



Strategic Plan 2015-2020





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History of NAME:

The Northwest Aquatic and Marine Educators (NAME) was founded in 1976 and became a chapter of the National Marine Educators Association (NMEA) in 1980 dedicated to supporting water literacy in the Pacific Northwest. Although originally NAME focused mainly on marine education and habitats, in the early 1990s NAME expanded its mission and memberships to include all aquatic environments.



As the name suggests, NAME is based along the Northwest Pacific and is made up of four chapters - Alaska, British Columbia, Washington and Oregon. NAME is one of the two international NMEA chapters with Canadian representation.

NAME is managed by a board of directors, and rotates its annual conference through the three states and one province each summer to bring together members of the organization. In addition to this annual conference, each chapter coordinates local professional development opportunities (social and educational) for formal and informal educators each year.



NAME's Relevance:

Aquatic ecosystems cover the majority of the planet (greater than 71%) and make earth habitable. The ocean, lakes, rivers, wetlands and watersheds are essential for the continual survival of life; and thus it is imperative that learners of all ages explore and understand these environments, the threats they are faced with and how humans are inextricably linked to their health.

Marine and Freshwater ecosystems provide humans with oxygen, water, food, energy resources, jobs, a means for transportation, and deep cultural and spiritual connections. Hidden beneath the waves are the planet's tallest mountains, deepest valleys, and some of the most unworldly creatures; yet only a small fraction of these ecosystems have been thoroughly explored.



Through the NAME network, members have access to a diverse group of educators with invaluable expertise, professional development opportunities, scholarships, and free learning resources. Furthermore, by providing learning opportunities to formal and informal educators throughout the Pacific Northwest we have the ability to create an informed community and inspire the next generation to become aquatic stewards.



NAME's Mission:

To create, support, and inspire an international community of marine and aquatic educators throughout the Pacific Northwest.

NAME Members Believe:

- Every human on earth should be water-literate
- Using the allure of water enriches and facilitates learning
- Sharing our knowledge and experience with others creates a community of informed stewards

NAME's Goals:

- Encourage professional growth by offering quality workshops, conferences, field experiences, and in-service opportunities in the Pacific Northwest
- Share information and education materials focused on marine and aquatic environments and issues
- Support a growing network of NAME educators who reflect the diverse communities of the Pacific Northwest



NAME's Goals, Strategies, and Indicators of Success:

GOAL 1:

Encourage professional growth by offering quality workshops, conferences, field experiences, and in-service opportunities in the Pacific Northwest

Strategies:

- 1.1** Hold an annual conference rotating between Alaska, BC, Washington and Oregon.
- 1.2** Each chapter will host at least two organized member events per year. These will include educational and professional growth opportunities for students, pre-professionals and professionals interested in "best practices" of marine and aquatic education (i.e. Teacher workshops, field trips, free entrance to marine/aquatic education facilities, social and networking events).
- 1.3** Create yearly opportunities for members to join in on NAME's Board of Directors (BOD) meetings or volunteer on the board.

Indicators of Success:

- 1.1** Successful annual conferences as indicated by member feedback and conference evaluations.
- 1.2** Semiannual chapter reports of all events.
- 1.3** Two or more member volunteers participate in semiannual BOD meetings to expand their knowledge of NAME and the marine and aquatic education community.





GOAL 2:

Share information and education materials focused on marine and aquatic environments and issues

Strategies:

- 2.1** Develop and maintain a well-organized and up-to-date "Resource" page on the NAME webpage.
- 2.2** Increase use of member driven social media (Facebook and Twitter) for educator communication and sharing.
- 2.3** Procure quality speakers and presenters for all NAME sponsored events to connect educators to the latest marine and aquatic science issues.
- 2.4** Encourage and support local members to present at annual conferences.
- 2.5** Communicate with our members about chapter events.

Indicators of Success:

- 2.1** The resource page on the NAME website will receive an increase in visits per month and resources will be changed, updated or added on a semiannual basis.
- 2.2.** The NAME Facebook account will become a platform for educators to share resources and communicate.
- 2.3** Educator awareness will be increased as seen in post event evaluations.
- 2.4** Increase funding to support members submitting applications to present at annual conferences.
- 2.5** All chapter events will be advertised on the NAME webpage, Flashmail and Facebook. Semiannual chapter reports will be posted on the webpage.





GOAL 3:

Support a growing network of NAME educators who reflect the diverse communities of the Pacific Northwest

Strategies:

- 3.1** NAME and each individual chapter will offer scholarships for educators to attend the annual conference and chapter run events.
- 3.2** NAME will offer “Mini-Grants” to help fund educators in need of funding for their classes or programming.
- 3.3** NAME will actively reach out to potential new members from diverse and underrepresented communities, offering first year free memberships to those interested in joining NAME and volunteering to be active on an organizational committee.
- 3.4** Each chapter will hold an annual member recruitment event.
- 3.5** Chapter directors will reach out to new members, encouraging them to participate in organized member events.

Indicators of Success:

- 3.1** NAME will distribute between 2-5 conference scholarships per year.
- 3.2** NAME will distribute between 4-8 Mini-Grants per year.
- 3.3** The demographic of the NAME member network, board of directors and organizational committees will shift to better reflect the diverse communities of the Pacific Northwest.
- 3.4** Each chapter’s annual member recruitment event will advertise the mission and goals of NAME and recruit new educators into our growing network.
- 3.5** NAME will retain current members for at least two consecutive years following initial membership. This increase in member retention will be reflected in the success of NAME’s conferences and member events.



NAME's Organizational Structure:

Commitment From NAME's Directors:

The State and Provincial Directors paired with Organizational Chairs are responsible for the facilitation and evaluation of all strategies in the **2015 - 2020 Strategic Plan**. Each goal will be reviewed annually and a report on the successes or failures of these strategies will occur at quarterly held Board of Directors meetings; all meeting notes are posted on the webpage for members to review. The Board of Directors will assist State and Provincial Directors and Organizational Chairs when needed to ensure that NAME is successfully completing the strategies put forth in the **2015 - 2020 Strategic Plan**.

Board of Director Positions:

- President
- Past President
- President-Elect
- Secretary
- Treasurer
- NMEA Representative
- State/Provincial Directors



NAME's Organizational Committees:

- Financial Committee
- Elections Nominating Committee
- Awards Committee
- Mini-Grants and Scholarship Committee
- Conference Committee
- Website Committee
- Communications Committee
- Auction Committee
- Membership Committee

