

## WAEЕ Board Meetings January 20-22, 2017

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Winter Workshop, Treehaven, Tomahawk, WI



Friday, Jan. 20, 2017

Begin Time: 8:05 pm

- A. Welcome/Introductions/Board Contact List
- B. Minutes were approved from the Nov 2016 meeting with the following amendments: WECC - WCEE
  - Motion to pass as amended – Bruce Bessert
  - Second – Mike Beeth
  - 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 WAEЕ finances.
- D. Administrative Report
  - Lynn has successfully moved off UWSP campus to working in a home office.
  - Financial Dashboard report not ready.
- E. Students
  - Report from WW Student Meeting – Joey and Brent
    - Would like a student panel at fall conference with four representatives to discuss topics: Adult education, administration duties, teaching controversies, teaching to students with disabilities, integrating EE, how to do EE research, EE friends and resumes station.
    - Discussion on a “30 under 30” or Emerging Professionals session or track at fall conference.
    - Could we increase student membership by creating promotional materials that show the value of WAEЕ to them?
    - NAI conference competes with WAEЕ and NAAEE conferences.
    - What is the best way to communicate to students? Phone? Facebook? Instagram? Others?
- F. Committee Reports
  - Election of Chair-Elect and Chair: Betsy past chair (2016). Jessica Jens Chair (2017). Seeking Chair Elect (2018): Nathan Larson

Motion made: Chrystal Seeley-Schreck

Second made: Laurie Gharis

All approved

- Treasurer (2018): Chrystal Seeley-Schreck

Motion made: Betsy Parker

Second made: Nathan Larson

All approved

#### G. Management & Finance

- Year End Fundraising – Stefan and Jessica
- Did not participate in Giving Tuesday
- Spring fundraising appeal to individuals– Goal: \$2,000
- Betsy suggests membership drive in the spring and end-of-the-year give (recommendation from ALNC consultant)
- Attempt to fill \$2,000 “donations” budget line item before end of fiscal year (June 30, 2017).
- In the appeal letter we need to have a reason why we are asking for funds, i.e. put more money toward advocacy.
- Betsy reported WEE Team wants to pursue advocacy in 2017.

H. State Employees Combined Campaign (SECC) – state employees’ pre-tax deduction from paycheck (~\$2,000/yr)

#### I. Conference and Workshops

- Winter Workshop 2017

- Board members attend these sessions: Session 3 (below), Jim Chiolino Special Program (Free time 4:15-5:30 pm)
- Schedule changes: Saturday EE Certification (12:45-1:45 pm) discussion split with EE Consortium meeting (1:55-2:55 pm)
- Saturday Luncheon round tables – each Board member sit at a separate table and take notes for brainstorming ideas on what kind of advocacy WAEE should pursue (Becca Franzen suggested). Put index cards on each table.
- Sunday Board meeting moved to breakfast (8-9:30 am)
- Saturday Board meeting moved to dinner (5:30-6:30 pm)
- Ending registration 115. Next year would like to do a major registration push before the holidays.
- Positive comments on theme of Play, keynote, and connection with EE outcomes; polished schedule.
- Suggestions for next year: snacks for Saturday night; still some member feedback about having children at WW: kids running in and out of silent auction room during professional presentations; listing as “family friendly” assumed that there were always sessions for the youth (in the past, EENA students provided crafts and activities in a room, but EENA students also want to attend sessions).

- \$10 fee increase next year because Treehaven raised its overnight rate (no cuts on kids' meals this year University wide)

Initial adjournment Friday night: 9:30 pm

### Saturday, January 21, 2017

- Board meeting dates set for 2017
  - Spring Retreat (2-day, 1-night) March 24-25 in Shawano
  - April 22, before Awards Celebration
  - June 9, 10 am via Google Hangout or Go-To Meeting
  - October 19-21, Fall WAEE Conference, Concordia University
  - December 12, 3 pm via Google Hangout or Go-To Meeting
  - Jan. 19-21, 2018, Winter Workshop
- Committee chairs set
  - Management & Finances: Jessica, Nathan, Betsy, Crystal
  - Membership (Amy); other members: Mike, Brent, Laurie
  - Advocacy (Betsy); other members: Nathan, and others TBD
  - Conference (Bruce); other members: Crystal, Stefan, Mike, Brent, Victoria
  - Winter Workshop (Crystal); other members: Scott Johnson, Licia Johnson
  - Awards (Emily); other members: Laurie
  - Fundraising (Jessica)
  - Networking (Betsy); other members: Amy, Nathan, Laurie, Brent

### Fall Conference 2017

- Need to decide on theme – Bruce looking for suggestions.
- Potential for telecasting NAAEE keynote speaker, but NAAEE has not committed to this.
- Campus completely open Friday/Saturday.
- Stefan did walk through with Bruce.
- Capacity of environmental center is less than 300; if more attend, have to move to auditorium.
- Concordia is religious center (dry campus). Highland House is across to the street – Lake Shore Shennoucks can have alcohol on game field if we want to set up a tent.
- Theme will be water related – details to be determined by committee.
- Bruce, Chrystal, Mike, Brent, Victoria current committee members.
- Committee will meet to set call for proposals

### Special Interest Groups

- NAAEE Accreditation: WAEE would be accredited to award EE certification to individuals.
  - Consensus in the room was to continue to look into it – next step would be to gather more information.
  - WAEE & WCEE collaborated on presentation and that should continue (Betsy Parker, Laurie Gharis, Kendra Liddicoat and Becca Franzen).
  - Create survey and maybe add advocacy questions for member input.
  - Will ask session attendees to review survey questions.

