



2023-28 STRATEGIC PLAN

2024 Progress to Date

Learning Resources

Classroom & Field Programs

Teacher Professional Development

Youth Summits

Grants



Mission/Vision

Mission

Supporting teachers and inspiring students to better understand the science, technology and issues related to our environment and natural resources.

Vision

We envision future generations of engaged stewards thinking critically about our environment and natural resources, and their relationship with our economy and society.

PROGRAM

Program Delivery

1. Focusing staff time and attention on our primary delivery models - classroom, field, PD, summits, & learning resources (*school projects where appropriate*)

Key Focus Areas:

- Indigenous Communities Outreach & Relationships
- Impact & Needs assessments
- Diversifying Teacher PD options
- Technology featured in program delivery

Progress @ 2024

- **3 Indigenous Community schools @ Regenerate, participation in advisory committee, Total 11 Indigenous communities reached 2023,**
- **2023 & 2024 teachers outside AB; targeted outreach to B.Ed students, Careers in forestry PD**
- **Air quality monitoring tools; interactive video game in development, Energy innovation poster**

New Program of Studies

2. Reassess classroom and field development topics and approaches given a new Program of Studies; avoiding continually being 'additive' to program offerings.

Key Focus Areas:

- Youth summits as curriculum enrichment, including nationally
- Teacher professional development with supporting learning resources
- Rebrand programs to match curricular outcomes, especially outdoor field trips

Progress @ 2024

- **Combined Gen/Nav summit, Regenerate - Forest & Wildlife, Youth summit 2025 vision national**
- **Series of teacher PD programs built around Energy Toolkit and water curriculum**
- **Plans in progress for new elementary science curriculum field trip and classroom enhancement**

PROGRAM

Internal Capacity

3. Adjust program staffing model to meet demand while ensuring robust content development

Key Focus Areas:

- New organizational plan
- Contract staff for high delivery volume programs
- Program evaluation, including short and long term for all program areas
- Management of learning resources

Progress @ 2024

- **3 major program teams each w/ Program Lead**
- **Contract staff in Fort McMurray; full-time staff in Grande Prairie 2024**
- **Contracted out services to artists; video game developers for some learning resource development**
- **Removed 2 outdated resources from circulation (petroleum poster & current forest issues), updated curricular connections**

External Engagement

4. Inside Education will be the trusted conduit through which industry, government, academia and environmental/community groups interact in the common goal of promoting quality environmental and natural resource education for young people.

Key Focus Areas:

- External advisory committees for major programs
- Increased partner (& *potential partner*) engagement, including senior government and politicians
- Program recognition and awards

Progress @ 2024

- **External advisors for Generate/Navigate & Regenerate summits**
- **Minister of Forestry and Parks expected @ Regenerate, met with Minister Sawhney (advanced education) & Minister Jones of Jobs, Economy and Trade at the Energy Works Conference**
- **Two individual awards in 2023; Finalists in 2024 for ASTech Award for Cultivate Ag Summit, Mila won Clean50 Award,**

PROGRAM

Field Program Approaches

5. We will continue to diversify the geographic reach of our field-based programming. Themes will be related to forests, wetlands, wildlife and careers.

Key Focus Areas:

- Program content emphasis on wildlife education in connection to other major themes
- Scale up water & wetlands education
- Expand field trip delivery opportunities

Progress @ 2024

- **Developed new 'Women in Outdoor Careers' project for 2023**
- **Scaled up program delivery at second Calgary region site near Diamond Valley**
- **Water & Agriculture innovation days X4**
- **Wildlife theme at Calgary Environment Expo**



GOVERNANCE SUMMARY

1. Seek diversity in skills of board members and increase supports for current board members to advance the organization
2. Formalize executive roles and responsibilities, especially in oversight of ED position
3. Create diverse opportunities for connection to the organization (board, partners, advisory, committees, memberships, events etc.)
4. Formalize Executive Director recruitment, review and compensation process.

