

Drafted by Strategic Plan Working Group
Edited by Executive Committee
Approved by Council Vote and Global Advisors
Summer/Fall 2013

Polar Educators International Strategic Plan

PEI Mission: A vibrant network promoting polar education and research to a global community.

PEI Vision: Polar Educators International is a vital international network of educators and researchers aiming to provide a deeper understanding of current polar science. PEI represents trusted leaders working to inspire appreciation and knowledge of the polar regions, their connectedness to all Earth's systems, and importance to all humans across latitudes and cultures.

Goal A. To develop and foster national and international relationships which result in culturally and regionally relevant PEI collaborations, resources and activities. To develop local PEI networks.

Objective 1: Organize a working group responsible overseeing international relationship collaboration & networking.

- A. Activity: Determine members and chair of this working group (by June 30th, 2013).
- B. Activity: Tasks include all or part of objectives listed below (ongoing).
- C. Activity: Be aware of cultural, language, and regional issues with partners & maintain open discussion of ways to maintain a global philosophy.
- D. Activity: Develop tools for formative and summative evaluation of this goal.

Objective 2. Develop framework for networking for PEI members.

- A. Activity: Identify mechanisms for partnerships and mentorship opportunities for educators & scientists. Work with website working group to ensure a robust tool for networking.
- B. Activity: Encourage & support collaborative work between educators and scientists to develop professional relationships that benefit formal and informal education settings, and general public outreach.
- C. Utilize national and international partner organizations in capacity building.

Objective 3: Designate regional organizing committees at the international level.

- A. Activity: Use currently active individuals & institutions, plus time zone, language, and geographic cues to identify naturally occurring regional zones.
- B. Activity: Create partnerships between regions to support international bridge building.
- C. Activity: Bolster development of PEI in underserved regions.
- D. Activity: Designate regional membership coordinators per ROP and Regional Coordinators Charter.

Developed by John Wood & Nell Herrmann

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Goal B: Provide relevant & timely professional development opportunities for both education and scientific communities

Objective 1: Organize a working group responsible overseeing professional development.

- A. Activity: Determine members and chair of this working group (by June 30th, 2013).
- B. Activity: Tasks include all or part of objectives listed below (ongoing).
- C. Activity: Be aware of cultural, language, and regional issues with partners & maintain open discussion of ways to maintain a global philosophy.
- D. Activity: Develop tools for formative and summative evaluation of this goal.

Objective 2 - Promote professional development to increase scientific literacy and best practices in education and outreach.

- A. Activity: Present material through online techniques on both scientific and educational topics. This should be carried out in tandem with partner organizations if possible.
- B. Activity: Arrange PEI side meetings at related conferences.
- C. Activity: Utilize networks of experienced educators and scientists to model professional relationships.
- D. Activity: Build a membership that feels connected and supported by both the education and science communities to best serve their audience.

Objective 3 - Inform and encourage participation in various professional development opportunities at regional, national and international levels.

- A. Activity: Publish to website the various professional development opportunities in polar science and education world wide.
- B. Activity: Share testimony of participants in different programs as a way to encourage the participation of members of the PEI and disseminate information.
- C. Activity: Publish / share the results obtained in the implementation of learning programs in which they participate. Highlight the results of the investment in professional development around the world.
- D. Activity: Engage partner organizations in providing PD opportunities to PEI members & reaching new participants for existing PD opportunities.

Objective 4- Enhance and promote professional discussion on various scientific and educational issues.

- A. Activity: Create online discussion forums moderated by a facilitator for both scientist and educator audiences.
- B. Activity: Be an access point, linking to vetted polar resources in science and education.
Activity: Use social media to share resources. Developed by Patricia Azinhaga

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Goal C: Develop a working relationship with partner organizations.

Objective 1: Organize a working group responsible overseeing relationships with partner organizations.

