



Association of Outdoor Recreation and Education
Advancing the Profession of Outdoor Recreation and Education

AORE Strategic Framework – External

AORE Identity Statement

Approved by Board of Directors on February 21, 2019

Guided by our Strategy of	Occupying the intersection of the outdoor industry and outdoor recreation and education.
AORE Advances our mission of	Empowering leaders to connect people to the outdoors through recreation and education experiences.
And seeks	A vibrant community where everyone can connect to the outdoors.
By serving	Current and aspiring outdoor recreation, education, and industry professionals and organizations
Through	Advocacy, Professional Development, Networking, and Career Advancement

Strategic Filter

The Association of Outdoor Recreation and Education will undertake strategies which:

- Enhance AORE's ability to fulfill our mission and achieve our vision in a manner consistent with our values
- Leverage our competitive advantage(s) or create a new one
- Leverage our existing capacity (financial, staff, volunteers, partners) and/or secure or build additional capacity
- Position AORE for growth and sustainability, while diversifying/strengthening our revenue base
- Demonstrate measurable outcomes
- Position AORE to take advantage of future opportunities and/or emerging trends

AORE Values

Education	Through developmental opportunities and experiences, we empower individuals and groups to serve themselves and their communities with programs and services that are relevant and impactful.
Inclusiveness	We welcome diversity, aim to be accessible and inclusive, and work to remove barriers to participation. We strive to be an organization that is reflective of the current and expanding community.
Stewardship	In all actions, we shepherd and safeguard our environment, our economy, our belongings, our name and each other.
Professionalism	We are committed to the pursuit of individual and organizational excellence. We strive to improve ourselves and are accountable as individuals so we can contribute toward benefiting the organization and the profession we serve.
Advocacy	We exemplify and encourage healthy access to our natural resources for people of all abilities, backgrounds and cultural identities.
Innovation	We are a catalyst for new ideas, approaches and creative programming. We accept the risks that go along with innovating and see them as opportunities for deeper learning and ultimately greater outcomes and impact.
Transparency	We are open and honest with ourselves and others, work with integrity, and are always willing to share best practices, lessons learned, our knowledge and skills, as well as discuss our strengths and weaknesses.

Strategic Anchors – 2020-2025

Advocacy

AORE leverages its national influence to advocate for critical issues impacting membership and ensures that current and aspiring professionals are informed on the latest industry news, research, best practices, and funding opportunities with the goal of advancing the field of outdoor recreation and education as a whole.

Networking

AORE offers opportunities for members to engage and form authentic relationships in a variety of settings that are inclusive and accessible in order to grow a thriving, supportive community of diverse voices that will help enrich the field of outdoor recreation and education.

Professional Development

AORE connects members to high quality programs, tools, trainings, and certification opportunities in a wide range of learning formats, ensuring that current and aspiring professionals have access to the education and resources they need to be relevant in their current job and achieve their goals.

Career Advancement

AORE provides a nurturing space for members to ask career questions and access the tools, education, and support needed to choose a focus area, navigate the job market, advance within the profession, and find the right environment that will allow them to flourish and become their best selves.