Strategic Priorities, Months 1-6

Organizational Leadership/Ops & Policies:
- Develop guidelines and expectations for Steering Committee members
- Develop system for tracking/following through on Adaptive Plan tasks
- Ensure alignment of all EEAC initiatives with new mission (ongoing)
- Set data-driven goals and record progress against goals (ongoing)

Organizational Leadership/Communications:
- To the listserv, post Steering Committee meeting invitation and meeting minutes
- To the website, post Adaptive Plan
- Be honest about EEAC shortcomings, frame EEAC as a learning organization
- Identify dedicated team to work on organization identity and website revamp

Active Participation:
- Dedicated Adaptive Plan implementation manager
- Keep members informed of fun and valuable volunteer opportunities
- Survey members about desired features of new website

Strategic Priorities, Months 7-12

Organizational Leadership/Ops & Policies:
- Amend bylaws to reflect changes
- Steering Committee term limits
- Steering Committee liaison positions representing specific stakeholder interests, e.g. youth, EJ, DOE
- Mandatory percentage of Steering Committee seats held by newcomers
- Six-month Adaptive Plan progress assessment; revisions as necessary

Organizational Leadership/Communications:
- Reassessment of listserv purpose, form/function
- Active listserv moderator who initiates discussions
- Running conversation threads/categories
- Embed listserv into website
- Multi-tiered strategy to reach all stakeholders with established goals and accountability

Awareness:
- Keep annual meeting exciting
- Explicit communication about ‘new’ EEAC to engage stakeholders

Active Participation:
- Focus groups to assess member needs/desired benefits
- New member packet and assignment of point person
- “Welcoming Committee” for new members
- Develop membership directory
- Invite into planning process to distribute workload
- Guest presenters at Steering Committee meetings
- Subcommittee meetings held outside of Steering Committee meetings

Strategic Priorities, Months 13-18

Organizational Leadership/Ops & Policies:
- Definition of formal and informal partnerships
- 12-month Adaptive Plan: progress assessment; revisions as necessary

Active Participation:
- Offer new programs and resources to attract new members with diverse interests and backgrounds
- Plan events like Climate Education Conference to involve more members
- Host periodic open houses/potluck meetings

Strategic Priorities, Months 19+

Active Participation:
- Five year membership poll/survey

Awareness:
- Sponsor an EEAC scholarship
- Explicit communication about ‘new’ EEAC to engage stakeholders