



Chihuahuan Desert Education Coalition Strategic Plan

June 1, 2009

Mission

The mission of CDEC is to collaborate efforts among public educators, the public and CDEC in support of programs that enhance conservation and education of the Chihuahuan Desert. The goals of the organization include: serving as a resource on information about the Chihuahuan Desert, encouraging life long learning about the Chihuahuan Desert and collaborating efforts among public educators, the public and CDEC to enhance conservation and education of the Chihuahuan Desert.

Objectives

1. To get teachers to understand that CDEC is a clearinghouse for Chihuahuan Desert Education.
2. To encourage people to learn about the Chihuahuan Desert and to get involved in conservation efforts.

Tactics

1. We host conservation education events and invite teachers and the public to learn about the Chihuahuan Desert.
2. We sponsor a www.chihuahuandesert.org and assemble and distribute a monthly newsletter.
3. We participate and support other organizations in the region that have similar goals>

Resources

1. Member and non-member volunteers
2. Organizational members who schedule work time on behalf of CDEC
3. Our website at www.chihuahuandesert.org
4. Membership dues, donations, and in-kind donations
5. Teachers
6. Advisory Board

Current and New Strategic Plan Goals

1. Publish *A Guide to the Chihuahuan Desert* Newsprint Tab

Leader: Rick LoBello

Degree of Attainability: High

Timeline: when we obtain funding

Resources: Membership input and test project in cooperation with Children's World Magazine.

2. Sponsor the 5th Annual Chihuahuan Desert Fiesta

Leader:

Degree of Attainability: High

Timeline: September 19, 2009

Resources: Membership

3. Sponsor first Annual Chihuahuan Desert Conference in 2010.

Leader: Rick LoBello and Diane Perez

Degree of Attainability: High

Timeline: See Below

Resources: Members and Non-Members

Chihuahuan Desert Conference

Sponsored by the Chihuahuan Desert Educational Coalition

“A Desert without Borders”

Second Planning Meeting Notes:

April 16, 2009 – Dona Ana Community College

Board Members Present: Judy Ackerman, Rick LoBello, Diane Perez, Kelly Serio

Next meeting – June 16 at Dona Ana Community College at 4:30pm

Mission: To promote education about the Chihuahuan Desert. The conference should encourage educators and researchers working in the Chihuahuan Desert to network and share knowledge.

Vision: Chihuahuan Desert Educational Coalition is a bridge-building organization that encourages people to come together on behalf of conservation and education of the Chihuahuan Desert.

Goals:

- Create opportunities to learn about the Chihuahuan Desert.
- Provide opportunities for people who are doing conservation work or research to network.
- Provide a space and time for researchers to present their findings.

Conference Dates: November 12-14, 2010

November 12 - Ice breaker and registration at the Zoo

Hotel to be determined

November 13 – Conference at TechH2O Water Resource Center

November 14 – Optional Field Trips

November 13

8:30 coffee and pastries

Morning Session and keynote 9-10

Potential – Keynote Richard Louv – Rick contact Ok to sell your

Ted Nugent - Rink - Banquet

Thinking about big name Keynote

10 15 – 11:15 1 hour and 2 30min

11:30-12:30 “

Lunch

1:15-2:15 “

coffee

2:30-3:30 “

5:30-6:30 at the Hotel

6:30 Dinner and Speaker

Registration Fee cover breaks and lunch, ice breaker the night before

Banquet the

Maximum 250 people registrations

Date of Invitation and Announcement June - include mention of need for field trip leaders on Sunday. Need a leader for each field trip and encourage car pooling

Deadline Jan 1 -March 5, 2010 accept papers

Form and Announcement - Kelly May 15, June 1 website

Registration Deadline Sept 1 early bird

September 15 regular

Feb 1 Budget Approval Date-Judy and Virginia

November 30 decide on hotel - Judy

Proposed Goals Needing Leaders

The following goals may be included in our strategic plan if we can find members who are willing to lead each goal.

5) Make sure that teachers in West Texas are aware of Chihuahuan Desert education opportunities

Leader:

Degree of Attainability:

Timeline:

Tactics: Focus on reaching 100 teachers during the first year, make up business cards with CDEC info, piggyback onto other CDEC members' programs already in progress.

Resources: Sal Quintana to help distribute flyers

6) Make sure that teachers in southern New Mexico are aware of educational Chihuahuan Desert opportunities

Leader:

Degree of Attainability:

Timeline:

Tactics: 30 teachers, make up business cards with CDEC info, piggyback onto other CDEC members' programs already in progress

Resources: Rink Somerday

11) Launch a *Get Your Desert Dose* public awareness campaign.

Leader:

Degree of Attainability:

Timeline:

Tactics: PSA - audio & video

Resources:

12) Create strategic plan for 2010

Leader:

Degree of Attainability:

Timeline:

Tactics:

Resources:

13) Create Spanish sections at www.chihuahuandesert.org

Leader:

Degree of Attainability:

Timeline:

Tactics:

Resources: Jose Jaimes for Spanish translation

14) CDEC Flyer in Spanish

Leader:

Degree of Attainability:

Timeline:

Tactics:

Resources: Jose Jaimes for Spanish translation

Goals Completed from Original Plan Adopted in 2008

1) Develop and implement a CDEC Strategic Plan for 2008.

Leader: Rick LoBello

Degree of Attainability: High

Timeline: 1st draft by Aug 1 - send out to members for input September 15 - review again at October meeting - adopt at November meeting.

Tactics: Board and member review

Resources: Membership and future fundraising efforts

2) Develop a flyer/announcement to all Las Cruces Public Schools and Gadsden Independent Public Schools about Upcoming Chihuahuan Desert Fiestas in 2007 and 2008.

Leader: Rink Somerday

Degree of Attainability: high

Timeline: by 1st Friday in Sept

Resources: Chihuahuan Desert Nature Park

3) Develop a flyer/announcement to all EPISD and El Paso area school districts about upcoming Chihuahuan Desert Fiestas in 2007 and 2008.

Leader: Diane Perez

Degree of Attainability: high

Timeline: by 1st Friday in Sept

Resources: El Paso Water Utilities

4) Plan and implement the 4th Annual Chihuahuan Desert Fiesta in 2008.

Leader: Rick LoBello

Degree of Attainability:

Timeline: Pick a date and Location by November 1, 2007

Resources: Member and regional organizations with CDEC related goals.