

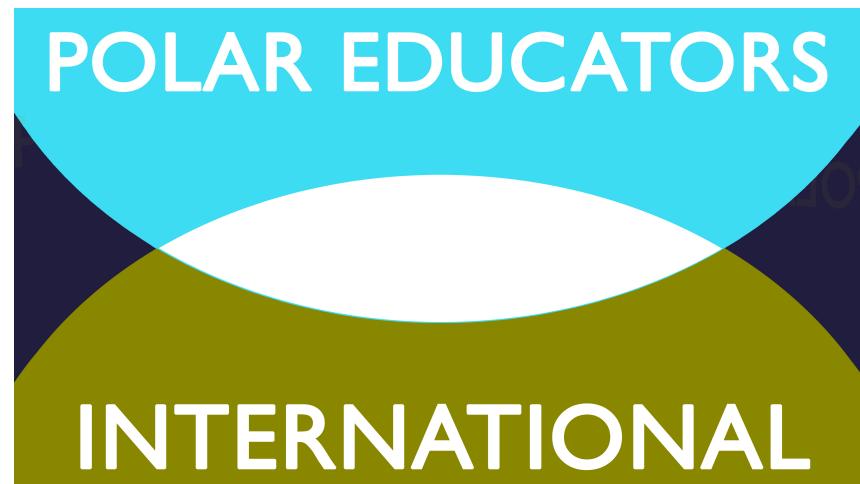


POLAR EDUCATORS INTERNATIONAL

STRATEGIC PLAN 2020 - 2025

OUR MISSION

Connecting polar education,
research, and the global
community.



OUR VISION

Polar Educators International is an essential network of educators and researchers aiming to provide a deeper understanding of current polar sciences to a global audience.

Strategic Goals



COMMUNICATE

Develop a robust, flexible, and trusted international presence



COLLABORATE

Grow and strengthen the PEI network and its relationships



CREATE

Provide relevant and timely opportunities for both education and scientific communities

Polar Educators International's core strengths of communication, collaboration & creation are how we connect the qualities of scientific and educational organizations, defining our unique position which allows us to provide a deeper understanding of current polar sciences to a global audience.

Goal #1 - Communicate: To develop a robust, flexible, & trusted international presence

Long-term Outcome #1: PEI's digital education and communication tools are evaluated and updated regularly to ensure usefulness to the network.

Short-term Outcomes	Outputs	Activities	Evaluation
Communications Strategy - Protocol established for PEI communications	PEI Strategy implemented to market to potential funders and partners	Develop a PEI style guide	ROPs and guidelines are adhered to for all internal and external communications
	Clear ROPs documented and disseminated across the organization for internal and external communications	Establish ROP for the creation of external summaries and impact reports for all PEI activities	
		Update existing ROP with respect to internal projects, working groups, and organizational communications	
		Review and implement GDPR	
PEI website is maintained and updated regularly through volunteer members in lieu of a funded position	Regular content for PEI website (time frame dependent on volunteer vs. paid position) and visitors to website driven through social media posts	Research and provide a robust, sustainable PEI web presence through website and social media	Online metrics and efficacy of funding drive the creation of a new position
A funded website administrator position is established to develop and maintain digital education and communication platforms	Followers on PEI Facebook page, Instagram, Twitter, and website visitors increase by 10-25% in a year	Methods of measuring impacts of communication strategies developed	Online metrics and efficacy of funding drive the creation of a new position
	Website administrator position defined and marketed to potential funders	The Executive Committee and Council define position and work with potential funders to secure funding for website administrator	

Goal #1 - Communicate: To develop a robust, flexible, & trusted international presence

Long-term Outcome #2: Active membership grows, sustaining the PEI network.

Short-term Outcomes	Outputs	Activities	Evaluation
New and existing members become more active and participate in PEI working groups	Marketing strategy created and implemented to demonstrate value of PEI to existing and potential members and funders	Develop mechanism(s) to demonstrate membership value	ROPs and guidelines are adhered to for all internal and external communications
	PEI Global Advisor role established or eliminated based upon recommendation of Council	Evaluate the role of Global Advisors in PEI structure and propose recommendations for future roles in PEI	
A funded secretariat position is established to oversee and guide implementation of PEI master plan	Secretariat position defined and marketed to potential funders	The Executive Committee and Council define position and work with potential funders to secure secretariat	Online metrics and efficacy of funding drive the creation of a new position

Goal #2 - Collaborate: To grow and strengthen the PEI network and its relationships

Long-term Outcome #1: Secure sustainable funding to participate in relevant professional meetings as the representative for polar education.

Short-term Outcomes	Outputs	Activities	Evaluation
Maintain PEI presence at relevant professional meetings	Documented impacts of PEI presence at professional meetings	Create and prioritize list and timeline of relevant regular meetings (e.g., AGU, EGU, ASM, SCAR, & IASC)	PEI's participation in each professional meeting is evaluated both internally and externally for impact and support of organizational goals
	Database of funding opportunities and sources	Research funding sources and demonstrate how PEI participation can support organizational goals through funding requests	
	Ongoing report monitors relevant partner lists and communicates opportunities to PEI members	Document a way to connect with partners and advisors to be informed of new meeting opportunities	

Goal #2 - Collaborate: To grow and strengthen the PEI network and its relationships

Long-term Outcome #2: Potential partners recognize the value in a PEI partnership and begin to invite PEI to initiate partnership processes and build capacity.

