocacy focus – 52%

In your opinion, what makes NEEF unique, beyond what is stated above?

Staff Responses:

- In recent meetings the concept of leading with people was discussed. I think the organization is on to something. That statement alone sets NEEF apart from others.
- A holistic approach to environmental education which includes health and weather initiatives.
- Meeting people where they are and no matter what their motivation for engaging in environmental education.
- Use of behavior change research.
- We think beyond K-12. This allows us to go places that others haven't thought of.
- Working with trusted partners.

Board Responses:

- Excellent staff.
- Ability to make change.
- Commitment to meet people where they are, not where they should be, and to tailor the message and messenger to the targeted community.
- Ability to make an impact through collaboration.

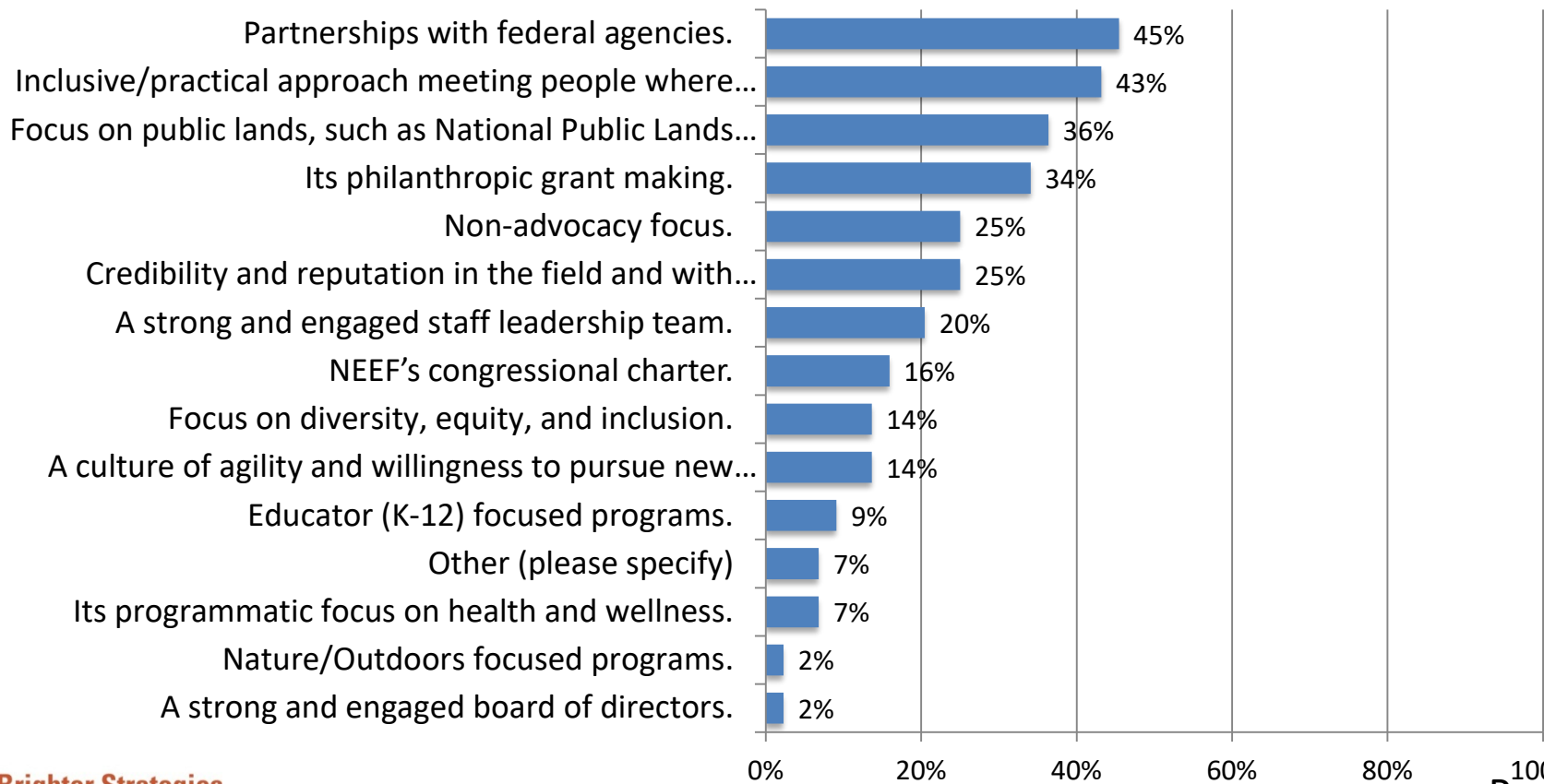
In your opinion, what makes NEEF unique, beyond what is stated above?

