

The Gaia Project

2022-27 STRATEGY MAP



OUR MISSION

Empowering youth to take action on climate change through education.



DELIVERY AND DEVELOPMENT

- Provide educational programs and unique experiential learning opportunities that connect youth to meaningful climate change action accessible to every New Brunswick school by 2027.

TALENT

- Retain and hire skilled professionals to contribute to the mission by assisting team members to meet their full potential through team work and opportunities for growth.

PARTNERSHIPS

- Participate in new and existing partnerships which support the mission through in-kind or financial contributions with a goal to raise \$1.5 million annually by 2027.

GOVERNANCE

- Maintain a high-performance workplace using transparency, sound policy and strategic thinking in all areas of engagement resulting in growth in all sectors through 2027.

BRAND AWARENESS

- Receive national recognition as a centre of excellence for climate change education outreach while exploring the potential to expand to provinces outside of NB.



The Gaia Project has identified five key areas for excellence in order to achieve the organization's mission objective.



The Gaia Project

2022-27 STRATEGY MAP



DELIVERY

Provide educational programs and unique experiential learning opportunities that connect youth to meaningful climate change action accessible to every New Brunswick school by 2027.



WHAT WE WILL ACCOMPLISH

- Set and meet annual operational targets for program delivery
- Display year over year growth in program delivery
- Provide quality student experiences
- Be adaptive and accessible to all schools while tracking the demand for program topics to enhance school-wide participation
- Enhance methodology for collecting internal research for program improvements and to leverage for future project fundraising
- Integrate key pedagogical frameworks into program delivery - i.e. SDGs, experiential learning, and Indigenous perspectives
- Understand how to utilize technology required to work on climate action projects online and in the school environment including data management for reporting program delivery

HOW WE WILL TRACK PERFORMANCE

- Track progress with an annual target dashboard
- Create and distribute an annual report
- Administer teacher and student feedback surveys
- Diversify resources with support from consultants and key partners
- Locate experts for training and development
- Conduct check-in meetings and consultations with specialists
- Create Technology Committee to support team and to guide effective data collection software and quarterly reporting meetings



The Gaia Project

2022-27 STRATEGY MAP



TALENT

Retain and hire skilled professionals to contribute to the mission by encouraging team members to meet their full potential through team work and opportunities for growth.



WHAT WE WILL ACCOMPLISH

- Create a workplace culture that is safe, fun and comfortable
- Set and communicate standards for training requirements and expectations of all staff members
- Monitor the success of team members to assist their professional development and success
- Set clear objective and targets with deadlines for team members
- Recruit motivated, passionate and skilled team members to the team
- Understand the team demographic and strategies to integrate workplace benefits and priorities that meet the needs of the team
- Offer team members practical training and professional growth opportunities

HOW WE WILL TRACK PERFORMANCE

- Administer surveys and performance reviews for staff feedback
- Comply with the personnel policies and procedures document - perform annual upkeep
- Conduct performance reviews and individual check ins
- Create workplan and reporting tools to track results
- Administer teacher feedback surveys
- Use board support to explore and identify appropriate workplace benefits
- Create tools to display opportunities



The Gaia Project

2022-27 STRATEGY MAP



PARTNERSHIPS

Participate in new and existing partnerships which support the mission through in-kind or financial contributions with a goal to raise \$1.5 million annually by 2027.



FINANCIAL

EDUCATIONAL

WHAT WE WILL ACCOMPLISH

HOW WE WILL TRACK PERFORMANCE

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Fundraise annual budget targets | <ul style="list-style-type: none">• Conduct Strategic Fundraising Committee meetings |
| <ul style="list-style-type: none">• Leverage existing funding to find new opportunities in order to diversify sponsors of the organization | <ul style="list-style-type: none">• Set targets for new partnerships |
| <ul style="list-style-type: none">• Set achievable targets and goals in partnership agreements | <ul style="list-style-type: none">• Provide detailed reporting to funders |
| <ul style="list-style-type: none">• Build current relationships with existing funders to meet new priorities and find new opportunities | <ul style="list-style-type: none">• Conduct check-in meetings and reporting with supporters |
| <ul style="list-style-type: none">• Participate in only mission serving events and partnership collaborations | <ul style="list-style-type: none">• Implement partnership criteria tool to use for approval of new opportunities for collaboration |
| <ul style="list-style-type: none">• Create effective recruitment strategies for new schools, teachers and key partners | <ul style="list-style-type: none">• Set annual targets for new school's recruited for program or resource delivery |
| <ul style="list-style-type: none">• Build programming aligned to key partners in the education sector - gain information and priority lists | <ul style="list-style-type: none">• Schedule partner meetings with EECD and school districts |



The Gaia Project

2022-27 STRATEGY MAP



GOVERNANCE

Maintain a high-performance workplace using transparency, sound policy and strategic thinking in all areas of engagement resulting in growth in all sectors through 2027.



WHAT WE WILL ACCOMPLISH

- Develop, maintain and implement effective policies and procedures to guide the organization
- Make smart financial decisions based on the position of the organization
- Manage any risk associated with new projects, partnerships, and general decision making for the organization
- Maintain alignment and relationships of internal sectors of the organization (Board, Management, Staff)
- Manage project workplans and KPI's effectively

HOW WE WILL TRACK PERFORMANCE

- Conduct Governance Committee meetings
- Conduct Finance Committee check-ins, cash flow assessments & financial policy
- Report on Board meeting minute action items
- Conduct Human Resources Committee check-ins
- Track progress on the annual target dashboard tool



The Gaia Project

2022-27 STRATEGY MAP



BRAND AWARENESS

Receive national recognition as a centre of excellence for climate change education outreach while exploring the potential to expand to provinces outside of NB.



WHAT WE WILL ACCOMPLISH

- Maintain and enhance the current branding tools and guidelines built for the organization with internal training for team members
- Tell our climate action stories through various platforms to a variety of audiences
- Understand our target audience for all outgoing messaging
- Practice safe and effective communications with our target audience
- Protect the brand and likeness of the organization's product
- Work with experts on effective strategies for online marketing and effective storytelling including opportunities for team training

HOW WE WILL TRACK PERFORMANCE

- Monitor content developed for the organization using the branding kit
- Set annual targets for stories shared with a balance of teacher, youth and public focused content
- Track social media performance on Gaia's various accounts
- Implement social media policies to protect youth, staff members and the organization
- License The Gaia Project resource and content for appropriate use
- Allocate appropriate budgets for growth in product marketing training

