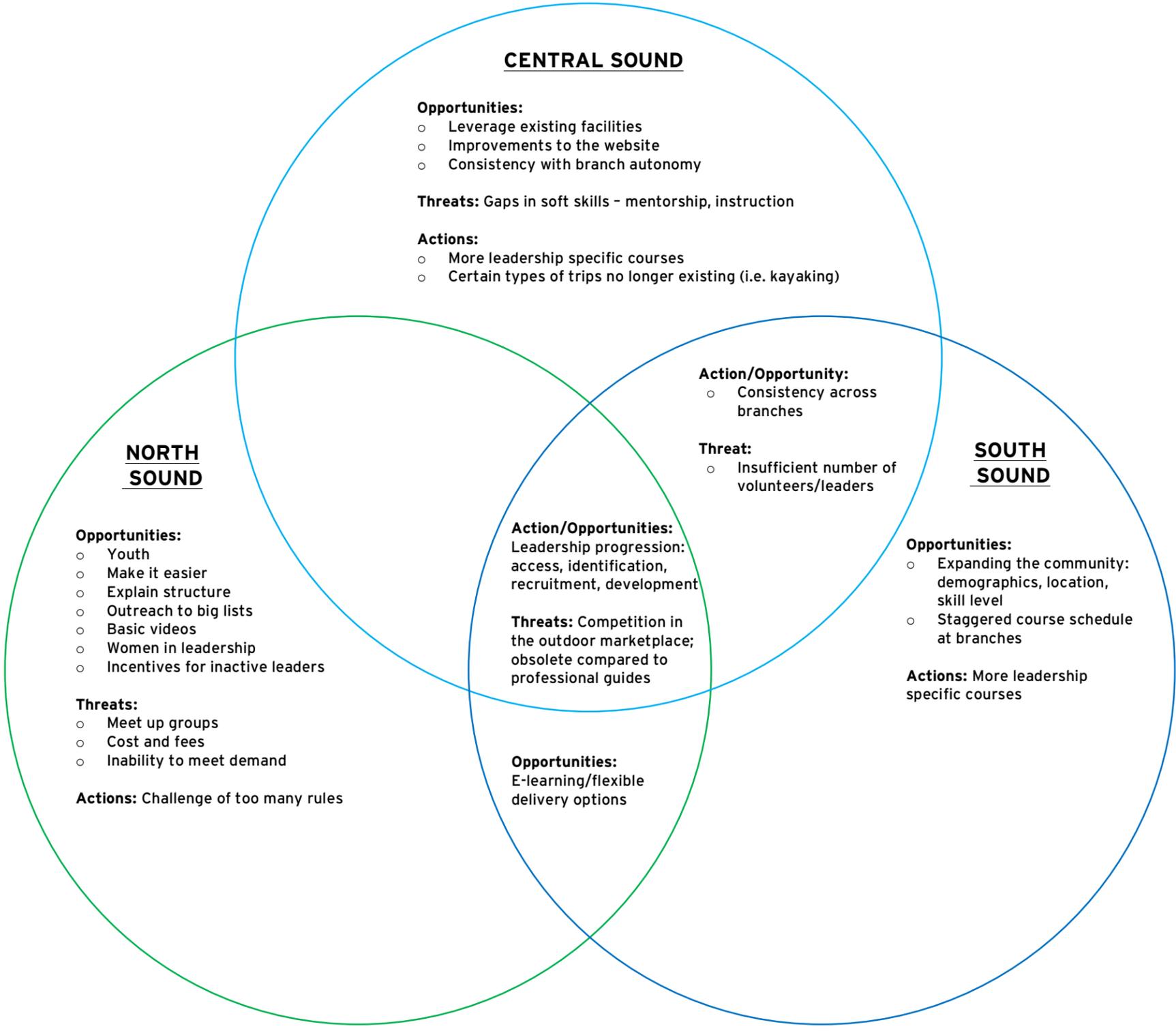


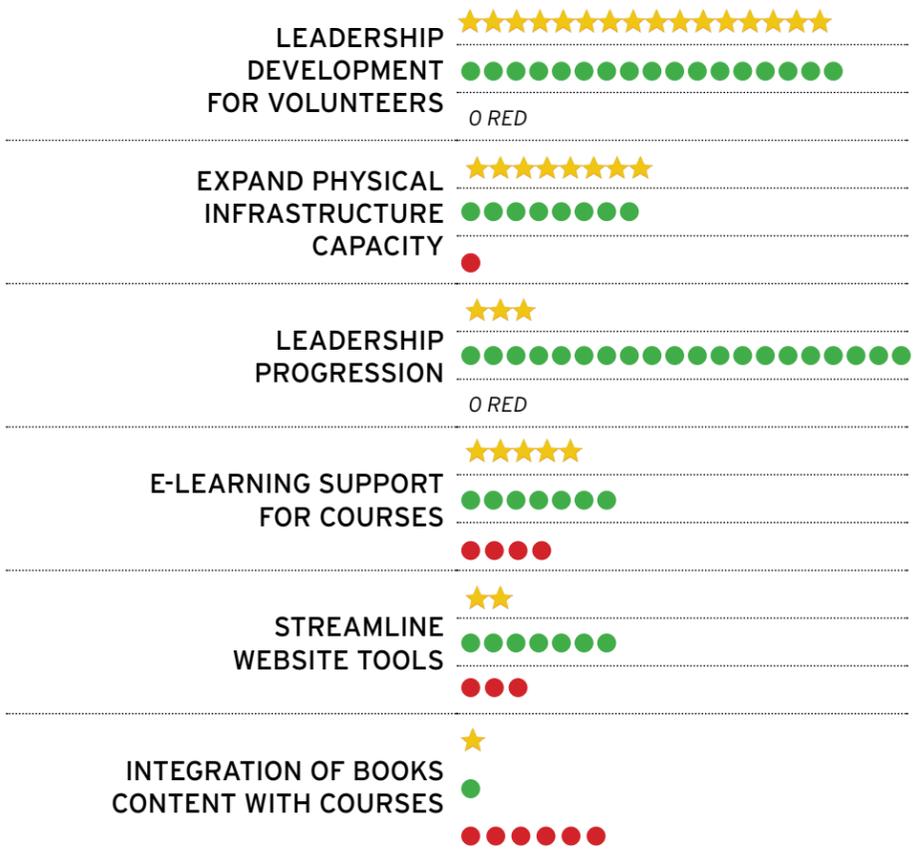