Partner, Funder & Other Responses:

- Ability to work with federal partners (we can be challenging in that we all have different rules, etc.).
- Ability to broadly engage volunteers.
- Ability to reach out to Spanish speaking audiences in a non-partisan way.
- Focus on environmental education and public lands day and ability to innovate and consider new challenges.
- High level of quality Searching out and working with "different/new" partners (NASCAR, basketball).
- Interesting research.
- Their knowledge and supportiveness of Friends groups on public lands.
- Their relationship with other federal agencies; and its partnerships with organizations not traditionally associated with environmental issues, e.g. NBA.
- NEEF is very focused on process.
- Their ability to cross venues of environmental issues.

Overall strengths: NEEF's partnerships with federal agencies, inclusive practices, & focus on public lands

What are NEEF's top three strengths? (Please check the top 3)



NEEF's strengths and areas of potential improvement

Public Lands is a Top NEEF Strength Across all Three Groups

What are NEEF's top three strengths? (Please check the top 3)

Staff:

- Its philanthropic grant making – 53%
- Inclusive/practical approach meeting people where they are – 53%
- **Focus on public lands, such as National Public Lands Day – 35%**

Board:

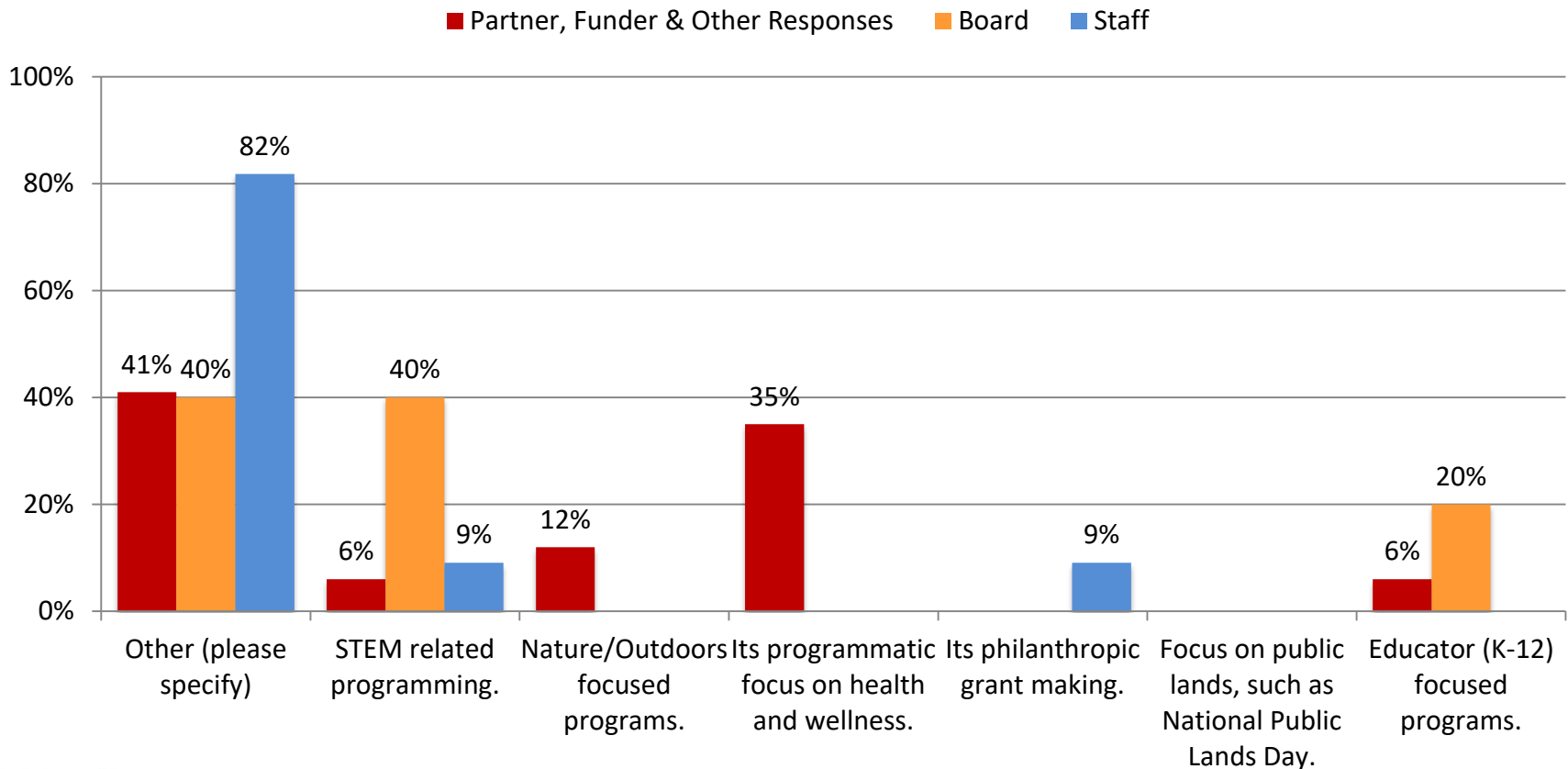
- A strong and engaged staff leadership team – 83%
- Partnerships with federal agencies – 50%
- **Focus on public lands, such as National Public Lands Day – 33%**

