



MWEE Implementation at the State Level



Objectives

- Share strategies for strengthening state-level environmental literacy and MWEE implementation using Collective Impact framework
- Brainstorm state-level projects/initiatives that require regional funding and/or capacity building support
- Reflect and commit to actions to advance shared work

What is Collective Impact?

- Simple organizational framework that advances the idea that we can achieve more together
- FSG published “Collective Impact” in Stanford Social Innovation Review (Winter 2011)
- Followed up with several more articles focused on further defining the model

The Five Conditions of Collective Impact

Common Agenda

All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.

Mutually Reinforcing Activities

Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.

Backbone Support

Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

Pre-conditions for Collective Impact

- Influential champion(s)
- Adequate financial resources (2-3 years)
- Urgency for change

Common Agenda

- DC Environmental Literacy Plan
- DE Children In Nature Plan
- MD COMAR (Graduation Requirement)

Backbone Support

- Virginia Department of Education
- DC Office of the State Superintendent of Education
- Delaware State Parks (Delaware No Child Left Inside Coalition)
- Maryland Department of Natural Resources with Maryland State Department of Education (co-leads MD Project Green Classrooms)

Mutually Reinforcing Activities

- Detailed in the regional biennial workplans and state level plans
- Activities include:
 - State agencies -- coordinate state funding and programs
 - Advocacy Groups -- advocate for change (e.g. VA NCLI)
 - NAAEE affiliates -- educator networks, conferences, and professional development
 - MWEE Providers -- create and implement programs
 - Funders -- support and disseminate model programs, build capacity

Common Progress Measures

- Environmental Literacy Indicator Tool (ELIT) survey administered every 2 years to every school district in region

Continuous Communication

- Maryland Project Green Classrooms
- Stroud's Pennsylvania Environmental Literacy and MWEE Programming Capacity Building



State-based Group Discussions

What areas of collective impact does our state need to strengthen?

What strategies are the next logical steps to advancing environmental literacy in our state?

What new partners need to be brought to the table?



What is going on at the regional
and national level that will
influence this work?