- A. Activity: Determine members and chair of this working group (by June 30th, 2013).
- B. Activity: Tasks include all or part of objectives listed below (ongoing).
- C. Activity: Be aware of cultural, language, and regional issues with partners & maintain open discussion of ways to maintain a global philosophy.
- D. Activity: Develop tools for formative and summative evaluation of this goal.

Objective 2: Create a comprehensive list of potential partners and appropriate contacts for those organizations.

- A. Activity: Open query/poll for potential partner organizations. Poll to close by July 15th, 2013.
- B. Activity: Ex Comm and Global Advisors prioritizes list (by July 31st, 2013).
- C. Activity: Develop database to track progress, contact made and pending endorsements and MOUs (also document who has connections to each contact at organization). Database will be available by August 7th, 2013 with maintenance ongoing.

Objective 3: Utilize marketing strategies to develop awareness and promote PEI to potential partner organizations.

- A. Activity: Build a general marketing strategy for attracting potential partner organizations, working with committee tasked with attracting new members (by August 15th, 2013).
- B. Activity: Create promotional materials specific to attracting partner organizations (by August 15th, 2013).
- C. Activity: Develop plan for ongoing promotion (including timelines, emails posting, social media, events etc.; by August 15th, 2013).

Objective 4: Contact organizations to propose partnerships/collaboration.

- A. Activity: Create templates for emails, letters, etc. for initial contact and follow-up (by August 15th, 2013).
- B. Activity: Encourage endorsements and MOU's (ongoing).

Objective 5: Close the deal with formal Memorandum's of Understanding.

- A. Activity: Draft endorsement/MOU's (ongoing)
- B. Activity: Suggest mutual, flexible objectives and goals (ongoing)
- C. Activity: Follow-up in a timely manner and set a date for signing or completion (ongoing)

Objective 6: Maintain working relationships with partner organizations.

- A. Activity: Turn endorsements and goals into actions and outcomes. (ongoing)

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- B. Activity: Set clear objectives and goals with partners (ongoing).
- C. Activity: Provide specific ways to partner and support (ongoing).
- D. Activity: Update partners on PEI activities, events, progress etc. via newsletter. (ongoing)
- E. Activity: Chair of working group coordinating consistent communication with partners. (ongoing)
- F. Activity: Be aware of cultural, language, and regional issues with partners & maintain open discussion of ways to bridge.

Developed by Louise Huffman & Heidi Roop

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Goal D. Develop a robust, flexible, and useful web presence that is a trusted and accurate resource.

Objective 1: Organize a working group responsible overseeing the PEI web presence & content quality.

- A. Activity: Determine members and chair of this working group (by June 30th, 2013).
- B. Activity: Tasks include all or part of objectives listed below (ongoing).
- C. Activity: Be aware of cultural, language, and regional issues with partners & maintain open discussion of ways to maintain a global philosophy.
- D. Activity: Develop tools for formative and summative evaluation of this goal.

Objective 2: Within the next calendar year, finalize, publish & set in place strategies to continue to maintain PEI website.

- A. Activity: Get initial website finalized with CliC & online by August 2013. Website Working Group.
- B. Activity: Identify & implement maintenance & work flow for website including specifying who adds content, edits content, approves content, & who is in charge of which parts by December 2013. Web Working Group, Review by Council
- C. Activity: Identify & secure funding for website activities by March 2014. Funding working group.
- D. Activity: Develop long-term website plan including purpose, features, goals, users, databases & resources, data collection, members area, facilitation of science/education collaboration, etc in the next calendar year. Website working group, Review by Council.
- E. Activity: In tandem with development of the website at all stages, develop specific strategies to support multiple languages and non-English-speaker participation during the next calendar year. Global Advisors.
- F. Activity: Develop a plan for maintaining continuity and institutional knowledge of web structure, organization, and maintenance. Ensure documentation and training for management of website.

Objective 3: Continually increase online participation by PEI members.