Partner, Funder & Other:

- Credibility and reputation in the field and with partners – 52%
- Partnerships with federal agencies – 43%
- **Focus on public lands, such as National Public Lands Day – 38%**

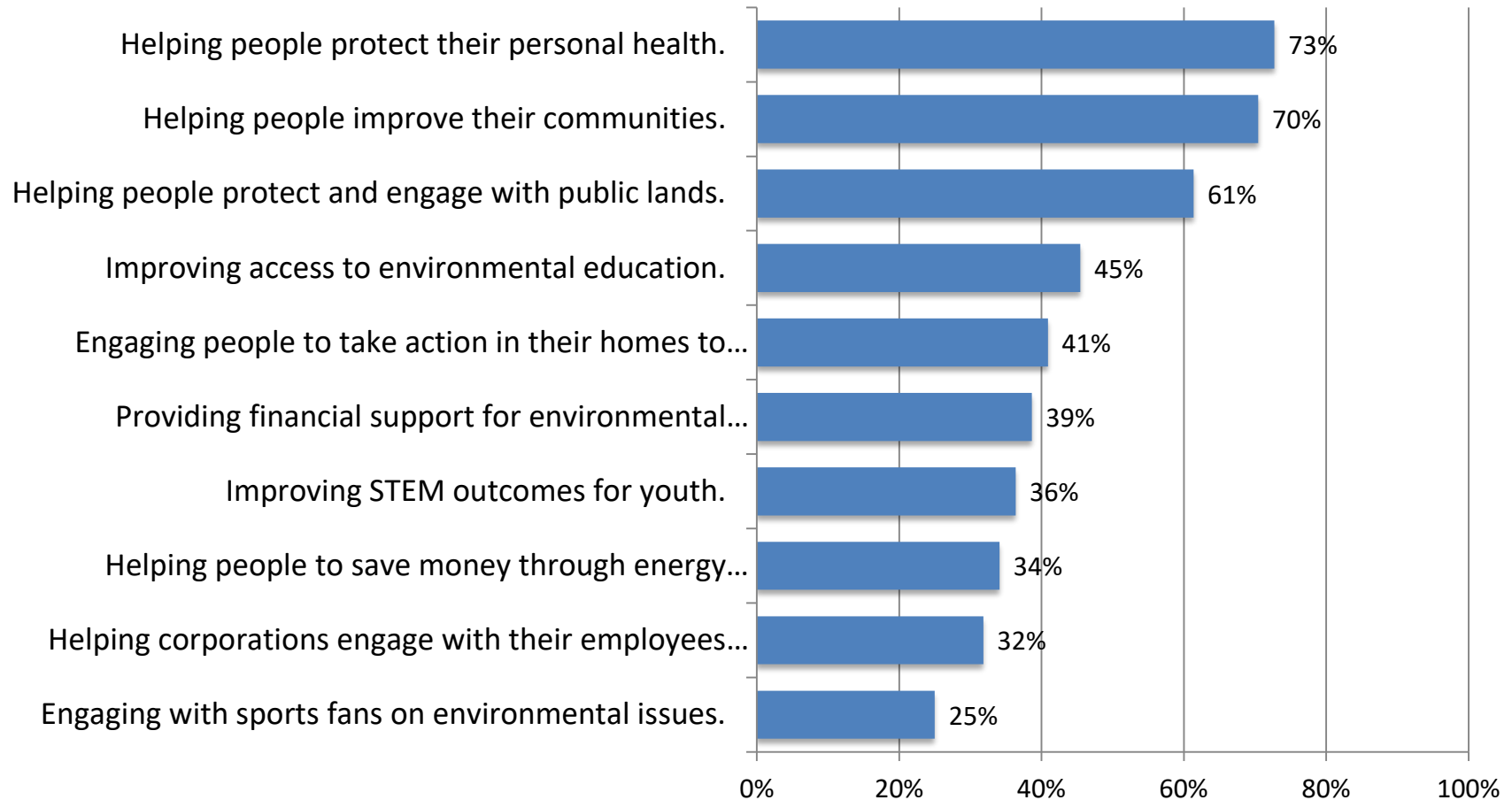
No clear program to stop, possibly STEM

What is one thing that NEEF should STOP focusing on in the next 1-2 years?



Top mission delivery focus areas: help people protect their health and improve communities

Please check your top 5 mission delivery focus areas.



Top 5 mission delivery focus areas by participant type:

Please check your top 5 mission delivery focus areas

Staff:

- **Helping people protect and engage with public lands – 71%**
- Helping people improve their communities – 65%
- Helping people protect their personal health – 65%
- Engaging people to take action in their homes to improve the environment – 59%
- Improving access to environmental education – 53%

Board:

