

Great Basin Outdoor School Strategic Plan

Mission

To ignite children’s passion for learning and foster cooperation, respect, and responsibility through hands-on discovery in the outdoor classroom.

Vision

Experiential education in the natural world will nurture children and young adults and empower them to make positive choices in their own lives, productive contributions to their communities, and sustainable decisions for the Earth.

Promote Program	Strategies
<p>Maximize reach and enrollment to enrich more children’s lives with the benefits of connecting with nature, one another, and quality STEM education, ensuring proportional representation of underserved students.</p>	<ul style="list-style-type: none"> • Target capacity enrollment of 40–50 students in each day and multi-day school program session and 30 in each day camp session via phone contacts, emails, enewsletters, school meetings, fliers, presentations, events, social media, and promotion of scholarship opportunities. • Continually improve delivery of program via staff development on curriculum standards, science topics, youth social and emotional needs, safety, and fun, engaging, effective teaching practices.
Connect with Community	Strategies
<p>Foster positive, productive relationships with schools, school districts, teachers, parents, colleges, service organizations, natural resource agencies, foundations, businesses, and the public for mutual service and benefit.</p>	<ul style="list-style-type: none"> • Continue to compile, categorize, and update contact data for outreach via letters, enewsletters, articles, press releases, etc. • Present at events such as Back-to-School Night at schools and Nevada Museum of Art, Earth Day, Summer Camp Expo, etc. • Provide public guided hikes, teacher workshops, science articles in enews, environmental service projects. Network and collaborate with other nonprofits and organizations.
Support Program Functions	Strategies
<p>Ensure adequate funding to keep programs affordable for schools, provide scholarships for underserved students, recruit, train, and retain high caliber staff, and “keep the lights on” with support for associated program and administrative expenses.</p>	<ul style="list-style-type: none"> • Expand and diversify revenue stream from foundations, agencies, corporations, and individuals. • Hone fundraising and nonprofit management skills with guidance from AFP, Community Foundation, PGRT, mentors, etc. • Share program impact with stories, quotes, testimonials, invitations, data, calls, photos, letters of thanks, etc.

Promote Program

- 27 school day field studies X 40 students = 1080 day field study students annually
- 13 multi-day school programs X 40 students = 520 school multi-day field study students annually
- 10 day camp weeks X 30 students = 300 day camp students annually
- 55% of public school students marginalized and receive scholarships
- 1900 students served annually if all programs filled to capacity
- 16 naturalist educators hired, trained and mentored annually
- 119 student program days annually

Expected that not all programs will fill to capacity, our goal is to recruit 1000-1500 students for programs annually.

Connect with Community

- Produce and send 12 monthly E-Newsletters annually
- Attend 4 public outreach tabling events
- 10 monthly guided hikes X 10 community members = 100 members served annually
- 1 teacher workshop in the summer hosted annually

Support Program Functions

- Gather \$100,000 in grant fundraising
- Gather \$8,000 in donations from community members
- Gather \$5,000 from collaboration with Gearhut
- 100% Board Giving
- Attend 3 networking events with AFP, Community Foundation, PGRT, etc.