Short-term Outcomes	Outputs	Activities	Evaluation
Partners see the value of PEI in helping them accomplish their individual missions	New MOUs are created or updated for existing partners/sponsors where needed: SCAR, IASC, CLiC, ARCUS, APECS	Review existing MOUs including acknowledgement of what each party is providing and receiving	Provide annual report to partners highlighting the work of PEI
	An effective database of organizational contacts	Create a database of contacts	
	Brief created to provide to existing partners and sponsors	Develop a method for communicating PEI goals that would resonate with potential partners	
	MOUs signed with 2-3 new partners/sponsors	Seek out new partners/sponsors	
	Highlight all partnerships appropriately on PEI website and official documentation	Determine the best way to highlight partnerships on PEI website and official documentation	

Goal #2 - Collaborate: To grow and strengthen the PEI network and its relationships

Long-term Outcome #3: PEI members, partners and global community utilize and contribute to PEI resources.

Short-term Outcomes	Outputs	Activities	Evaluation
Share trusted education and outreach resources through the PEI network	Polar Resource Book (PRB) is shared online and plans are in place to update and maintain it	Seek funding sources and additional potential partners for the PRB project	Survey users of PRB to understand effectiveness of resources, incorporating analytics information into the evaluation
	100 or more users access PRB in the new online format	Create a method to track analytics of PRB	
	Document feasibility of other collaborations	Investigate collaborating/sharing with other climate literacy/action organizations	

Goal #3 - Create: To provide relevant & timely opportunities for education & scientific communities

Long-term Outcome #1: *Effective local and international networks are developed and sustainable.*

Short-term Outcomes	Outputs	Activities	Evaluation
4-6 national chapters are established across the globe	Articles of Association for National Chapters developed [Including policies and practices]	Obtain best practices and lessons learned from existing PEI national groups (e.g., Germany, Portugal, and Italy)	Survey national chapters to understand participation numbers and effectiveness of organization
		Research other organizational models	
		Develop and review Articles of Association for National Chapters	

Goal #3 - Create: To provide relevant & timely opportunities for education & scientific communities

Long-term Outcome #2: *Education opportunities provided within our network are current and sustainable.*

Short-term Outcomes	Outputs	Activities	Evaluation
Opportunities provided to develop: <ul style="list-style-type: none">• Learning• Science communication strategies and education skills• Environmental stewardship that builds community resilience tied to polar regions	New/revised learning program for education and outreach created and piloted	Revise Master Class format	Create and implement a standard survey to measure effectiveness of education opportunities. Add other program-specific questions as needed
	50 or more people attend the biennial conference with another 25 participating remotely	Provide biennial PEI conference with opportunity to participate remotely	
	10 researchers engaged in effective education outreach training	Develop and pilot a process to train researchers in communication and education outreach	
	20 or more PEI members publicize through PEI network participation in campaigns	Highlight opportunities to engage the PEI community in broader environmental stewardship campaigns	
PEI represents polar education in scientific and policy-making/steering organizations	PEI participates as a member in 1 or more scientific and policy-making steering organization(s)	Define a participatory statement to play a leading role in polar education meetings	Included in organizations
		Research and join relevant organizations	

Goal #3 - Create: To provide relevant & timely opportunities for education & scientific communities

Long-term Outcome #3: *Build accessible resources for polar education.*

Short-term Outcomes	Outputs	Activities	Evaluation
Members have access through PEI channels for PEI education activities	Document a roadmap of existing PEI resources and how to access/use them	Maintain and develop existing PEI methods of disseminating education activities: social media, blogs, website, webinars, and Polar Resource Book	Survey members and participants
	Provided 1 or more opportunities to reach a new audience(s)	Evaluate and implement opportunities for expanded accessibility to resources	

Glossary

AGU - American Geophysical Union

APECS - Association of Polar Early Career Scientists

ARCUS - Arctic Research Consortium of the United States

ASM - Arctic Science Ministerial

CliC - Climate and Cryosphere

EGU - European Geosciences Union

GDPR - General Data Protection Regulation

IASC - International Arctic Science Committee

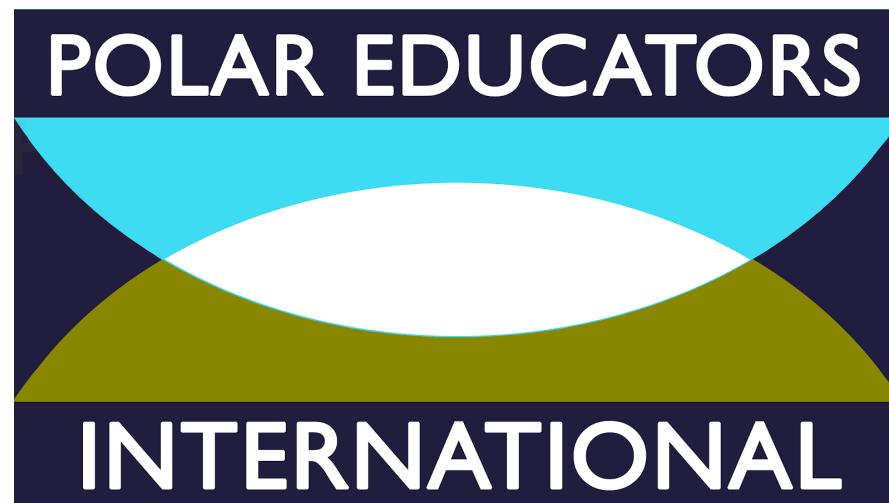
MOU - Memorandum of Understanding

PEI - Polar Educators International

ROP - Rules of Procedure

SCAR - Scientific Committee on Antarctic Research

This document was prepared by the Strategic Planning Working Group, edited by the PEI Executive Committee and approved through vote by the PEI Council in May 2020.



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