- **Helping people improve their communities – 83%**
- Helping people protect their personal health – 83%
- Helping people protect and engage with public lands – 67%
- Helping corporations engage with their employees on environmental issues – 67%
- Engaging people to take action in their homes to improve the environment – 50%

Partner, Funder & Other:

- **Improving access to environmental education – 76%**
- Helping people improve their communities – 71%
- Improving STEM outcomes for youth – 62%
- Helping people protect and engage with public lands – 52%
- Providing financial support for environmental education and conservation – 48%

What is one new thing that NEEF SHOULD focus on in the next 1-2 years?

Board Responses:

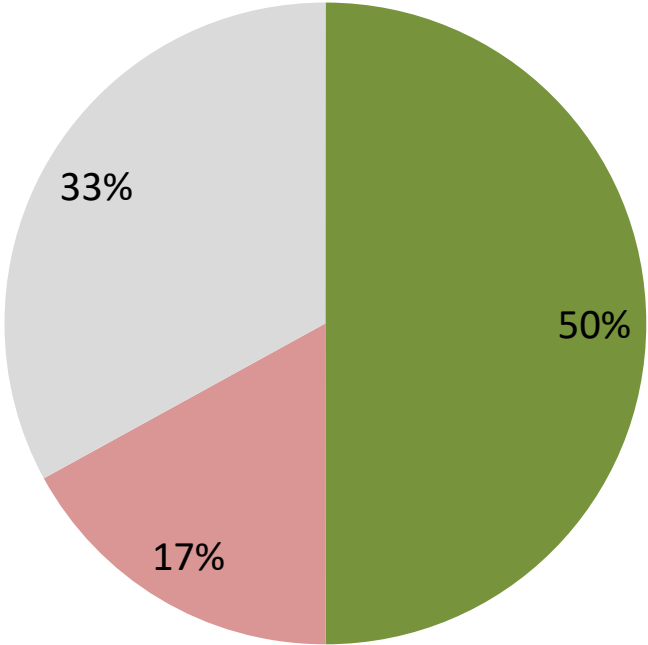
- Marketing.
- Partnerships and program development.
- More culturally appropriate work in Spanish with the Hispanic community - both urban and rural.
- Measurable impact.