CHESAPEAKE BAY PROGRAM



Indicators

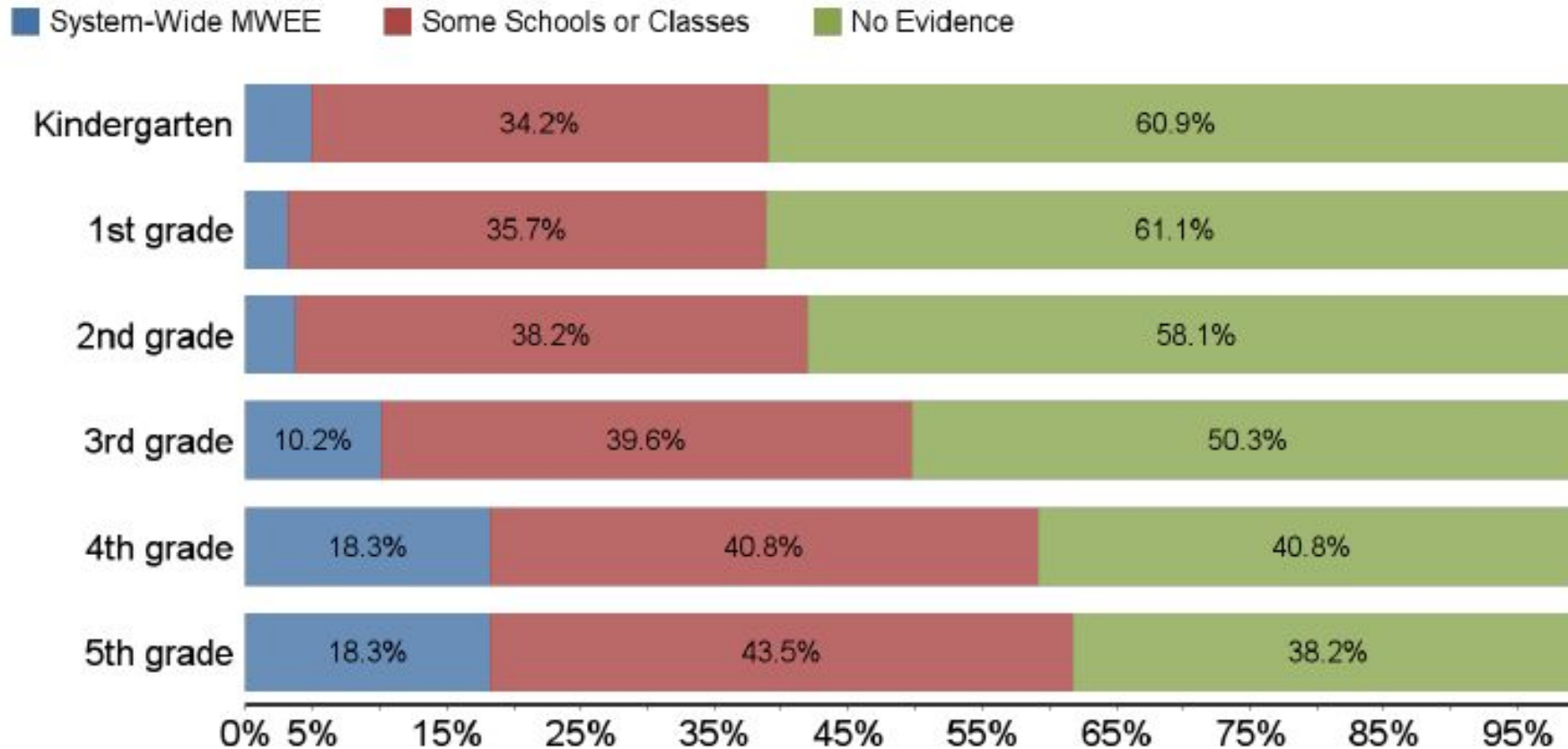
Preliminary 2017 ELIT data available

Data will be finalized in December 2017

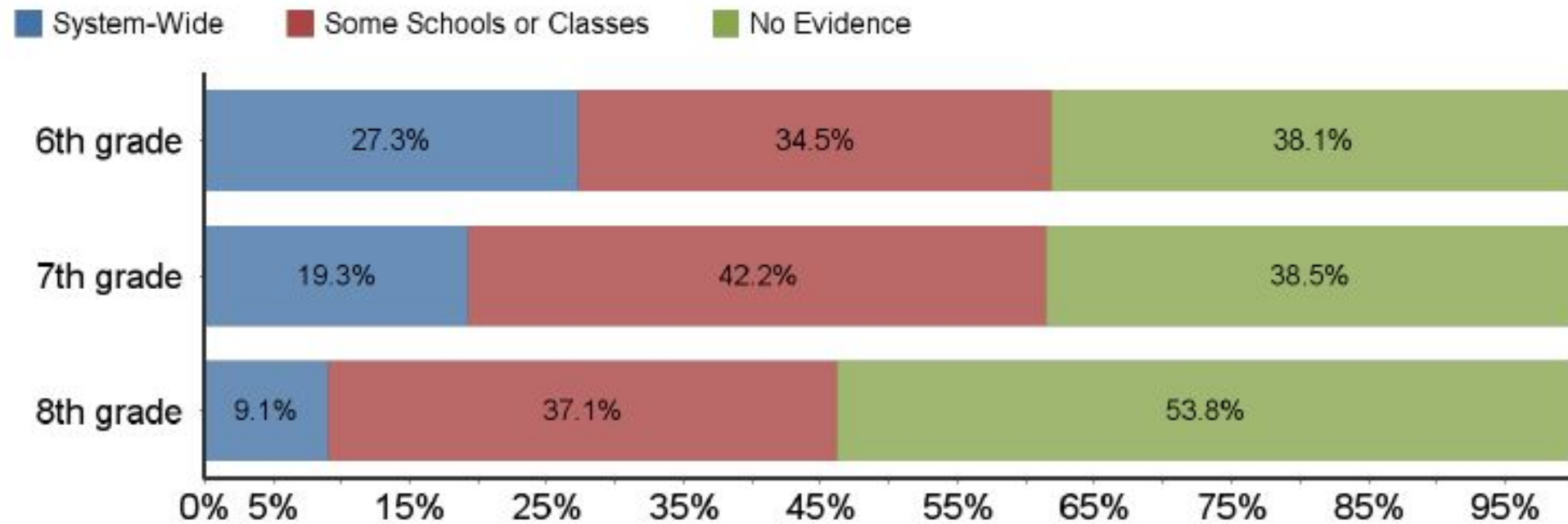
Indicators will be updated in January 2018

