1. Purpose

Widespread advances in informal education centered about the common goal of improving stewardship.

Informal education, as defined by the National Science Foundation, is “learning outside of the formal classroom environment.” In essence, it is recreational education:

- voluntary,
- self-directed,
- often within a social context\(^1\) (e.g., bird watching field trips), and
- pervasive.

2. Approach

- be chaordic\(^2\) – promote a balance between competition and cooperation
- be efficient – automate, reduce, reuse and recycle
- be inclusive – integrate efforts (promote involvement, transform spectators to participants)\(^3\)
- improve – relentlessly.

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2. ‘chaordic’ is a term coined by Dee Hock, Founder and CEO Emeritus of VISA, to describe a balance between competition (i.e., chaos) and cooperation (i.e., order). Hock, Dee, “Birth of the Chaordic Age,” 1999, ISBN: 1576750744

3. “Whole products represent completely configured solutions. Today, unlike the early 1980s, no single vendor, not even an IBM, can unilaterally provide the whole products needed. A new level of cooperation and communication must be defined and implemented so that companies – not just products – can ‘interoperate’ to create the solutions.” Regis McKenna in foreword to “Crossing the Chasm,” 2002, ISBN: 0066620023