



## OREGON OUTDOOR EDUCATION COALITION

*a fiscal partner of Friends of Outdoor School*

### **Request for Proposals: Strategic Planning and Organizational Development**

Oregon voters approved Ballot Measure 99 in November to secure a sustainable funding source to provide Outdoor School experiences to every Oregon student. Friends of Outdoor School, Gray Family Foundation and other members of both the Oregon Outdoor Education Coalition (OOEC) and the Outdoor School for All PAC are looking to secure the services of a skilled strategic planning and organizational development consulting firm to assist the group of leaders in planning for the future needs relating to the implementation of BM 99, the opportunities to support other states that wish to explore similar efforts and to continue to explore how to integrate place-based education throughout the preK-12 experience in Oregon.

### **Our approach to date:**

Over the past several years, the OOEC has worked with the outdoor education community and others to build a strong public will-building advocacy campaign with:

- Grassroots organizing and an influencer engagement effort that has built a robust statewide network of funders, volunteers and supporters
- A clear and compelling, values-based message frame on the benefits of environmental education and Outdoor School in particular
- Research and analysis, including polling of concepts, imagery and messages
- Outreach to potential allies and stakeholders, culminating in a steering committee that provided advice and support to the Oregon Outdoor Education Coalition; and a successful campaign PAC, Outdoor School For All, that raised over \$1.3 million dollars to secure 140,000 signatures and then run a successful campaign.
- A legislative program that included a robust grassroots engagement campaign resulting in the adoption of state legislative language to allow for state funding of outdoor school and a public agency (OSU Extension) to administer the public funds.
- A ballot measure campaign (BM 99) that succeeded in securing 67 percent support from Oregon voters to dedicate \$22 million per year from the Oregon lottery to fully fund a week of Outdoor School programming for every Oregon middle school student, starting in FY 2017-18.

### **Scope of Work:**

By March 31, 2017, develop a long-term strategic planning framework and organizational development recommendation to advance the three ongoing and developing goals of the movement: 1) planning for the future advocacy needs relating to the implementation and ongoing support of BM 99, 2) supporting other states that wish to explore similar efforts, and 3) exploring how to integrate place-based education throughout the PreK-12 experience in Oregon.

We are interested in how a proposer would go about leading a group of 12-15 champions and key supporters through a big-picture, limited duration strategic planning exercise that addresses the long-term outcomes the movement should attach to its three goals, the roles of the various entities that are part of the current outdoor education environment and the structural identity that best meets the short and medium term needs of this evolving effort.

**Deliverables (we are open to alternative approaches on timing and structure of process):**

Start work meeting during week of January 22 (2 hr)  
Initial strategic discussion during second two week of February (4 hr)

Agenda should cover:

- Needs/issues to advocate for as part of the implementation and ongoing success of Outdoor School through OSU Extension
- Next opportunities to expand pre K-12 place-based education in Oregon and role of coalition in that community of organizations and programs
- Supporting national opportunities to expand Outdoor School/outdoor education programming
- Potential organizational structures for the movement to grow toward over time and support the goals
- Developing a list of likely leaders/funders/resource providers to engage in order to continue to develop/fund/support future work

Recap/analysis meeting with project leads during last week of February (2 hr)  
Follow up strategic discussion (if needed) during second week of March (tbd)  
Final recommendation memo by March 31, 2017

**Budget:** \$9,000 (including expenses)

**Qualifications/Experience:**

- Strategic planning and organizational development experience and success working with broad and diverse grassroots coalitions.
- Strong experience/relationships working within diverse communities within Oregon, including multicultural communities, the full range of socio-economic status and both rural and urban constituencies.
- Statewide relationships with community and business leaders
- Interest and passion on the issue
- Ability to deliver a final recommendation by March 31, 2017

Depending on what we discover through this process and other research, there may be need for additional strategic and organizational planning services extending through the 2017. Selection for this phase does not imply that you will be selected for further work.

**Reply with a proposal, by email, that includes a brief statement of your approach and qualifications by 5pm, January 9, 2017 to:**

Nancy Bales, Gray Family Foundation Executive Director  
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