Major Activities:

- Develop processes for board recruitment, application, terms of reference, roles & responsibilities, onboarding, term limits
- Formalize connectivity opportunities for board (current & past) as well non-board members
- Update bylaws
- Create treasurer role
- “Fundraising” events and partner engagement featuring program delivery
- Explore associate memberships
- Standing committee for ED oversight

Progress @ 2024

- ED Recruitment committee developed and work ongoing
- Directors providing expertise on learning resources (Energy Innovations Poster), professional development for staff, speaking opportunities at major events
- Board recruitment, terms of reference etc. on today’s agenda

ORGANIZATIONAL STABILITY

1. Define 'partners' - including program partnerships, collaborations - extending reach into and engagement with First Nations and Métis communities & Traditional Knowledge keepers
2. Diversify the primary fundraising role beyond the Executive Director - *value proposition* tools provided to the Board to build on the traditional 'door opening' & develop new (funding, but not only funding) partnerships.
3. Continue to pursue non-traditional (for us) sources of support for programs and operations.
4. Hold regular partner recognition/ 'friendraising' opportunities - demonstrating our value of "fun, professional" programs, services and operations.

Major Activities:

- Develop partnership plan including a focus on Indigenous relationships & reconciliation
- Create board subcommittee for fund development and provide supporting materials
- Focus on municipal governments, nationally recognized enviro. Foundations
- "Friendraising" events including 40th anniversary event (2025)

Progress 2024

- **Major multi-year agreement with municipal government (City of Edmonton)**
- **Recent grant applications to:**
 - **TD Friends of the Environment Foundation**
 - **Paul Barber Foundation**
- **Board fund development role to be discussed today**

BUSINESS, PEOPLE & OPERATIONS

Strategic Initiatives:

1. We will develop a clearly articulated organizational structure - with roles and responsibilities clearly identified at all levels, ensuring sufficient resources are dedicated at each level.

2. Inside Education commits to the fair compensation, lifelong learning and development of our staff. We further recognize and re-trench the importance of a balance and flexibility between work and private life.

3. We will develop a long-term strategy for our Edmonton and Calgary office operations - with the expectation that Edmonton will continue to be the 'home base'.

Key Focus Areas:

- Organization resilience and succession
- Professional growth
- Workplace culture

Progress 2024

- **Organizational structure at program level well articulated**
- **Edmonton mortgage renewed for one year; Board priority could/should be decision on the house long term**
- **Staff received raises, Christmas 'bonus', benefits (esp. HSA well used)**
- **Important considerations for internal staff succession planning with impact of new ED**

BUSINESS, PEOPLE & OPERATIONS

4. Inside Education will be open to partnerships with other organizations whose mission and vision are aligned with ours. This will be done only if there is clear benefit to Inside Education programs, services, business and operations.

5. Inside Education recognizes the importance of a workplace that encourages and supports diversity, equity and inclusion.

Key Focus Areas:

- Strengthening relationships with like-minded organizations
- Inclusive workspace and programs

Progress 2024

- Ongoing partnership with CAREERS (Calgary office) + Work Wild on Forestry Futures Alliance (through 2026 - may revisit that afterward)
- Diversity, Equity and Inclusion process underway with draft policy in the works
- Diversifying recruitment methods (ex. Attended job fair for Post-Secondary Aboriginal students)

COMMUNICATIONS

1. Develop formal Communications Strategy including annual communications plans.

2. Inside Education will be viewed (and identified) by our external audiences – teachers, students, partners – as **the** leader in environmental and natural resources education in Western Canada.

3. Monitor communications suitability and relevance for various audiences. ‘Market’ our programming to diverse audiences - avoid ‘overselling’ to a particular audience.

4. Ensure our forward-facing communications ‘look’ and approach is current, modern and adopts a combination of traditional and new media approaches.

Major Activities:

- Annual communications plans
- Staff & board featured speakers at external events
- Track media uptake
- Pursue 3rd party recognition opportunities
- Develop key messaging for staff & board
- Website redesign 2026
- Utilize professional graphic artists
- Update brand identity at 40th anniversary (2025)
- Maintain & grow social media presence, explore advertising opportunities

Progress 2024

- **Communications planning slightly haphazard in 2023 with Chloe on leave and Jon (graphic designer) leaving shortly after.**
- **Communications will be a 2-person team again - with Comms Coordinator Dan Ball (Chloe’s mat leave replacement) continuing part-time**
- **Professional graphic designer used for 2022 Annual Report**
- **Social media substantial growth through 2023 - especially Instagram**