Presented to the Management Board February
2018

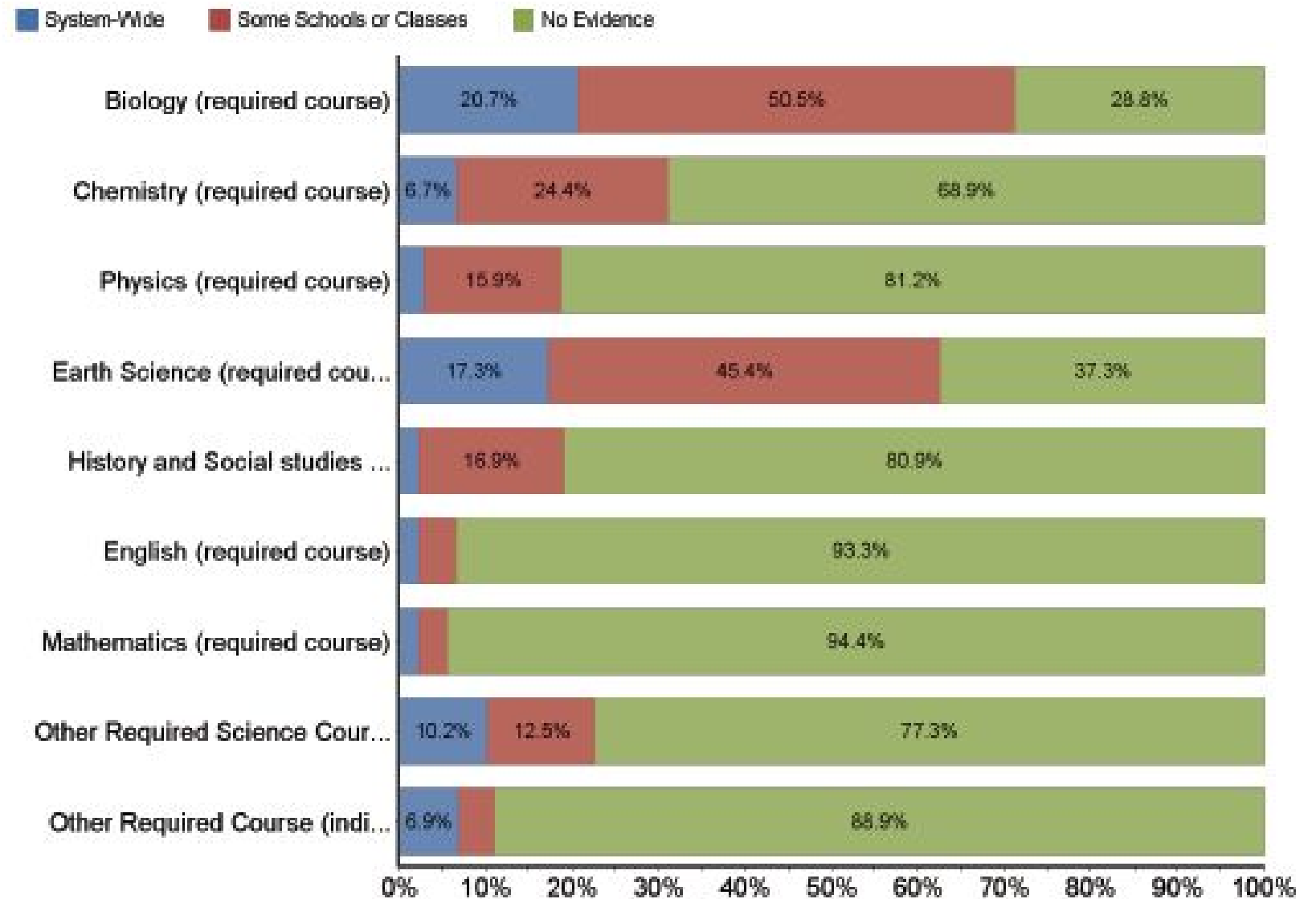
Elementary School



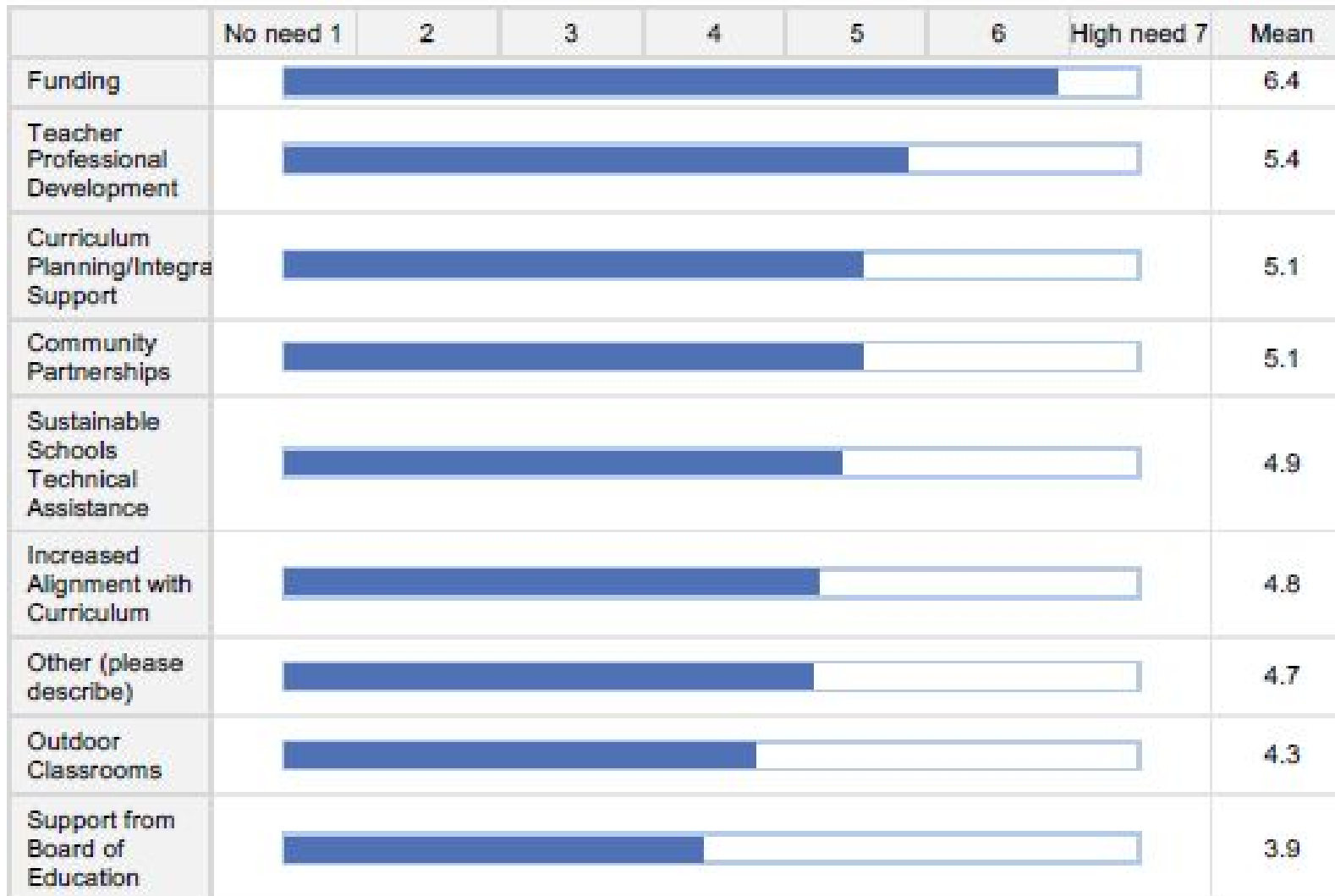
Middle School



High School



Highest Priority Needs



What Resources Are Available?

Funding

- NOAA B-WET
- Chesapeake Bay Trust Capacity Building Funding (with NOAA)
- EPA Environmental Education Grants
- US ED ??????

What Resources Are Available?

Bay Backpack

- MWEE Guide
- Teaching Resources
- School Projects
- Field Experiences
- Funding





What can CBP partners do to help
advance state and local efforts?



What is the role of ambassadors?



What can you do to help?

- Reflect on your professional involvement in this state-level work.
- What can you commit to doing over the next 12 months to advance this work?