



EEASC Strategic Plan (Fiscal Year 2025 - 2028)

Our Vision

South Carolinians are motivated to interact sustainably with the environment.

Our Mission

We connect, support, and equip South Carolinians who promote environmental literacy and stewardship.

Our Values

- We believe in promoting diversity, equity, inclusivity, and accessibility in environmental education.
- We believe environmental issues are complex and are best studied and resolved with a mix of natural sciences, social sciences, engineering, and humanities.
- We believe in the development of skillful, proficient environmental educators who use best practices to convey current research-based content.
- We believe in fostering a growth mindset and cultivating curiosity in our community of educators and learners.

EEASC Strategic Plan (2025-2028)

Goal #1 - Increase capacity by growing staff

Objectives

- Assess current day-to-day and future administrative needs of EEASC.
- Assess current and future program staffing needs, including Green Steps Schools (GSS), Palmetto Environmental Education Certification (PEEC), annual conference, and others.

Strategy

- Analyze the current workload of the Executive Director (ED) and the budgeted work hours per week. Estimate the additional ED workload during the transition to a Governance Board.
- Gather input from GSS volunteers and schools to assess the staffing needs to reach the strategic plan (SP) goals.
- Evaluate the support for PEEC that is currently being provided, without expense to EEASC, by the S.C. Sea Grant Consortium and facilitators.

Outcomes

- A full time Executive Director.
- Create a Program Director position that would oversee GSS, PEEC and other professional development activities.
- Secure funding for part-time development and/or administrative support staff.

Timeline and Duties

- The EEASC Board (Board), staff, and other funding partners will develop the resources needed to increase the staffing on the following schedule:
 - Fiscal year 2025 - Increase the Executive Director position to at least 32 hours per week..
 - Fiscal year 2026 - Include Program Director position at 20 hours per week.
 - Fiscal year 2027 - The Program Director will be funded as a full-time position.
 - Fiscal year 2028 - A part-time Development or Administrative Assistant position will be added.

Evaluation

- The annual Spring board meeting and programming survey will be used to evaluate the effectiveness of the plan and modify as needed.

EEASC Strategic Plan (2025-2028)

Goal #2 - Building Financial Resources

Objectives

- Forecast the operational needs to facilitate the strategic plan goals.
- Pursue multiple funding opportunities to support our organizational mission, vision, and strategic plan.

Strategy

- Identify the financial resources needed to support the strategic plan.
- The Finance Committee will create a fundraising development plan.

Outcomes

- The ability to support the number of staff members (2.5 FTE) outlined in the strategic plan.
- Financial reserves for six months of operations secured.
- The Finance Committee develops a yearly budget that includes diverse funding streams (corporate sponsors, investments, grants, membership fees, etc.).

Timeline and Duties

- Fiscal year 2025 - The Finance Committee will draft a fundraising development plan and make adjustments annually.
- Fourth quarter of each fiscal year - The Finance Committee will develop the next year's budget based on the organization's current status and future goals.
- The Board will approve the budget prior to the beginning of the fiscal year.

Evaluation

- The Finance Committee will interpret spending, savings, and funding requests, and will report to the Board.
- The Board will examine funding processes and effectiveness at the end of the fiscal year to inform any adjustments in the upcoming year.

EEASC Strategic Plan (2025-2028)

Goal #3 - Board diversity and transition

Objectives

- Recruit diverse board members (age, gender, race, profession, geography etc.)
- Assess the need and function of a funder or "friends of EEASC" group.
- Reevaluate the Leadership Team and create a thorough onboarding process to develop a well-informed Board.

Strategy

- The nomination committee will create a list of environmental education organizations or programs that are not represented in EEASC to begin forming relationships in hopes of recruiting new board members from previously unreached areas of the state.
- Review successful "Friends of" models to determine the feasibility of the approach for EEASC.
- Create a governance committee to review Board structure and practices.
- Create new policies and/or meeting structure to better inform Board members.
- Modify the onboarding process to help increase new member education.
- Review and implement Robert's Rules to formalize and professionalize Board meeting structure.

