

Association of Nature Center Administrators (ANCA)  
Public Policy and Advocacy Strategy

**Mission and Need**

- ANCA's mission is to "***promote and support best leadership and management practices for the nature and environmental center profession***"
- The ANCA Public Policy and Advocacy Strategy will help guide our efforts to be the voice for our profession and elevate the nature and environmental learning center field. This strategy will guide us in identifying the issues we need to address to support our mission and to unify our members in cooperative action.

**Public Policy Strategic Plan**

- ANCA may take public positions on governmental and non-governmental activities when these activities may impact our ability or capacity to accomplish our mission or affect the nature and environmental learning center profession and professionals. Our plan and strategies will focus on actions that impact the ANCA community at large.

**ANCA Will:**

- work to connect ANCA members to public policy and advocacy resources they need to unify in response to an issue.
- work to expand public awareness of issues that affect our members and profession.
- work to increase financial support to the field of nature and outdoor education.
- work to ensure that public access to nature and open spaces is inclusive and equitable.
- work to build relationships to elevate our public policy and advocacy work.

Our plan will include calls to action when we need our members and the nature and environmental learning center profession to perform an action to call attention to an issue.

Examples of ANCA's 2020 Advocacy efforts include:

- letter campaigns advocating for COVID-19 economic relief for nonprofits and for nature and environmental learning centers.
- issuing statements to showcase our support of equal access to nature and providing our members with examples of statements in support of equal access to nature.
- partnering with other organizations in their efforts to bring attention to the need for financial support for nonprofits, environmental education programs, and museums.

**Implementation and Oversight**

- The ANCA Public Policy and Advocacy Strategy will be reviewed and approved annually by the Board of Directors.
- The ANCA Executive Director will guide ANCA's public policy and advocacy work. The ANCA Executive Director will review issues with the Board of Directors to determine ANCA's position on an issue and if public policy positions and activities are consistent with the mission of ANCA.
- The ANCA Executive Director has authorization to specifically sign ANCA's name to petitions and advocacy materials.
- The ANCA Executive Director will delegate specific advocacy initiatives or civic engagement to the ANCA Staff and Committees and be responsible for keeping the Board informed of ANCA's actions, outcomes, and public responses.

**Restrictions**

- ANCA's 501(c)3 status prohibits ANCA from participating in any political activity related to the election of candidates for any public office.

- ANCA board, staff, volunteers may work for or against candidates for public office as private citizens on their own time with the understanding that in doing so they do not represent the views of ANCA.

*Approved by the ANCA Board of Directors, January 30, 2021*