- A. Activity: Assign lead communication member to be responsible for timely & high quality online content additions by July 2013. Council.
- B. Activity: Inform, advertise & encourage/tempt members about online PEI resources & communication tools (Facebook, Twitter, webinars, website etc) by September 2013. Council.
- C. Activity: Evaluate how members use website & provide highly desirable experiences (ie. Provide something members want to use, talk about, or experience) by June 2014. Council & Communications working group.

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- D. Activity: Make best use of current social media resources by using data in the decision making process to laser-target effective practices and reduce ineffective ones by June 2014. Council & communications working group.
- E. Activity: Develop specific strategies to support engagement and participation between member sub-groups by December 2014. Council.
- F. Activity: Engage participation by members in PEI activities by helping them better understand the capabilities of PEI social media resources via webinar, movies, tutorials etc. by December 2014. Council.

Objective 4: By 2016, double participation by adding to our membership.

- A. Activity: Inform, advertise & encourage/tempt non-members to experience online PEI resources & communication tools (Facebook, Twitter, webinars, website etc). Council.
- B. Activity: Reach out to general public, political entities & individuals, scientists & scientific organizations, and educators/students world-wide. Council.
- C. Activity: Have a solid base of operations & engaging opportunities in use and evaluated before extending beyond membership. Council.

Objective 5: Continually explore & evaluate new social media tools.

- A. Activity: Generate matrix of existing social media tools, explore, & pilot most promising in a variety of world regions. Council.
- B. Activity: Report back to council & incorporate in plans/use every 6 months. Council.
- C. Activity: Annual reevaluation as technology evolves, internationally. Council.

Objective 6: Continually collect & utilize analytical data from online PEI activities and tools.

- A. Activity: During website development, incorporate data-collection friendly features. Between now & website publication. Council & Website working group.
- B. Activity: Utilize expert advice to maximize useful data collection for PEI decision-making by September 2013. Council.
- C. Activity: Research & implement social media data collection techniques before January 2014. Council.
- D. Activity: Evaluate data semi-annually to refine PEI activities for greatest impact. Council.
- E. Activity: Create & actively maintain 3-D database (includes relational information) of organizational, informational, partner and member connections.

Objective 7: Continually incorporate multi-language capacity or options in all types of PEI communication.

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- A. Activity: Recruit members to be web-checkers & social media pilot group from world regions beyond North America & Australasia soon after website launch. International committee, website working group.
- B. Activity: Develop work-flow plan for & recruit translators by June 2014. Global Advisors Committee.

Developed by Janet Warburton & Joanna Hubbard

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GOAL E: Develop and disseminate branding and marketing of PEI.

Objective 1: Organize a working group responsible overseeing international relationship collaboration & networking.

- A. Activity: Determine members and chair of this working group (by June 30th, 2013).
- B. Activity: Tasks include all or part of objectives listed below (ongoing).
- C. Activity: Be aware of cultural, language, and regional issues with partners & maintain open discussion of ways to maintain a global philosophy.
- D. Activity: Develop tools for formative and summative evaluation of this goal.

Objective 2: Build a marketing strategy

- A. Activity 1: Create and disseminate promotional materials to attract members and partners.
- B. Activity: Develop plan for ongoing promotion (including timelines, emails posting, social media, events etc.; by August 15th, 2013).
- C. Utilize professional and social networks and develop workflow for effective use.
- D. Identify partners and work together on effective marketing for particular audiences.
- E. Consult professional branding and marketing strategies.

Objective 3: Develop literature to introduce PEI.

- A. Activity: Develop a letter or invitation to send to potential members. Translate into multiple languages.
- B. Activity: Complete a mass mailing to potential members through regions.
- C. Activity: Make letter available to members to create “viral” effect as they send it on to their interested contacts.
- D. Maintain a way to track contacts, responses, and connections.
- E. Maintain contact with members on a consistent basis with quality information.

Developed by Executive Committee by collating various sections of contributions by Council.