STRATEGIC PRIORITY: INNOVATORS IN OUTDOOR EDUCATION



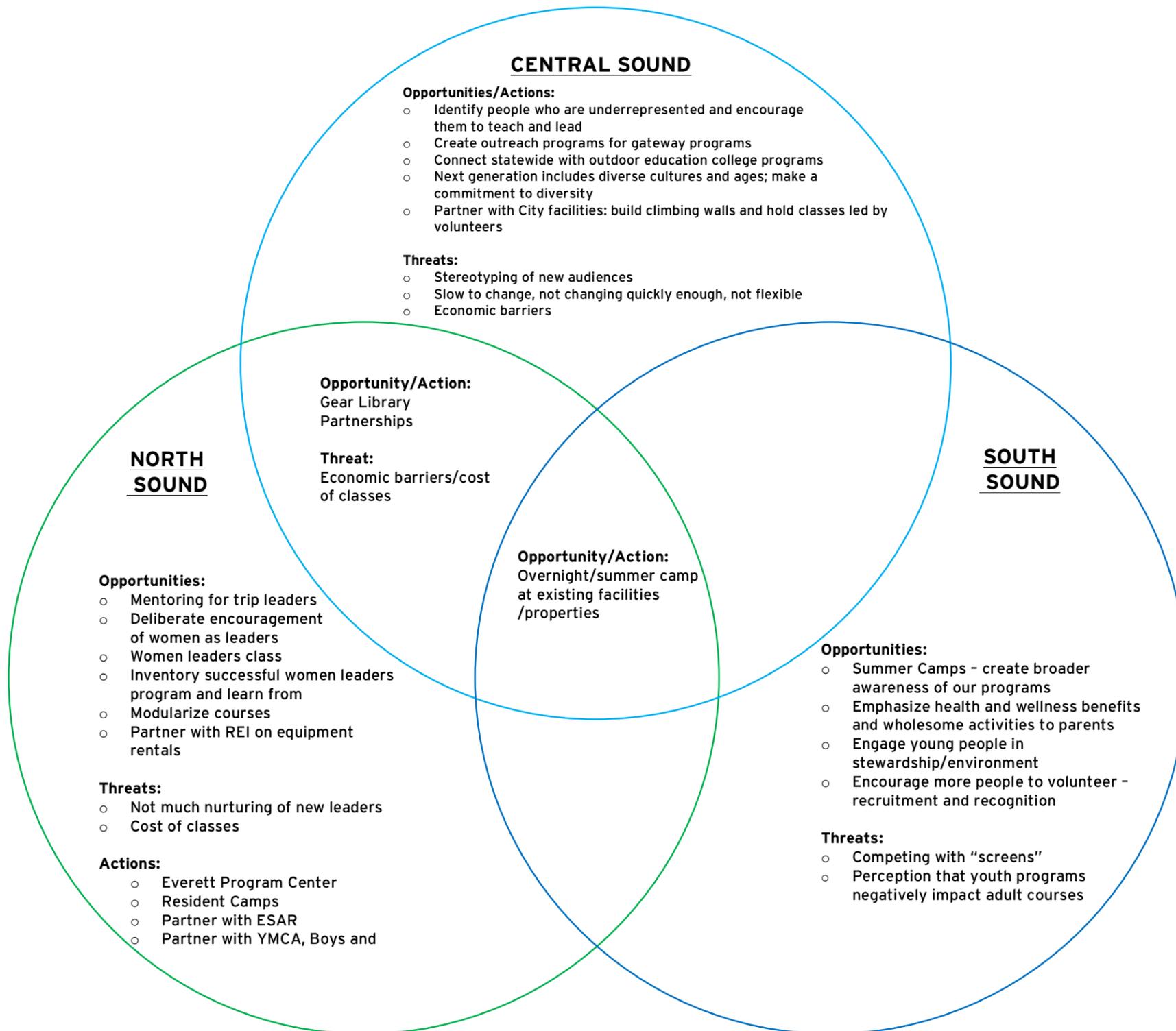
NEW IDEAS:

