

Canadian Environmental Network (RCEN)

Youth Caucus Work Plan 2009-2010 January 2010



Mandate: TBD

Steering Committee Elections: To be held in April 2010.

1. Establish the Mission, Mandate and Goals of the Youth caucus

1.1 Mini-consultations with youth environmentalists

Each steering committee member will conduct mini-consultations with individuals and groups involved in the youth environmental sector in Canada. Information gathered from these consultations will:

- a. guide the goals of the Youth Caucus (YC);
- b. help the YC form a mission and mandate;
- c. allow the YC to better understand what is needed (needs assessment) in the youth environmental movement;
- d. educate the YC about the problems and/or inadequacies within the youth environmental movement;
- e. help the YC establish ways to enable, support and enhance youth initiatives so that youth might achieve their goals and live up to their potential.

1.2. Mini-consultation follow-up. YC Steering Committee members will:

- a. write a short 1-2 page draft report on mini-consultation results;
- b. share draft report with youth caucus members and mini-consultation participants (and ask for feedback);
- c. develop mission, mandate and goals based on the final mini-consultation report;
- d. announce mission and mandate to youth caucus members through listserv;
- e. thank mini-consultation participants and send them a final draft of the report, along with the mission, mandate, and goals that followed as a result of the consultations.



2. Create an Action Plan

2.1 Steering Committee members will draft a comprehensive action plan in which they will:

- a. include all major milestones, from February 2010 to May 2011 that involve youth caucus members' participation;
- b. create a complementary schedule for each milestone;
- c. update and translate the Youth Caucus webpage with mission, mandate, goals, mini-consultation report and action plan.

3. Create A Communications Strategy

3.1 Create a communications strategy by developing:

- a. common youth caucus messaging outlining the benefits of joining the youth caucus;
- b. a list of partners and prospective partners;
- c. a 2-5 page outreach and promotions strategy to encourage new members to join the YC.



4. Develop Membership Criteria

4.1 In line with the caucus' mission, the YC may want to:

- a. allow for individual membership,
- b. grant free membership,
- c. permit a more open membership, and/or
- d. include non-traditional members such as university groups/clubs and students' unions.

4.2 The YC will need to discuss, in consultation with the RCEN's provincial/territorial affiliates, standard youth membership criteria. In return, each affiliate will discuss this with its respective Board of Directors to include criteria in its by-laws or membership policies (*this process needs to be confirmed by staff and affiliates of the RCEN*).

4.3 The YC will initiate a recruitment campaign to increase and establish official membership.

5. Produce a Fundraising Strategy

In order to facilitate the achievement of the mission, mandate and goals of the YC, the coordinator, the intern and the Steering Committee of the YC will:

- 5.1 Research potential funders – which types of funding is the RCEN eligible for? (e.g. federal government programs, international organizations, others)
- 5.2 Research potential partners – organizations that can either provide:
 - a. in-kind donations and/or
 - b. have charitable status and can apply for projects in partnership with the RCEN youth caucus and manage the financial logistics.
- 5.3 Establish alternative revenue generating streams that enable the YC to be fully cost recoverable by 2012.
 - a. apply for grants and write proposals.
 - b. the alternative revenue generating streams might include fee-for-service models.

6. Craft a Mentorship Programme

- 6.1 According to the RCEN 2009 AGA youth delegation and conversations with other youth, a mentorship program would prove to be a project of much value for youth involved in environmental activities in Canada. The RCEN is well placed and suited to undertake this type of mentorship program. To make this possible, the YC would need to:
 - a. develop a database of RCEN mentors (adults and experienced youth can serve as mentors) and a database of RCEN youth mentees
 - b. Initiate a call-out to all RCEN members through: website, bulletin, caucuses' listserves, Facebook, other youth groups' membership listserves, etc.
 - c. Identify and contact interested youth and mentors
- 6.3 Invite interested youth and mentors to form a mentorship working group to:
 - a. develop the structure and organization of the mentorship program,
 - b. implement the program, and
 - c. develop a way to monitor the progress of the program.
- 6.4 The responsibility for the implementation of the program will be shared between the youth caucus coordinator, the youth caucus steering committee, the intern and the mentorship working group.