

SYNODINOS
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Clean Air Partners Strategic Planning Update

Thursday, April 21, 2022

Thank you for the great work so far!

- Kick-off meeting
- March 3 virtual planning sessions
 - S.W.O.T. analysis
- March 24 virtual planning sessions
 - Member-specific “wish lists” for the future

NEXT:
Final planning session on May 5 to review draft potential strategic goals, objectives, actions.

Getting ready for May 5

- All members will receive draft potential goals/objectives/actions after today's meeting.
- They are our point of departure for discussion.
- Interested members are asked to familiarize themselves with this before May 5.

Draft Potential Goals & Objectives

Program Administration

Enhance the value of participation on the Clean Air Partners Board for members and the organizations they represent.

Purpose: Membership on any board is a significant commitment, and a board functions best when members believe that their participation is both valuable and valued. Clean Air Partners has a large board, and its members have their own priorities. We want to encourage deeper collaboration.

Conduct an annual

Create opportunities periodically to extend and encourage informal board directory that information on the

To ensure that the the region effective statement that ans of world do we wa

Conduct a review o recommend update organization effect is listed in the next

Actively seek new r communities exper consequence of air adequately represe and who can be a "[NOTE: a comple Education and Outr

Clean Air Partners Str Draft Potential Goals

Clean Air Partners Strategic Plan

Draft Potential Goals/Objectives/Actions

Provided to the Board on April 21, 2022

As part of its 2022 work plan, Clean Air Partners committed to the development of a new strategic plan to direct its priorities and activities for the coming decade. **A debt of thanks is owed to all board members who have participated in this work so far. Your time, your interest, and your insights have been invaluable.**

The planning process began with a kickoff meeting on February 9, at which time data and documentation that could inform the strategic plan were shared with board members. Since then, facilitator Jean Synodinos has conducted two sets of virtual planning sessions to gather input from all interested board members. On March 3, members participated in a S.W.O.T. analysis (Strengths, Weaknesses, Opportunities, Threats) that helped paint a picture of where the organization has been and where it is today. On March 24, members were asked to look to the future and share their own priorities for Clean Air Partners. A summary report of each session was provided for board members' review.

The final group planning session will take place on Thursday, May 5. The purpose of this meeting will be to come to a general consensus on the proposed draft strategic goals and supporting objectives/actions that are offered in this document.

Important Context for Reviewing these Draft Goals and Objectives/Actions:

Please take a moment to read:

- This preliminary draft was prepared by the facilitator. The goals and the objectives/actions reflect the majority of input gathered directly from board members. The staff of Clean Air Partners has reviewed this draft.
- Immediately beneath each goal is a statement of purpose that draws on member input from the planning sessions; relevant data and reports that have been shared with the board; and, Clean Air Partners' mission and bylaws.
- While the objectives in a strategic plan are typically SMART (simple, measurable, actionable, realistic, and timebound), that is not yet evident in this draft. This adjustment should become possible once members have agreed upon and prioritized the actions they would like to take (again, the primary work of May 5). That said, readers will note that potential metrics are listed alongside each objective/action.
- Environmental justice and equity were woven through the planning conversations on March 3 and March 24 and is a clear priority for Clean Air Partners going forward. Therefore, instead of creating a siloed standalone goal on environmental justice, it is embedded in multiple goals as a way of integrating this work into the organization's DNA.

Clean Air Partners Strategic Planning
Draft Potential Goals and Objectives/Actions

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Reading the draft document

Goals are organized according to program area.

Education and Outreach

Build on current success to reach more diverse audiences in and out of the classroom—from urban residents who are disproportionately impacted by poor air quality to rural residents with long commutes to state and local elected officials—to drive awareness and promote behavior change.

Purpose: Aligned with the core mission of Clean Air Partners, this goal reflects input from the many board members who would like to see the revised *On the Air 2020* curriculum reach more students as well as new community programming designed to reach community members outside of the classroom.

Objectives/Actions	Relevant Metrics/Milestones
Include educators (e.g., science directors, school nurses), students, and community members from underserved or disproportionately impacted neighborhoods in discussion and decision-making through possible board membership or the establishment of an education advisory panel.	Number and role of new board members Establishment of education advisory panel.
Expand the reach of <i>On the Air 2020</i> programming to more schools, including those in rural and underserved communities.	Number and location of schools teaching curriculum. Number of students receiving instruction. Follow-up surveys to identify action steps taken by students.
Promote increased student participation in annual contests that emphasize the link between air quality and climate change.	Number of messages promoting the competition. Number of entries in different categories.
Hire additional educational staff to <u>more effectively cover the region.</u>	Number of staff onboarded.
Identify and engage trusted sources of information at the community and neighborhood level (e.g. healthcare providers) to disseminate educational messages.	Number of trusted messengers identified and engaged. Number of messages shared.
Develop and conduct outreach events in neighborhood community centers most impacted by poor air quality and/or climate change to share steps individuals can take to protect their health.	Number and location of events. Follow-up surveys to identify action steps taken by community members.
Leverage board member connections to increase the number of education and outreach events to their organization's audiences (e.g., programming for Commuter Connections).	Number of outreach events conducted. Number of educational messages and/or materials disseminated. Follow-up surveys to identify action steps taken.

The left column includes recommended objectives or actions

Beneath each goal is a statement of purpose

The right column lists recommended metrics.

These draft goals/objectives/actions...

- Reflect the majority of input gathered directly from board members.
- Draw on relevant data and reports, as well as Clean Air Partners' mission and bylaws.
- Weave environmental justice throughout (as opposed to creating a siloed goal).
- Are ambitious! (That's okay. The plan is intended to guide Clean Air Partners through the decade.)
- Are not currently written as SMART* objectives because they are not (yet) timebound.

* *SMART = Simple, Measurable, Actionable/Attainable, Realistic/Relevant, Timebound*

After Today's Board Meeting

If you would like to join us on May 5

- Look for an email that includes:
 - A survey link to gauge meeting preferences for May 5 (in-person vs. virtual)
 - Draft plan goals and objectives/actions (attached)
- Please complete the one-minute survey **before noon on Monday, April 25.**
 - Final logistics for May 5 will be shared after the survey closes.
- Please familiarize yourself with the draft attachment prior to May 5.

May 5: Final Planning Session

During the Meeting

- Come to general consensus on strategic goals, objectives/actions, metrics.

After the Meeting

- A draft strategic plan narrative will be submitted to Clean Air Partners board for comment.
- A final strategic plan will integrate comments and be submitted to Clean Air Partners for implementation.

Questions?

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Thank you!

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