Business Plan 2015-2019:

Executive Summary

Environmental education prepares every generation with the environmental know-how and inspiration to steward our environment, creating healthy communities and a healthy planet. It gives all generations opportunities to immerse themselves in the environment, to learn about the wondrous science in it, and to care for it effectively. To meet the growing scale and complexity of environmental problems facing the world today, these experiences must be a part of every person’s lifelong learning.

The San Francisco and Monterey Bay Areas (“the Bay Area”) are home to a wealth of environmental education organizations and supporters, working to inspire every generation through nature. This community is diverse, capable, and vital. But, it can be even more effective through collective, strategic action to build the field and expand opportunities to instill environmental know-how.

ChangeScale is a collaboration of environmental education organizations throughout the Bay Area working to advance environmental education in the region by supporting the field through regular professional development and community-building activities, and organizing the community to seize on emerging opportunities to realize lasting progress in environmental education for the region.
Over the past year, ChangeScale has advanced this vision by fostering the community through regular gatherings and professional development opportunities. These gatherings have cultivated the relationships, awareness, and trust that now allow the organization to embark on a new phase of growth and implementation.

ChangeScale’s new business plan provides a road map for the next five years. It outlines two complementary lines of work to inspire environmental know-how and build the lasting and sustainable infrastructure that will allow all generations to enjoy the benefits of environmental education.

1. **Support growth and improved effectiveness in the field.** ChangeScale exists to support environmental education organizations, translating their enthusiasm and action into measurable change. It will accomplish this goal by supporting the field through a regular calendar of professional development opportunities, gatherings, and information sharing. These events will improve the quality of environmental education, and build the relationships, awareness, and trust necessary for collaborative action in the field.

2. **Inspire environmental know-how through targeted initiatives** beginning with a five-year push to increase access to quality environmental education by forging community partnerships with schools across the Bay Area. Community partnerships with local schools present a unique opportunity to reach tens of thousands of children throughout the region in a way that is relevant and sustainable. Over the next five years, school districts across the state will implement new academic standards, which emphasize content and pedagogy that is highly aligned with skills environmental education has spent decades honing. ChangeScale will seize on this opportunity by building and supporting community partnerships to partner with schools in order to enhance student learning and embed environmental education in the core educational experiences of all youth. Through these partnerships, ChangeScale aims to expand access to environmental education for 150,000 children.

To execute this plan, ChangeScale will invite all organizations that provide or support environmental education throughout the twelve-county region to join the collaboration as member organizations. As members, organizations can access an expanded calendar of gatherings, professional development, and information sharing opportunities throughout the year and, in return, will support ChangeScale with annual contributions. The contributions will be calculated on a sliding scale based on the organization’s operating budgets. In addition, ChangeScale will introduce an inclusive governance structure that creates opportunities for all members to actively engage in the collaboration.

ChangeScale has developed its strategies based on rigorous research and analysis, and in extensive consultation with environmental educators, schools, and funders. It prioritizes goals that balance the urgency of expanding access for children with the imperative to build the foundation for high-quality, relevant, and cohesive programing now and in the future. To ensure that its efforts translate into meaningful change, ChangeScale will support its strategy collaborative’s impact.

We believe this plan presents an exciting opportunity to join together to improve the lives of hundreds of thousands of children, strengthen the field of environmental education in the Bay Area, and set a national example of what environmental educators can achieve.