

National Outings Mission Statement and Goals

The following mission statement for National Outings was drafted in April 2014:

“Our mission is to provide outdoor experiences that connect people to the natural world and inspires them to become advocates for the protection of the planet.”

National Outings Committee
April 4, 2014

At the same time, the following three-to-five-year goals for National Outings were drafted:

1. Improve training for new and experienced leaders.
2. Increase diversity and number of new leaders
3. By 2017, 750 trip participants take action on priority conservation campaigns.
4. Improve marketing effectiveness.
5. Increase number of participants.
6. Reinvest 50% of outing surplus in outings. (Intent: better continuity of outings finances; year-to-year carryover of outing surpluses.)

The owners/champions for the three-to-five-year goals are:

1. Increase diversity and number of new leaders
2. Improve training for new and experienced leaders.

Jointly owned/championed by the Training Committee and the Young Leaders/Participants Committee

3. By 2017, 750 trip participants take action on priority conservation campaigns.

Championed by OC Conservation Officer and Subcommittee Conservation Officers

4. Improve marketing effectiveness.
5. Increase number of participants.

Owned by new marketing task force

Owners/champions for the three-to-five-year goals (continued):

6. Achieve year-to-year continuity of Outings finances; achieve ability to plan on multi-year basis.

Owned by Outings Administrative Committee (OAC)