Integrate books with courses
One Star at Central Sound
Six Red at South Sound

DOT EXERCISE SUMMARY:



STRATEGIC PRIORITY: EDUCATORS OF THE NEW GENERATION



NEW IDEAS:

Programs for Full Spectrum of Ages

Proposed at South Sound

Three Stars at South Sound

Two Green at South Sound

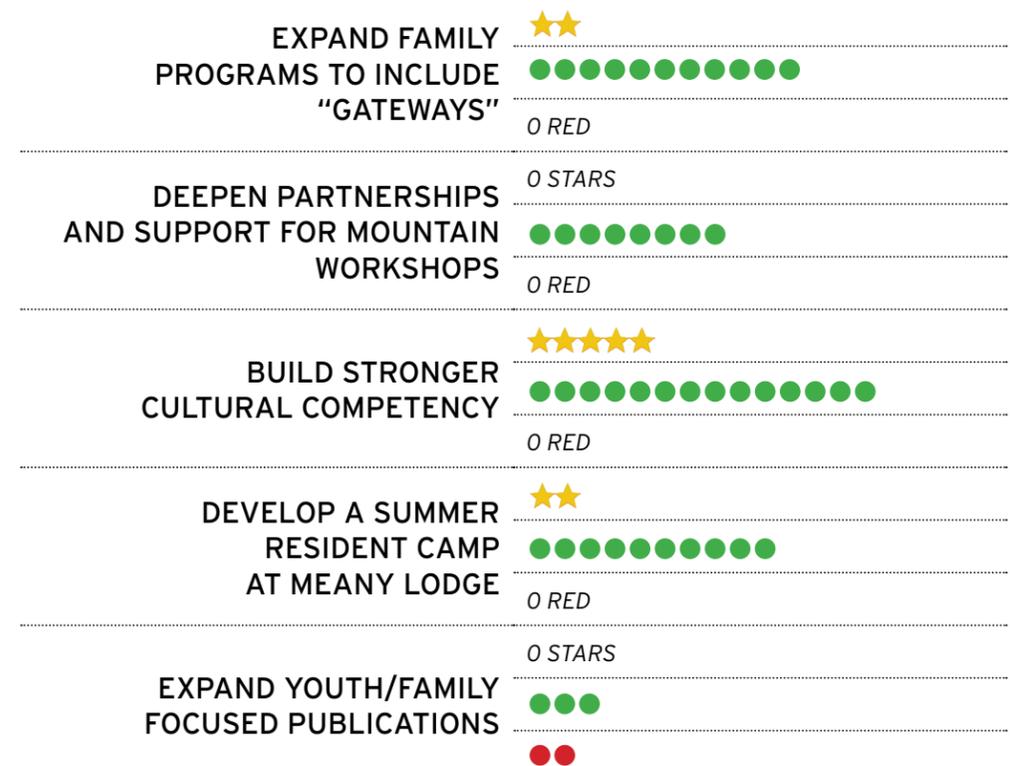
Everett Program Center

Proposed at North Sound

Two Stars at North Sound

One Green at North Sound

DOT EXERCISE SUMMARY:



KEY TAKEAWAYS

OUTDOOR EDUCATION	NEW GENERATION	FIERCE ADVOCATES
<p>Opportunities:</p> <ul style="list-style-type: none"> • Flexible delivery options • Expanding the community • Consistency with branch autonomy • Quality consistency across branches <p>Threats:</p> <ul style="list-style-type: none"> • Insufficient number of volunteers/leaders • Overwhelming competition in outdoor market place • Content obsolete compared to professional guides • Not enough classes/volunteers <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Leadership development for volunteers and leadership progression → really good at teaching people how to tie knots but not so good at teaching people how to teach/the soft skills. Should have better mentor identification. Can provide leadership books. Need to emphasize this as an organization. Both groups. • We could do more to leverage instructional opportunities at our existing lodges • Website could be more functional for leaders knowing who is going on their hikes/climbs. Would be nice for members to be able to list a priority wish list of things in a given day. • Need to expand some of our longer trips (fill the gap from the singles group) 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Engaging youth in stewardship • Encouraging more people to volunteer • Id people who are underrepresented and encourage them to teach and lead • Want a diverse population that is comfortable learning new ways (need to use tech) <p>Threats:</p> <ul style="list-style-type: none"> • Competing against electronics/screens/time grabs • Combatting the perception that youth programs negatively impact adult courses or adult programs • Stereotyping new audiences • Org is too slow to change to address economic barrier <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Concern about commitment it will take to get into more diverse neighborhoods, we'll need facilities in these areas • Opportunity to partner with existing facilities (city has existing funds/insurance to cover climbing walls) • Liked much of what was outlined, and would like to specifically