

# Friends of the Fox River - Strategic Plan

Area Goal Strategy Actions

## Education

### I. Expand Formal Environmental Stewardship Education programs throughout the watershed

#### A. Increase formal education services for local school districts

1. Convene a educational and cultural design team to evaluate and expand the current outreach education program
2. R&D Team develops educational/cultural change package (curricula, teaching tools, activities, events, on-going programs)
3. Work with School District 300 to increase formal learning opportunities at SEC
4. Apply for grant funding to deliver edu/cultural package to school districts
5. Market new package to local school districts

#### B. Conduct **paid teacher trainings** in new package/curricula

1. Apply for grant funding to conduct teacher trainings
2. Market training package to teachers

### II. Develop new and expand existing Informal general public environmental/stewardship educational programs

#### A. Create and develop an on-line, and on-the-ground, "**Watershed Academy**" program

1. Convene a planning team to map out an online course and supporting events
2. Create funding plan - online, direct appeals, grants, business partners, fundraising events, etc.
3. Create online Watershed Academy Course
4. Plan and conduct Watershed Academy Field Trips, bus tours, bike/hike/paddle events, etc.

#### B. Expand educational and stewardship programs **at SEC**

1. Plan and conduct general public programs - film nights, skills demos, storytelling parties, wildlife programs, etc.
2. Plan and conduct educational and stewardship programs for targeted audiences - teens, singles, young adults, families, seniors
3. Work with Kane FPD to develop a long term capitol development plan to develop Schweitzer Woods FP for large group (classrooms) exploration, education and experimentation.
4. Partner with Kane FPD to apply for funding for educational, stewardship programs & capitol improvements (parking, walkways, activity areas, exhibits, equipment, indoor & outdoor labs, etc.)

#### C. Expand educational/stewardship **events on and along the River**

1. Expand "Find The Fox" canoe trips - full moon, paddle to an island dinner, voyageur trips, lower Fox, Wisconsin, etc.
2. Increase presence at public events throughout the watershed - Earth Day, County Fairs, Mid-American Canoe Race, river town celebrations, etc.