Outcomes

- A full Board of 19 participants with a diverse membership.
- A Board that is more empowered and knowledgeable to carry out their duties as Board members.

Timeline and Duties

- August 2024 - All current board members will work to recruit diverse board nominees.
- November 2024 - The Executive Committee will create the governance committee.
- February 2025 - The Governance Committee will disseminate board member surveys at the annual retreat.
- Summer 2025 board meeting - The Governance Committee will create new onboarding and restructuring of meetings to help inform Board members.
- November 2025 - The Governance Committee will review "Friends of" models and assess the need for EEASC.
- Summer 2028 - Funder or "Friends of" group established

Evaluation

- Use a yearly board member survey to assess diversity, satisfaction, and knowledge.
- Quarterly reports on funders group starting February 2026.

EEASC Strategic Plan (2025-2028)

Goal #4 - Programs and Outreach

Objectives

- Provide opportunities for educators seeking certification in environmental education statewide.
- Support the needs of South Carolina K - 12 schools seeking environmental education programming, mentorship, resources, and/or recognition.
- Facilitate statewide environmental education and networking opportunities for interested individuals.
- Ensure that all programming, outreach events, professional conferences, networking opportunities, and other efforts reach a diverse audience, foster inclusivity, and are accessible for a range of abilities.

Strategy

- Strengthen the PEEC program with the financial resources needed.
- Augment the Green Steps Program through increased financial support and personnel.
- Foster regional networking through quarterly in-person or virtual meetups and other opportunities (e.g., annual conference) hosted by the each section (i.e., Western, Central, and Eastern)
- Create an annual member survey to determine member satisfaction with the organization and the programming.
- Determine the most effective way to vet speakers and field studies and create a new speakers bureau.
- Evaluate past conferences based on location, attendance, and programming to determine parameters of our most successful conferences.
- Invite and recruit conference attendees, conference presenters, award winners, speakers, etc. that represent diverse abilities, perspectives, lived-experiences, and demographics while fostering an environment that is both inclusive and accessible.

Outcomes

- A part-time PEEC coordinator.
- A part-time GSS coordinator who will work to establish a GSS in every county and foster a network of volunteers and mentors.
- A resource that helps educators find current and credible EE speakers and field study opportunities.
- A conference that has a diverse mix of presenters and award winners.
- A reputable networking and professional development program that increases the value of our membership.

Timeline and Duties

- Section Directors will plan meetups at least one quarter in advance based on the interest of the attendees.
- Fall 2024 - Conference committee will evaluate past conferences and begin the process of recruiting diverse presenters, etc. for the 2025 annual conference.
- Fall 2025- Education Committee will develop an annual member survey to gain insight into member satisfaction with programming and the organization.

- Fiscal year 2026 - Include Program Director position at 20 hours per week.
- Fiscal year 2027 - The Program Director will be funded as a full-time position.
- Fiscal year 2027 - Education committee will evaluate and create an online catalog of vetted spreaders and field trip opportunities.

Evaluation

- Section Directors will submit a report outlining the meetup details and list of participants at each board meeting.
- A spreadsheet of presenters and award winners that highlights the diversity of programs and events to be highlighted at the 2024 Conference and used as a baseline for future conferences.
- Annual member surveys will be used to assess member satisfaction.

EEASC Strategic Plan (2025-2028)

Goal #5 - Marketing and Communication Strategy

Objectives

- Develop brand guidelines (e.g., logos, materials, stores, etc.)
- Routinely market for EEASC membership across social media and email marketing platforms
- Work to expand brand association with GSS and PEEC
- Expand upon current social media guidelines
- Develop brand toolkit (e.g., Canva templates, slide deck, letterhead etc.)
- Create a media advisory/press release calendar along with templates
- Update Facebook and Instagram profile pages
- Set impression, engagement, and audience goals annually
- Create social media calendar/planner
- Increase audience engagement across Facebook and Instagram

Strategy

- Publish/disseminate press releases to statewide media agencies as needed.
- Consider logo modification to incorporate Green Step Schools and/or PEEC.
- Provide professional booth/table display exhibits at least three statewide events per year and leverage events we already attend.
- Decide on a budget/frequency for promoted content on Meta.

