SASKOUTDOORS
SASKATCHEWAN OUTDOOR ENVIRONMENTAL EDUCATION ASSOCIATION

STRATEGIC PLAN
2020 - 2022

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Explore Play Learn
www.saskoutdoors.org | info@saskoutdoors.org
OUR STRATEGIC PLAN

Our strategic plan assists SaskOutdoors in focusing our efforts to fulfill our mission and achieve our vision.

Our strategic plan encourages and promotes a pro-active, results-oriented approach, helps to balance short-term pressures with long-term thinking and permits flexibility to adapt to change.

Our strategic plan enhances SaskOutdoors’ capacity to generate new ideas and options, encourages a team approach to strategic decisions and provides a systematic approach to decision-making, accountability and evaluation of progress.
OUR DESIRED FUTURE VISION

Our vision reflects the preferred future state for SaskOutdoors. The vision inspires people to work collectively towards achieving that future and creating outcomes that members and others can support.

We imagine a province where every person can experience a deep connection with nature, where people play and learn outdoors, and live in harmony with their natural surroundings.
OUR MISSION

The Mission Statement defines the organization’s purpose and primary objective. The Mission informs the key measures of the organization’s long-term objectives and the ends it works towards.

The mission of SaskOutdoors is to connect people of Saskatchewan to the outdoors and inspire a sense of curiosity and play within our natural environment by passionately delivering programs and services that promote awareness of outdoor recreation and environmental stewardship.
STRATEGIC PLAN — 2020 - 2022

GUIDING PRINCIPLES

SaskOutdoors is committed to the following fundamental guiding principles. The principles or values guide our organization’s behaviours, decision-making processes, actions and the programs and services we provide.
STRATEGIC PRIORITIES

Five interrelated, mutually supportive strategic priorities are at the heart of the strategic plan for SaskOutdoors.

These five Strategic Priorities are as follows:

1. Facilitating and providing varied outdoor experiences for people.
2. Increasing public awareness and involvement.
3. Building a viable and sustainable organization.
4. Developing partnerships and alliances.
5. Influencing outdoor education policies and curriculum.
STRATEGIC PLAN — 2020 - 2022

STRATEGIC PRIORITIES

Strategic Priority: Facilitating and providing varied outdoor experiences for people

Goal: To create and promote a variety of opportunities for people to discover and connect with their outdoor environment.

Strategies to achieve this goal:

1. Evaluate existing programs and services to ensure alignment with mission, vision and guiding principles and to determine desired core programs and funding priorities.
2. Research compatible programs being offered by other organizations in the province and develop an inventory of available programs and activities. Identify gaps in programming that SaskOutdoors might address through the development of new programs and initiatives.
3. Develop professional development activities and content related to school-based outdoor and environmental education curriculum.
4. Develop new programs and activities that meet the need for public outdoor education experiences.
STRATEGIC PRIORITIES

Strategic Priority: Increasing public awareness and involvement

**Goal:** To increase, enhance and maintain a positive public profile and awareness of SaskOutdoors and active engagement of the public in the programs and services offered.

**Strategies to achieve this goal:**

1. Develop an internal communications plan for members and stakeholders.
2. Develop a public communications plan with key messages regarding SaskOutdoors and the opportunities to participate in the programs of the organization.
3. Develop a strategy and implementation plan for increased awareness through social media.
4. Develop a plan and process to celebrate and promote successes of SaskOutdoors.
STRATEGIC PLAN — 2020 - 2022

STRATEGIC PRIORITIES

Strategic Priority: Building a viable and sustainable organization

**Goal:** To ensure organizational excellence through the continued development of an effective governance structure that will contribute to increased long-term stability and sustainability of SaskOutdoors.

**Strategies to achieve this goal:**

1. Develop a policy framework and the governance and operational policies needed to support the framework.
2. Identify and implement a committee structure for the Board and the organization.
3. Develop and implement a plan to recruit and engage Board members and program volunteers based on their knowledge, skills and abilities.
4. Determine measurements for monitoring programs and activities to ensure organizational effectiveness.
5. Identify opportunities and develop a plan for maintaining current resources and increasing sources of revenue.
6. Implement an ongoing strategic and operational planning process for SaskOutdoors.
STRATEGIC PRIORITIES

Strategic Priority: Developing partnerships and alliances.

Goal: To develop relationships with a wide variety of partners who are aligned with SaskOutdoors’ mission and vision and which can contribute to the sustainability of the organization by supporting the delivery of programs and services.

Strategies to achieve this goal:

1. Develop guidelines for establishing partnerships and alliances with external organizations.
2. Maintain and enhance existing programs with current partners.
3. Identify opportunities for shared programs and approaches with various like-minded partners.
4. Maintain and strengthen relationships with funders and other supporting partners.
5. Develop plans and proposals to reach new partners.
STRATEGIC PLAN — 2020 - 2022

STRATEGIC PRIORITIES

Strategic Priority:  Influencing outdoor education policies and curriculum

Goal:  To position SaskOutdoors as one of the most important sources for input and direction for outdoor education curriculum and the promotion of outdoor spaces for recreation.

Strategies to achieve this goal:

1. Identify relevant decision-makers within Saskatchewan Ministry of Education and School Divisions that SaskOutdoors would like to meet with.
2. Establish ongoing meetings with curriculum writers within Saskatchewan Ministry of Education.
3. Maintain and grow the relationship as a Professional Growth Network with the Saskatchewan Teachers’ Federation.
4. Identify opportunities to promote informal outdoor education programs and spaces offered by other outdoor education and nature organizations.