



NATIONAL EARTH SCIENCE TEACHERS ASSOCIATION

2020-2025 STRATEGIC PLAN

VISION

Inspire passion for stewardship and sustainability of Earth through a collaborative community of Earth and Space Science learning for ALL. One Earth. Our Future.

MISSION

Champion Excellence in Earth and Space Science Education for ALL through a community of support.

NESTA VALUES

- Passion: the importance of Earth & Space Sciences for ALL
- Advocacy: create an Earth & Space Science-literate populace
- Fellowship: camaraderie among ALL members in our organization
- Collaboration: partnerships/networking within the Earth & Space Science community at large
- Diversity/Inclusivity: equity and accessibility for ALL educators and students in the Earth & Space Sciences
- Professional Growth: provide relevant and innovative professional development
- Accountability: transparency and responsiveness to our membership
- Volunteerism: cultivate and recognize an engaged, passionate membership
- Stewardship: ensuring sustainability of Earth's beauty and its resources

NESTA GOALS

Based on NESTA's mission and strengths, the organization has three education goals.

Goal 1. Serve as a national voice for the importance of Earth and Space Science (ESS) education with representatives from other ESS corporations, agencies, and professional organizations that are actively involved in decisions and actions to improve ESS for all learners.

Goal 2. Support the Earth and Space Science (ESS) education interests of an informed and active membership.

Goal 3. Support, plan and deliver effective programs and partnerships that advance NESTA's mission through a highly functional organizational structure and operations.



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STRATEGIES

Goal 1. Serve as a national voice for the importance of ESS education with representatives from across ESS corporations, agencies, and professional organizations that are actively involved in decisions and actions to improve ESS for all learners.

- A. Inform decision-makers at local (school and community), state, and national levels about the importance of ESS education through direct contacts and collaboration with partner organizations.
- B. Advocate and promote the importance of establishing a global citizenry and workforce that are literate in ESS to policy makers and the public.
- C. Provide opportunities to discuss national and regional issues in ESS education and build community through website and social media platforms and conferences.
- D. Expand ESS educational research through NESTA membership research partnerships.
- E. Engage corporations, agencies, and other professional organizations to support quality ESS education.
- F. Inform the public about the importance of ESS education through electronic, social, and physical media, and in collaboration with partner organizations.
- G. Develop and disseminate position statements related to ESS education.
- H. Promote the importance of addressing national and state standards, and Science Technology Engineering and Mathematics (STEM) education in ESS education.
- I. Provide resources for teachers that give guidance and current information to promote ESS in their district/locale.
- J. Support and advocate for ESS education, including career opportunities, whether in formal or informal settings. This includes supporting the teaching and learning of ESS at the college and technical level.
- K. Promote diversity across the ESS community including scientists, educators, and students.
- L. Support the development of resources that address the issues of equity, inclusion, and accessibility.



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Goal 2. Support the Earth and Space Science (ESS) education interests of an informed and active membership

- A. Facilitate professional development opportunities for educators accessible through a spectrum of venues that meet the needs of teachers and increase the professional engagement of our membership. In planning for professional development opportunities, draw from expertise and experience of NESTA members who are practicing K-12 teachers.
- B. Develop and provide access to quality ESS educational products focusing on the latest research in these fields including a quarterly journal, *The Earth Scientist*, a monthly newsletter, *NESTA E-News* website, and social media platforms
- C. Develop and maintain a current and effective NESTA web/mobile presence as a central hub of information that is connected to social media venues supporting access to essential information, resources, and services for our membership and other ESS educators and researchers.
- D. Develop strategies to engage teachers across the country to both use and contribute to NESTA resources
- E. Create mechanisms to recruit, recognize, and advance ESS community members such that NESTA leadership reflects the country's demographics.
- F. Continue to improve analyses of membership status and retention, including all classes of membership, renewals, time, state, and region to determine how we can best serve the needs of NESTA members.

Goal 3. Support, plan and deliver effective programs and partnerships that advance NESTA's mission through a highly functional organizational structure and operations.

- A. Recognize excellence in contributions to ESS education and leadership, service and volunteer efforts in NESTA.
- B. Develop and maintain a stable financial portfolio to ensure that a comprehensive set of programs and services are supported and sustained.
- C. Develop and maintain an effective organizational structure that uses individual strengths and qualities and promotes leadership mentorship to provide stable support for NESTA projects and activities.
- D. Support a NESTA presence at conferences, online events and workshops.
- E. Encourage and support the development of affiliated state level ESS Teachers Associations (ESTAs) as an infrastructure for NESTA.