#### J. Membership- moved to Sunday

- Presentation of Historical membership; discussion of accomplishments.
- New brochure made
- Winter Workshop: Non-member 24, Members 28, Presenters 25.
- Idea to tie membership with conference/Winter Workshop registration.
- Track membership emails to see what was opened
- Board will look at lifetime member list and see if they can help update contact information

#### K. Spring Awards 2017

- Request from WCEE not to contact some of their funders; Emily/Molly contacting all sponsors from last year.
- ~\$4,000 raised so far of \$8000-\$10,000 goal.
- Pursuing foundation funding from past supporting companies instead of soliciting company directly.
- Betsy and Chrystal are working with committee for fundraising.
- Award up to 1 lifetime membership at awards ceremony. Who are we awarding?  
Motion: Bruce  
Second: Chrystal  
Motion carried

#### L. Advocacy

- Luncheon roundtable held on Saturday – Betsy took notes on member ideas/questions/priorities
- Betsy drafting questionnaire (four questions) to send to candidates for State Superintendent (Tony Evers+2 candidates) on stance on EE. Will be a primary race in February and general election in April.
- Betsy suggested to WEE Team to send media inquiries to her/WAEE for items that we can advocate for.
- Adding agenda item for Spring Retreat to talk about advocacy and defining a platform of issues for advocacy.
- Discussion on moving EE advocacy agenda forward in a positive way, not alienating current supporters but making statements on behalf of organizations that can't say

#### Call to order Sunday, Jan. 22: 8:03 am

#### M. Certification Process

- Workshop session showed samples from other states.
- Mostly positive results – but what is the next step and how does this happen.
- State affiliate usually runs the accreditation program
- It would serve membership, employees?
- Is it too much for one group? Should be send survey to groups in the field inside and outside of the organization?
- Collaborate with WCEE. Send survey to inventory and WAEE members and ask to share with others who might be interested.

- Jessica thought we could add advocacy questions to the survey.

#### N. Liaisons & SIGS

- ThinkWater-Jeremy Solin's water-based collaborative asked WAEE to help with registration for a Systems-Thinking Workshop on Monday, Feb. 13, 9am-3pm (through WAEE's WA). ThinkWater paying WAEE \$130 for Lynn's time.
- Nature Based Early Childhood Education – no report from Victoria Rydberg
- TENFEE report submitted by Dr. Rebecca L. Franzen: The National Science Foundation awarded us a grant focusing on Environmental Education for faculty at all public and private institutions in Wisconsin. Our grant will support individuals from education or content faculties to attend an expense paid workshop June 11-14, 2017, in Madison. The attached EE Announcement describes the significance of the workshop, topics to be addressed, outcomes and participant support (e.g., lodging, meals, instructional materials, a stipend of \$400, and child care).
  - This workshop targets any faculty or staff who deliver environmental education to students seeking licenses in agriculture, early childhood, middle childhood-early adolescence, and secondary social studies and science. We can invite two representatives from each teacher education program to participate in the workshop to be held June 11-14, 2017, in Madison. If space is available, we may be able to invite more individuals to participate. Interested and eligible individuals can apply through a link to a Google form in the attached EEAnnouncement or by completing the attached fillable pdf and returning it to: retruc22@uwosh.edu. Please use only one method of applying for the EEWorkshop.
  - I would appreciate your assistance with disseminating the attached information to any of your colleagues who are involved in preparing teachers in environmental education.
- Dr. Mike Beeth is the PI on the project (grant through UW-Oshkosh)
- WEETeam – tabled until joint meeting on Jan. 25, 1 pm, @ DPI building (Madison)  
***rescheduled due to weather to Thursday, Feb. 9, 1 pm, @ DPI building (Madison)***

#### Reports (if provided) from:

- WCEE - We had a strategic planning retreat with staff, faculty, and outside partners/collaborators/experts on Jan 12<sup>th</sup> and 13<sup>th</sup>; we invited multiple agencies and entities (including WAEE, WEEF, and WEEB). Our goal is to look at next 5 years. Things are changing, so we want to work with others on how can enhance environmental education in the future as efficiently as possible.
  - \* Our professional development will not be offered as grad classes as much as they have in the past, rather we will be offering more workshops with districts, CESAs, and on our own.

\* Upcoming professional development includes 3 online courses with KEEP and LEAF, after school workshop with Stevens Point Area Public School District, and an 8-week workshop series (which may have grad credit available).

\* We will be working on a needs assessment for teachers, which we hope to go out to formal educators and professional development and will look at needs, interests, costs, and hours.

- DPI- no report
- WEEB- no report
- WEEF - NRF integration talks: The discussions between WEEF and NRF are continuing. Members of the ad hoc committee share in the view that an integration of the two organizations has the potential to benefit the cause of environmental education in Wisconsin and merits serious consideration. Our discussions have been moving in a positive direction and remain on the established timeline for board action by early May 2017.

O. Past Action Items – Betsy introduced new Action Item platform

Pathway: WAEE Files – Board Information – Board meetings – WAEE Board Action Items

P. New Business:

Standardized communication rules for announcements, social media, WA

- Who can have access social media accounts
- Betsy advocates for having 3 board members covering social media accounts
- Concern over having folks too far out away from board administrating
- Amy, Betsy, & Nathan/ Renata will be administrators for Facebook
- Laurie and Betsy will help with Twitter
- Jessica will add Social Media as committee

Adjourn 9:20 am