Outcomes

- Increase social media (impressions) by 10% annually.
- Increase social media audience by 2X over 4 years.
- Two to four posts a week on Facebook/Instagram.
- Regularly distribute announcements to newsletter subscribers.

Timeline and Duties

- The Communications Committee will develop a brand guideline and social media plan by Summer 2024.

Evaluation

- Track social media analytics for the number of impressions and post engagement. Approaches will be modified based on audience reaction to the new posting approach.

MAJOR TASK TIMELINE
First Quarter FY25
Increase the Executive Director position to at least 32 hours per week.
The Communications Committee will develop a brand guideline and an annual social media plan.
Second Quarter FY25
The Executive Committee will create the governance committee.
All current board members will work to recruit diverse board nominees.
Third Quarter FY25
Evaluation the programing and staffing needs of GSS and PEEC.
The Governance Committee will disseminate board member surveys at the annual retreat to assess diversity, satisfaction, knowledge and the effectiveness of the SP.
Conference committee will evaluate past conferences and begin the process of recruiting diverse presenters, etc. for the 2025 annual conference.
Fourth Quarter FY25
The Finance Committee will draft a fundraising development plan and make adjustments annually.
The Finance Committee will develop the next year's budget based on the organization's current status and funding the Program Director position at 20 hours per week.
The Communication Committee will complete an annual assessment to determine if the annual goals have been met and to develop the next year plan.
First Quarter FY26
The Governance Committee will create new onboarding and restructuring of meetings to help inform Board members.
Second Quarter FY26
The Governance Committee will review "Friends of" models and assess the need for EEASC.
The Education Committee will develop an annual member survey to gain insight into member satisfaction with programming and the organization.
Conference committee will evaluate past conferences and begin the process of recruiting diverse presenters, etc. for the 2026 annual conference.
Third Quarter FY26
The Governance Committee will disseminate board member surveys at the annual retreat to assess diversity, satisfaction, knowledge and the effectiveness of the SP.

Fourth Quarter FY26
The Finance Committee will develop the next year's budget based on the organization's current status and funding the Program Director position at 32 hours per week
The Communication Committee will complete an annual assessment to determine if the annual goals have been met and to develop the next year plan.
First Quarter FY27
Second Quarter FY27
Conference committee will evaluate past conferences and begin the process of recruiting diverse presenters, etc. for the 2027 annual conference. This conference will be the 50th anniversary celebration.
Third Quarter FY27
The Governance Committee will disseminate board member surveys at the annual retreat to assess diversity, satisfaction, knowledge and the effectiveness of the SP.
Fourth Quarter FY27
The Finance Committee will develop the next year's budget based on the organization's current status and funding a part-time Development or Administrative Assistant position.
The Communication Committee will complete an annual assessment to determine if the annual goals have been met and to develop the next year plan.
First Quarter FY28
Funder or "Friends of" group established.
Second Quarter FY28
Conference committee will evaluate past conferences and begin the process of recruiting diverse presenters, etc. for the 2028 annual conference.
Third Quarter FY28
The Governance Committee will disseminate board member surveys to assess diversity, satisfaction, knowledge and the effectiveness of the SP.
At the spring retreat the Board will begin the development of the next SP.
Fourth Quarter FY28
The Board will develop and finalize the new SP.
The Finance Committee will develop the next year's budget based on the organization's new SP.
The Communication Committee will complete an annual assessment to determine if the annual goals have been met and to develop the next year plan.