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IMPLEMENTATION TASKS

Goal 1. Serve as a national voice for the importance of ESS education with representatives from other ESS corporations, agencies, and professional organizations that are actively involved in decisions and actions to improve ESS for all learners.

1. Form new partnerships with teacher and professional science organizations that could help NESTA become a presence in underserved communities and investigate opportunities to have a presence at their conferences, meetings, or online venues.
2. Partner with other geoscience associations (state and national) to provide quality PD and Earth science field experiences across multiple platforms that are based in NGSS, three-dimensional teaching and learning featuring the latest geoscience content and best-practice instruction.
3. Develop connections, resources and a cohesive voice with state ESS education leaders and educators in the K-16 geoscience community to increase our presence, communications and assist in the development of effective and passionate promotion of ESS at the state and district level.
4. Promote ESS teaching careers with pre-service and ESS faculty to reach higher education students who might be considering pathways to STEM education with a special focus on reaching more diverse and underrepresented populations.
5. Develop a plan to support affiliate state ESS Teacher Associations that are actively engaged. Coordinate efforts to recruit and guide state-based associations in areas where they have become inactive, working to develop an infrastructure of Earth science organizations through which NESTA can expand its reach.
6. Provide legislative resources to actively promote and support the necessity of having qualified ESS licensed science teachers and the inclusion of dedicated ESS classes as a requirement for high school graduation.



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Goal 2. Support an informed and active membership with access to, interest in, and understanding of ESS.

1. Increase our presence across ESS organizations and provide a greater range of opportunities for educators including quality PD in NGSS/3D teaching and learning and the latest geoscience content.
2. Increase support of ESS virtual and traditional activities, labs, field trips, field investigations, and provide access to NESTA online archives.
3. Offer a learning event unique to NESTA that can become a signature event.
4. Increase support to K-6 teachers in ESS content and teaching strategies by offering PD resources and access to subject matter experts to demonstrate how ESS content can be woven within existing elementary standards.
5. Develop strategies to engage teachers across the country to use NESTA support and services.
6. Review ways to make the E-News more useful to members with additional links to curricula, members' work, field experience opportunities, and regional happenings.

Increase Membership and Involvement

7. Survey current NESTA members about function and substance of current publications, social media engagement and participation in the organization.
8. Review membership structure and what NESTA offers for paid memberships to determine whether the cost/fee structure should be changed. Consider free access to past publications.
9. Analyze membership status and retention, including all classes of membership, renewals, time, state, and region. Consider offering a platform for dual membership discounts.
10. Develop a membership campaign using multiple platforms to provide opportunities for networking and a special reach to younger, more diverse educators. Actively court pre-service and first year teachers to become members of NESTA and include a mentoring opportunity.
11. Encourage current and retiring members to retain their membership.



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Revitalize Publications, Website and Mobile Platforms

12. Revitalize Windows to the Universe as time and funding allows.
13. Where possible, consolidate NESTA websites into a single platform that meets the needs of members and the ESS community with links to resources and tools funded from partners and government agencies with a special focus on reaching a younger and diverse audience.
14. Review publications and websites for equity, diversity and inclusion. Revise as needed to provide a more welcoming presence for diverse educators and students.
15. Provide 3-4 issues of The Earth Scientist yearly in digital form or, if funding is provided by an outside source, print editions.

Goal 3. Support, plan and deliver effective programs and partnerships that advance NESTA's mission through a highly functional organizational structure and operations.

1. Restructure committees and subcommittees with clear roles and assigned tasks based on the approved scope of work. Committees should include Board members and other interested members to expand participation and promote mentorship in the scope of work.
2. Provide training guides, mentoring, introductory information, links to forums, discussion boards, or other communication networks for all Board members, especially new members and assign implementation tasks to each for completion.
3. Consolidate financial information with the Treasurer and another designated official in an electronic budget system and provide monthly reports to the Board of Directors.
4. Investigate potential funders to support professional development activities, sponsorships, field experiences or other opportunities in ESS for members and the larger ESS community.
5. Review the characteristics and strategies of small member-led organizations to learn about how to make positive changes at a time when professional societies are shrinking.
6. Plan an NESTA presence at National/Regional/State events, online events, and virtual workshops.
7. Complete the application process and implementation of G-Suite for Non-profit organizations for NESTA use.