

WAEF Board Meeting November 17, 2016



Begin Time: 1:30pm

Location: Aldo Leopold Nature Center – 330 Femrite Drive, Monona AND Google Hangout

- A. Call to order
- B. Minutes were approved from the August and October 2016 meeting
 - Motion to pass – Bruce Bessert
 - Second – Jessica Jens
 - All in favor
- C. Financial Report
 - Will be using new dashboard to report finances along with the budget spreadsheet on the drive. The dashboard will give a better overall snapshot of the WAEF finances.
- D. Administrative Report
 - Laurie wrote a letter of review since that is what is done annually in the Center. **Annual review from WAEF**
 - Please give feedback to Betsy or Laurie.
 - Discussed next steps for moving off site and what Lynn needs from the board.
 - Randy Champeau expressed concern at the WEEB board meeting about leaving campus. He suggested that we have something in place for the next transition when Lynn resigns and a new Board is in place.
 - An ad hoc committee may set up plan with partner organization for when Lynn is done. Wisconsin Wildlife Federation or similar organization could be contracted to do the transactions, finances, etc. It would be good to have something in writing, with another state agency (ex. Gathering Waters).
 - Lynn will meet with Betsy's friend who also works from a home office.
- E. Students
 - Report from NAAEE Student Meeting – Joey and Brent

- All attendees were Stevens Point students. How can we get more campuses involved? 8-10 students attended
- Students want connections between WAEE and want to know what the benefits would be. Possibly a mentoring program? Events? Students want more career networking opportunities. They want to know what jobs are available
- There was discussion about having a two-year appointment for student board reps. They could either re-up or we could change the by-laws.
- There was also a discussion about how to get more students to conferences. Cost is a barrier. Students would prefer meal costs were separate. We discussed the possibility of having an Emerging Professionals track.
- Could we have a gathering of naturalists talk about what they wished they knew, something similar to the 30 under 30 at NAAEE.
- Could we increase student membership by creating promotional materials that show the value of WAEE to them.
- NAI conference competes with WAEE and NAAEE conferences.
- Good ideas for Winter Workshop – Professional development, Job posting/resume bulletin board, 'speed dating' for exposure to other professionals.
- What is the best way to communicate to students? Phone? Facebook? Instagram? Others?

F. Committee Reports

- EE Consortium/EE Capacity
 - Project should be done by the end of the year. We are still waiting on a few waivers. The video "Find Environmental Education in Your Community" is on the Upham Woods website and will officially launch after the waivers are in.
 - The group will be presenting at Winter Workshop and will reveal how they plan to use the video. They will also present results of status and needs survey.
 - The grant is ending this month. Can WAEE support the Consortium going forward? The key activities would be marketing/message and networking. What would this support look like? Maybe when the grant is gone we could roll the consortium and collaborative together?
 - Justin is willing to do the Status and Needs survey every 2-3 years.
 - We will have to decide if and how the work carries on. Discussed the possibility of having a discussion after we see the outcomes of the winter workshop presentation.
 - Jessica expressed concern about sustainability. Board members are encouraged to go to the consortium presentation.

G. Management & Finance

- Year End Fundraising – Stefan and Jessica
 - We would like to have people sign up for monthly giving. We will wait until spring since it is still in the fiscal year. Jessica does not encourage participation in Giving Tuesday.
 - Is there a possibility of a Match?
 - There was discussion about using one of our Winter Workshop board meeting to draft a letter for donations in the Spring. We could contact conservation

organizations in the state. In the appeal letter we need to have a reason why we are asking for funds.

H. 2016 Board Elections

- There are 5 nominees and voting ends December 1.

I. Conference and Workshops

- Fall Conference 2017
 - Bruce is willing to chair the committee and is expecting people to be involved. Victoria is willing to be on a committee.
 - We will take committee members from the Board and the university campus.
 - There are MEEC timelines that might help.
 - The dorms will not be empty so we can get rates on lodging.
 - Campus catering has first rights for meals but is amenable to having food brought in.
 - We will need to think about a Keynote speaker. Maybe [Jamie Workman](#)?
 - We need to settle on a conference theme. Maybe water?
- Winter Workshop 2017
 - Stefan will produce a sponsorship letter
 - We have about \$500 in sponsorships and Bruce has 1 anonymous for \$300
 - Registration forms are ready
 - Betsy will set up the Wild Apricot site.
 - We will get out an email next week to push for presentations. We are accepting presentation proposals until the 30th.
 - There will be a silent auction – please bring handmade items if possible.
 - We will have \$800 available for scholarships for teachers and students.
 - We will need a different band or have registrants bring instruments.
 - Treehaven now has high speed internet and projectors.

J. Membership

- Amy Workman presented the Membership Committee report
- We had a discussion about the member maps. Where are we with the Org Member map? Are other website updates needed?
- Carly Hintz can't do the maps any longer. Where do we go from here?
- There was a motion to send Wendi Bruce a \$100 for creating the new WAEE brochures. All approved
- Do we want to pursue the story map? Arcgis.com <https://storymaps.arcgis.com/en/>
- Sample story map at: <http://forestrygis.com/saf2015/>
- Brent and Joey will look into the story map and check in at Winter Workshop.

K. Spring Awards 2017

- Award nominations officially open until November 30
- The event will be held at the Lussier Family Heritage and Blue Plate Catering will provide the food.
- WEEF will not be involved at all with the Awards because of workload changes in WEEF.

- Emily and Molly will take over the sponsor portion. Darcie Howard (WCEE Program Director) does not want us to compete with the energy sponsors.
- Sponsorship goal is between \$8,000 and \$10,000.
- Victoria offered her staff to help with Awards.
- Chrystal is willing to do the organizational part of sponsorship – packet, letter, etc after the first of the year.

L. Liasons & SIGS

- NAAEE
 - Betsy presented conference wrap up. There were 1,040 conference registrants with 268 from Wisconsin.
 - Certification – WAEE and WCEE to present at Winter Workshop.
- Nature Center Collaborative
 - Networking Meetings – what are the next steps with UWEX and WCEE
 - Nature Net map – where to go next; does WAEE want to play a role?
- Nature Based Early Childhood Education – Victoria
- TENFEE – report from Becca
- WEETeam – Betsy and Chrystal
- Reports (if provided) from:
 - WCEE
 - Congrats on helping with a successful NAAEE conference in Madison!
 - WCEE recently sat down with Kelly Fischer to start our strategic planning process. Kelly will help us with setting our direction (strategic plan) and implementing our plan (action plan). We hope to have our retreat in January and to include representatives from many of our partners and affiliates such as WAEE. More information will follow in the next few months.
 - Our outreach programs have been very busy reviewing their programs to make sure that they know what teachers need for professional development in the future, moving to their new location at the UW-Stevens Point's Student Services Center, and reaching out to the community through exhibits at the NAAEE and Society of American Foresters conferences, professional development opportunities, and graduate classes. The outreach staff have just finished up a few LEAF and KEEP graduate courses and have scheduled several online courses for spring. To find out more information about the WCEE, visit our website at (<http://www.uwsp.edu/cnr-ap/wcee/Pages/default.aspx>) or sign up for one of our monthly newsletters.
 - Many changes are happening with our partners/affiliates; the WCEE looks forward to continuing to work together to enhance EE in Wisconsin during these changes.
 - DPI
 - WEEB
 - Jeff Marsau will introduce legislation for new WEEB
 - Ginny Carlton's position ends Feb 28th
 - Still figuring out where is the money that used to go to WEEB - it's currently at DNR.
 - Jim Jenson will push forward meeting w. Marsau.

M. Past Action Items

Adjourn 4:30pm