call out that you need an outreach program to accompany a gateway program • Should work with college outdoor programs to get involved 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Carbon footprint/self-assessment • Coalition building • Invest in renewable and sustainability • Education of our members and community around environmental issues • Make stewardship fun, more social events • Use media for citizen support for public lands <p>Threats:</p> <ul style="list-style-type: none"> • Exploitation and over-development of public lands (preserve what we've got so we can use it) • Climate changes! (preserve it so it's not dead) • Lack of knowledge and training within org • Political climate <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Amplifying voice beyond the PNW → both groups really liked this • Better weave conservation and advocacy into more communication channels and course curriculum • Could consider spending more time with lobbyists • Need more thought when it relates to climate change, comes across as a plan to make a plan, and it needs a little more • Need to do more work around positioning ourselves as place for advocacy
<p>Actions:</p> <ul style="list-style-type: none"> • Mixed support for streamlining the website and mixed support for streamlining the books <ul style="list-style-type: none"> ◦ Didn't feel like Mountaineers book was always the best option for the courses, would be nice if it was but don't want to be locked into it • Want to see the branches on the same page - really need standardization • Would love staggered schedule at branches • Really love the "leadership actions" 	<p>Actions:</p> <ul style="list-style-type: none"> • Sustainability starts at home with looking at improving energy efficiency at our own facilities to reduce consumption <ul style="list-style-type: none"> ◦ Solar, green roofs • We teach wilderness ethic, we should teach energy and environmental ethic <ul style="list-style-type: none"> ◦ Mountaineers oriented videos, m-tube, not u-tube • Partnerships <ul style="list-style-type: none"> ◦ Political activism ◦ Solar partnerships ◦ Supporting the Paris Accords 	<p>Actions:</p> <ul style="list-style-type: none"> • Thought about family and low commitment activities to attract teenagers and young adults • Focus on a progression of programs and full spectrum of development, from children to teenagers to young adults <ul style="list-style-type: none"> ◦ Progress should include all youth and families • Make it easier for families (too many forms to go on a hike)