Partner, Funder & Other Responses:

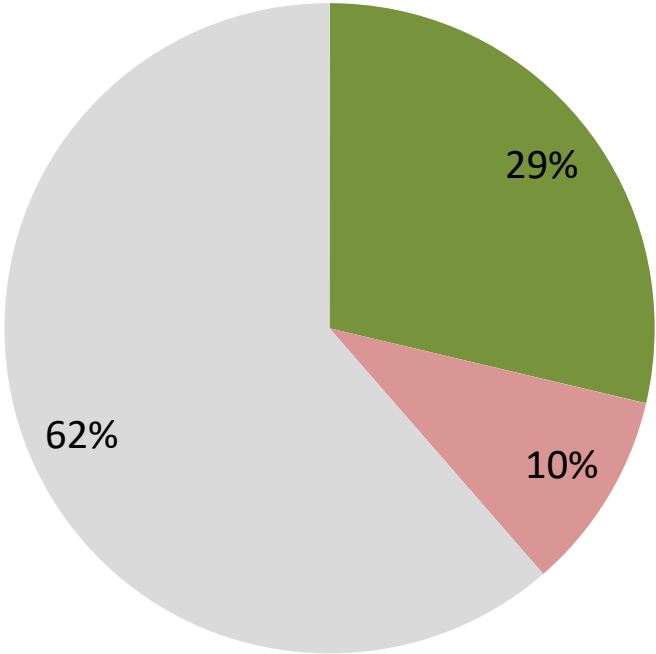
- Continued stability/lack of turnover.
- Continued alignment with school health - updating programs & materials to partner with school nurses, expanding from physicians.
- Diversity, Equity, Inclusion grant making.
- Environmental education.
- Exploring emerging social media and outreach formats to expand audience base.
- Identifying some tangible goals and accomplishing them.
- Impact measurement.
- More grants and programs for schools, K-12.
- Outreach to new partners who are not traditionally focused on EE.
- Philanthropic grant making.
- Raising more revenue.
- The climate emergency.

Should NEEF's Role Change?

Do you see NEEF's role changing in the next 3-years?



