STRATEGIC PLAN 2023-2028

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Our strategic plan assists SaskOutdoors in focusing our efforts to fulfil 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 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 experiences 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 to the outdoors and inspire curiosity and play in nature by passionately delivering programs and services that promote ecological understanding and environmental responsibility.
SaskOutdoors is committed to the following fundamental guiding principles. These principles or values guide our organization’s behaviours, decision-making processes, actions and the programs and services we provide.
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. Sustaining a viable organization while maintaining strategic partnerships.
4. Influencing outdoor education policies and curriculum.
5. Promoting ecological understanding and environmental responsibility.
STRATEGIC PRIORITY #1

Strategic Priority: Facilitating and providing varied outdoor experiences for people

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

Strategies to achieve this goal:

1. Continue to evaluate existing programs and services to ensure alignment with mission, vision and guiding principles.
2. Identify gaps in programming that SaskOutdoors might address through the development of programs and initiatives.
3. Identify opportunities for shared programs and approaches with various like-minded partners.
4. Offer professional development activities and content related to school-based outdoor and environmental education curriculum.
5. Offer programs and activities that meet the need for public outdoor education experiences.
STRATEGIC PRIORITY #2

Strategic Priority: Increasing public awareness and involvement

Goal: To sustain a positive profile and awareness of SaskOutdoors leading to active engagement of the public.

Strategies to achieve this goal:

1. Implement internal communications plans for members and stakeholders.
2. Implement public communications plans with key messages regarding SaskOutdoors and the opportunities to participate in the programs of the organization.
3. Celebrate and promote the successes of SaskOutdoors and its people.
STRATEGIC PRIORITY #3

Strategic Priority: Sustaining a viable organization while maintaining strategic partnerships.

Goal: To ensure organizational excellence through effective governance and strategic partnerships and alliances.

Strategies to achieve this goal:

1. Effectively use and maintain governance and operational policies needed to support the framework.
2. Determine measurements for monitoring organizational effectiveness.
3. Evaluate and strengthen relationships with key partners.
4. Implement ongoing strategic and operational planning for SaskOutdoors.
5. Maintain current resources and develop a plan to increase capacity to support organizational priorities.
STRATEGIC PRIORITY #4

Strategic Priority: Influencing outdoor education policies and curriculum

Goal: To position SaskOutdoors as a respected source for input for outdoor and environmental education curriculum and the importance of outdoor spaces.

Strategies to achieve this goal:

1. Grow the relationship as a Professional Growth Network with the Saskatchewan Teachers' Federation.
2. Develop a plan to enhance relationships with select government agencies at all levels.
3. Develop a plan to engage with Saskatchewan School Divisions regarding outdoor education policies and curriculum.
STRATEGIC PRIORITY #5

Strategic Priority: Promoting ecological understanding and environmental responsibility

Goal: Lead as an organization that demonstrates environmental responsibility and embodies ecological understanding.

Strategies to achieve this goal:

1. Maintain awareness of policies that influence outdoor spaces and how these policies affect public engagement. Maintain a position on strategic issues.
2. Research and develop a plan for further integrating environmental responsibility in sourcing materials, staging events and determining partnerships.
3. Deepen organizational and personal understanding of diverse worldviews, relationship with land and reciprocity.