**MISSION:**
The Student Environmental Resource Center at UC Berkeley cultivates a collaborative space to strengthen the collective effectiveness of the sustainability community, and provides resources for students to actualize their visions of a more equitable, socially just, and resilient future.

**GOALS:**

**Strategic Goal 1:**
Advance quality and access of environmental education programming and resources

**Strategic Goal 2:**
Strengthen programs and resources to deepen engagement in the sustainability community

**Strategic Goal 3:**
Expand opportunities and provide comprehensive tools to refine leadership and professional development skills among students

**Strategic Goal 4:**
Develop organizational advocacy channels and expand political and social advocacy programming

**Strategic Goal 5:**
Integrate equity and inclusion programmatically and culturally throughout organization

---

**STRATEGIC GOAL 1: ENVIRONMENTAL EDUCATION**
Advance quality and access of environmental education programming and resources

- Strategic Objective 1.1- Expand access and resources for co-curricular learning opportunities
- Strategic Objective 1.2- Promote sustainability literacy through curriculum development and orientation programming
- Strategic Objective 1.3- Develop educational resources to provide historical and cultural context for social and environmental justice issues

**STRATEGIC GOAL 2: COMMUNITY ENGAGEMENT**
Strengthen programs and resources to deepen engagement in the sustainability community.

- Strategic Objective 2.1- Develop institutional pathways for clubs and student groups to increase intersectional engagement with SERC
Strategic Objective 2.2- Foster a sense of unity within the community by providing recreational and professional activities
Strategic Objective 2.3- Strengthen SERC Alumni network

STRATEGIC GOAL 3: LEADERSHIP & PROFESSIONAL DEVELOPMENT
Expand opportunities and provide comprehensive tools to refine leadership and professional development skills among students.

Strategic Objective 3.1- Promote and expand professional development opportunities and resources
Strategic Objective 3.2- Provide students a connection to off-campus sustainability endeavors and organizations
Strategic Objective 3.3- Facilitate leadership and skills trainings
Strategic Objective 3.4- Promote self-care opportunities and resources

STRATEGIC GOAL 4: ADVOCACY & ACTION
Develop organizational advocacy channels and expand civic service programming.

Strategic Objective 4.1- Create a framework for organizational positions on political, social, and cultural issues
Strategic Objective 4.2- Develop a training series for advocacy skills and activist protections
Strategic Objective 4.3- Arrange civic service opportunities for students to participate in
Strategic Objective 4.4- Strengthen relationship to campaign-based student groups

STRATEGIC GOAL 5: EQUITY & INCLUSION
Integrate equity and inclusion programmatically and culturally throughout organization

Strategic Objective 5.1- Cultivate an inclusive, diverse and safe space for students
Strategic Objective 5.2- Design programs to uplift and engage marginalized and non-traditional communities
Strategic Objective 5.3- Assess and address inequities in existing and future programming and operations