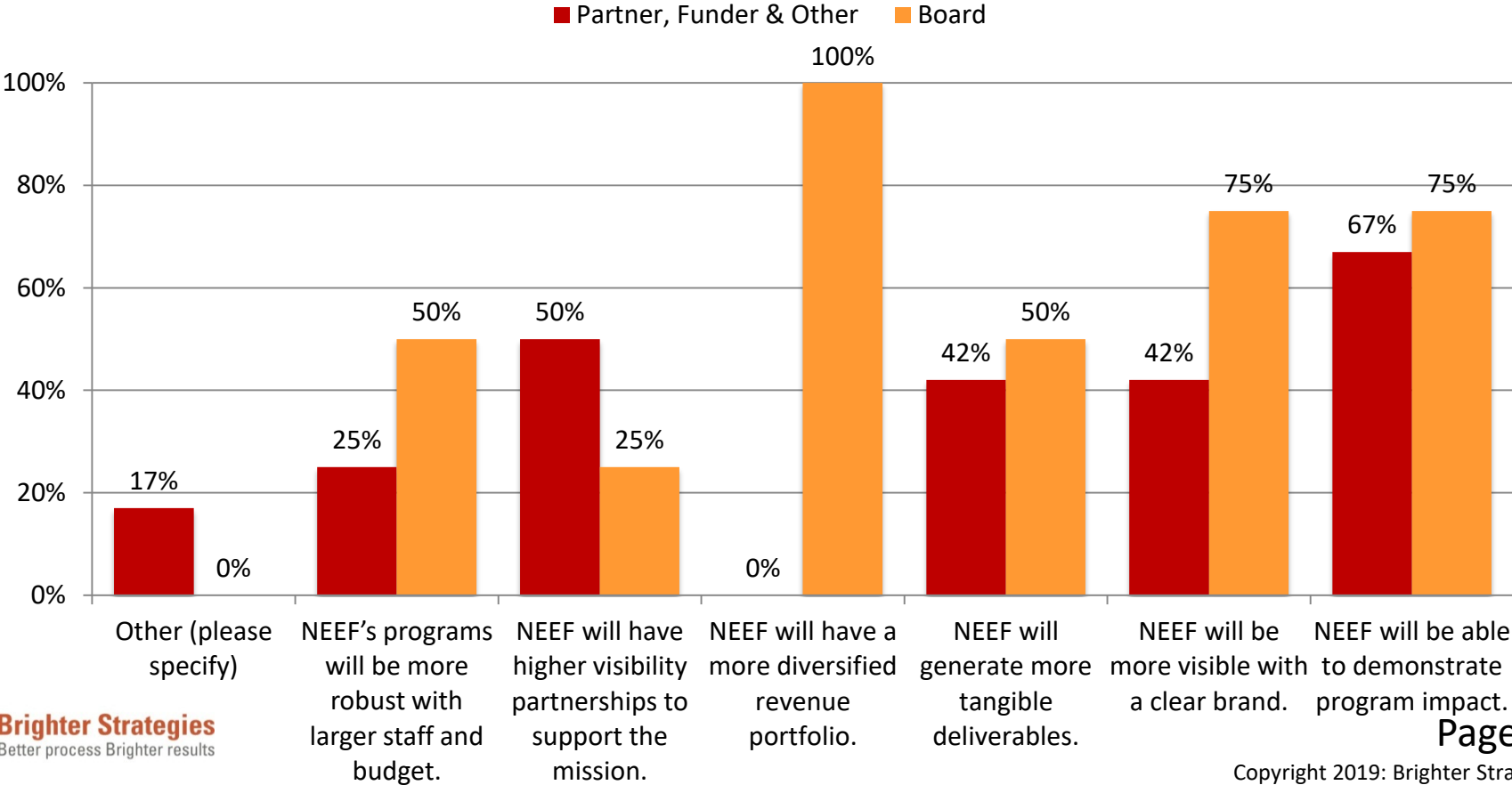
Board



Partner, Funder & Other

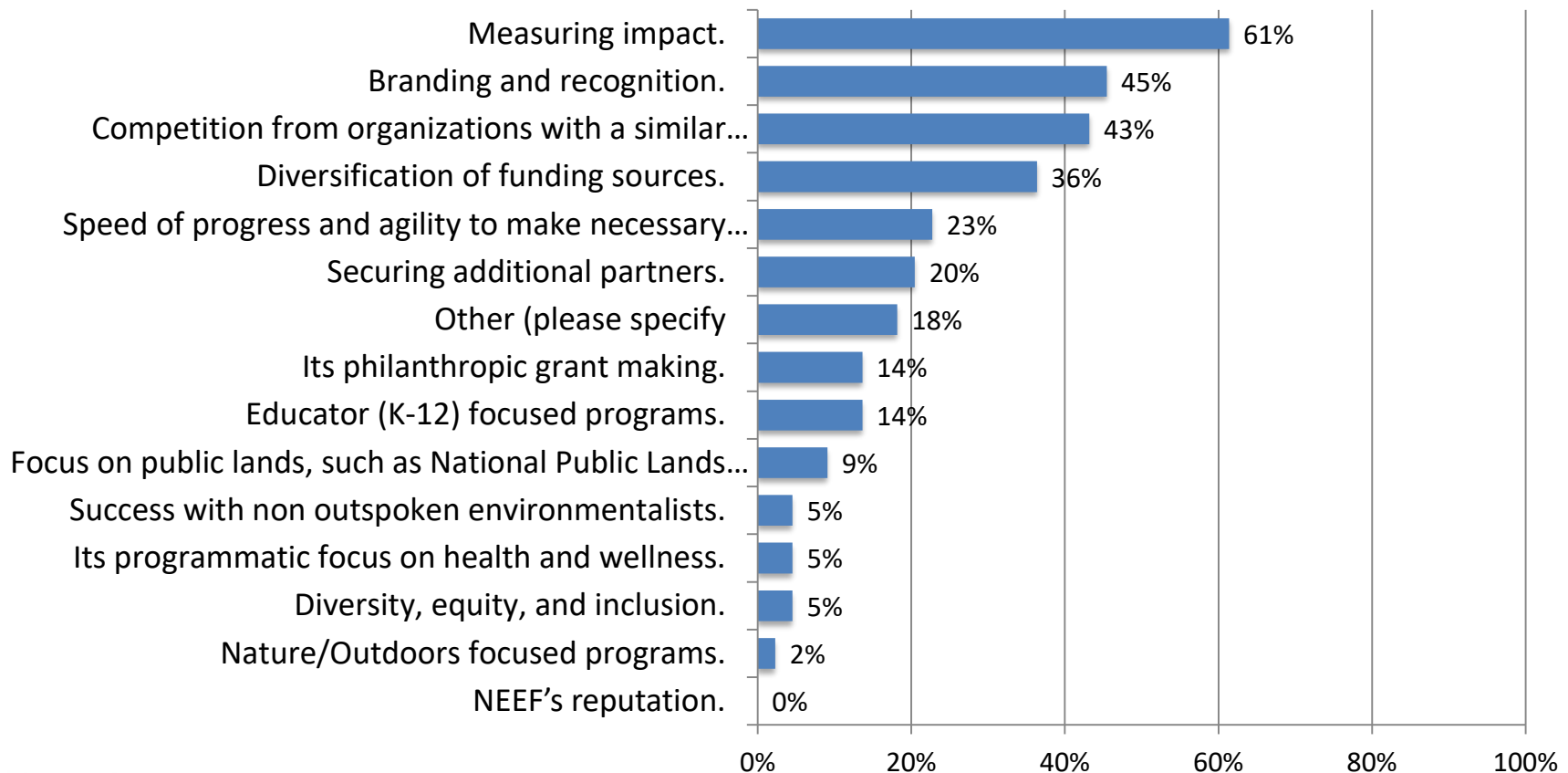
If yes: more diversified revenue (all board agree), increased visibility and branding & demonstrated program impact

If you see NEEF's role changing in the next 3 years, how? (select all that apply)



Strategic planning focus: measuring impact and brand recognition

What are NEEF's top three challenges that their strategic planning should address? (Please check the top 3)



Strategic planning focus: measuring impact and brand recognition

What are NEEF's top three challenges that their strategic planning should address? (Please check the top 3)

Staff:

- Diversification of funding sources – 71%
- Measuring impact – 65%
- Branding and recognition – 53%

Board:

- Competition from organizations with a similar mission – 67%
- Diversification of funding sources – 67%
- Measuring impact – 50%
- Branding and recognition – 50%

Partner, Funder & Other:

- Measuring impact – 62%
- Competition from organizations with a similar mission – 43%
- Branding and recognition – 38%

Additional Comments

Staff

- NEEF needs a stronger governing board and more \$.

Board

- No additional comments.

Partner, Funder & Other Responses

- Most of NEEF's capacity-building grants are too small to impact capacity in any meaningful way. The Centennial and Beyond grants were the shining exception.
- Use the words "climate crisis" but it is.
- How are the finances doing?
- I'd like to see NEEF more prominently represented in the environmental and conservation world. Perhaps a presence at AZA, National Marine Educators Association, NAAEE, and others would help.