



WAE Board of Directors Meeting
Location: Myrick Hixon Eco Park, La Crosse, WI
August 9, 2013

Present: Susan Schuller, Stefan Anderson, Sandy Vander Velden, Scott Reilly, Emily Brown, Jodi Hermsen, Nathan Kilps
Katie Boseo, and Katie Perryman-Gebhardt
Absent: Brittany Roberts, Molly McKay, Brianne Hanson

A. Call to Order 12:40 pm

Motion to recess for 5 minutes by Molly. Seconded by Katie PG. Motion carried. Break at 2:45 back to business at 2:50

B. Housekeeping Items:

1. Welcome Katie! (and Brianne if she can make it) Brianne Hanson was absent
2. Meeting Time Keeper and point out the “wood lot” Katie Boseo, Wood lot-Scott
3. Agenda changes (special guests, public input, etc.)
 - i. Brittany Roberts has resigned
4. Review of June minutes
5. Approval of June minutes
 - i. Motion to approve the minutes made by Stefan, seconded by Nathan – motion carried
6. Review of Action items
 - i. Amend agenda appropriately for discussion on needed action items

C. New Business

1. WAE Website
 - i. New branding/logo policies on campus. 6 months ago told we must use UWSP brand.
 - ii. WAE was given a brand exception.
 - iii. Print and Design is still willing to print our materials. Less expensive to print on campus.
 - iv. UWSP website is going more mobile friendly and so because we have a brand exception we can still use our logo on the site but the “look” is being forced.
 - v. Jodi described the look of our current website show pictures of what it will look like.
 - vi. Options
 1. Stay on campus and merge with look
 2. Move to word press –we already have an account
 3. Have own website on Dreamhost-free for non- profits and we can use their word content management system. Pay to have them host?
 4. Katie’s experience is with Sharepoint, not so much with Wordpress Jodi feels word press would be best. Emily redid the Friends of Wehr website she has Wordpress experience.
 5. Can have one administrator and then assign levels of users. Blog is on our website through Wordpress. General consensus is to move away from UWSP logo. Will use what the administrator will be most comfortable with. Wordpress is mobile and Google friendly. Susan would like one person to be the website administrator.
 6. We told UWSP don’t move over until Aug 19th
Jodi suggests we ask the CNR webmaster to not switch our site over because we are going off site.

7. Need to discuss staffing for this project. All on administrator?
Workstudy student? Grant?
 8. Stefan proposed that Jodi and Katie put together a plan for how much work is involved to switch over.
 9. Jodi to train Katie on Wordpress in next few weeks
2. Google checkout no longer available after November 20th
 - i. Currently use for registration. Will have to switch to Google wallet.
 3. Credit Card Security Policy Review & Approval
 - i. WAEE needs to have plan for how to handle credit card information. We lock up card numbers, we run the card, then we shred the numbers. We don't keep credit card numbers on file.
 - ii. The plan only applies to the hand swiped credit cards, not the Google credit card transactions. Through Google all credit card numbers are secured.
 - iii. We have to pay annually to be recertified. \$100
 1. Motion to approve the policy by Scott. Second by Katie. All in favor. motion passed.
 4. Board of Director Elections (Update on student board members)
 - i. Brianna has accepted student position will start in September
 - ii. High school students? Not in our bylaws but on flyer says college student
 1. Ok to include 18 and above? Escuela Verde students, Conserve school, Spash students, 15 high school students with WI Conservation Leadership Corps
 2. Concerns are: commitment time of a high school student and being able to ride in a 15 passenger van
 3. Referenced in elections in bylaws and does not specify age of student
 4. On Website just say student
 - iii. Brittany Roberts has resigned
 1. Questions on appointing a member in her place:
 2. Appoint for half year? Start at new Year? Appoint someone for 1.5 years
 - iv. Nathan has accepted position in Illinois-leaving board after this year. Will maintain Facebook page until the end of the year.
 - v. Will have two one year terms to fill.
 - vi. Can use candidates from last election? Can ask the top 5 candidates to be on board and then ask the lower two to fill the one year term.
 5. Annual meeting
 - i. November 9th , for 30 minutes. Will be held before awards ceremony.
 - ii. Stefan to run the meeting
 - iii. Change bylaws to have annual meeting in another month besides three listed.
 6. Suggest By law change
 - i. Could you have two year term for chairs?
 - ii. Can you change so chair can serve more than one year and chair elect can serve more than one year?

D. Old Business

1. Strategic Planning Report (Susan/Jodi)
 - i. Appendix, missing the action item paper
 - ii. More narrative to be posted on website
 - iii. Put votes in report to see how things were weighted by board
2. EE Capacity Grant (Susan/Emily)
 - i. NAAEE preliminary approval for the grant. NAAEE will get back to WAEE with question and concerns deadline was Aug 9th

- ii. \$30,000 to WAEE- technology, administrator salary, professional development for all members, Funding Steve Kerlin's research for nature centers and surveys for nature centers, potential for non-formal educators also as long as members.
- iii. 6 people to attend NAAEE-Stefan Anderson, Emily Brown, Katie Perryman Gebhardt, Steve Kerlin, Brenna?
 - 1. Committed to being part of grant for 1 year. Attend workshop at NAAEE. Diversify our WAEE members and in EE.
- iv. Raffle basket for NAAEE-beer cheese, maple syrup, cherries, packers stuff, deck of cards. \$50 maximum.
- 3. Any updates on Award Nominations – Need to extend date?
 - i. No need to extend, have nominations for each category
 - ii. Award committee, Molly, Victoria, Scott, Katie.
 - iii. Some sponsors will only sponsor if the person from their organization is receiving an award.
 - iv. 12 total nominations

E. Events

- 1. MREA Event Report (Susan, Jodi, Emily, Stefan, Sandy, Emily)
 - i. Required for 20 teachers to take for credit
 - ii. Had excellent feedback
- 2. Annual Conference 2013 (Kudos to Sandy and Jodi!)
 - i. Quick decisions to be made, Smooth conference for attendees
 - ii. Additional events were great: Boat cruise, fashion show, author's hour were all good.
 - iii. Lower numbers but the right people
 - iv. Sessions, thesis and doctorate presentations were good. Having all sessions in one building was great.
 - v. Many different perspectives
- 3. MEEC 2013 (Susan)
 - i. Confirm participants: Stefan Anderson, Nathan Kilps, Katie Boseo, Katie Perryman-Gebhardt
 - ii. WI Save the Date for MEEC 2015??
 - 1. Just need 2015 and Madison on the save the date for now.
 - 2. Adds for programs for MEEC 2013 due next week
 - 3. Wisconsin to co-present with Minnesota and Illinois. We have last 2 hour session of conference at MEEC
 - 4. WI Green HS presentation was not accepted
 - iii. State Gathering Opportunity – 7:30-8:30pm Friday night. 4 board members there. Plan for 2015. Can we bring beverages or snacks?
- 4. Awards Ceremony – Sponsors? (Katie Boseo)
 - i. WEEF is seeking sponsors, water sponsors so there is less overlap. Sponsorship forms on website. WEEF doesn't have a minimum sponsorship level for WAEE to meet. Carol Fisher for WEEF. She needs sponsor ideas.
 - ii. Victoria mentioned we should reach out to life members or buy a table, etc.
 - 1. Board agrees
 - iii. Have board and member meeting before the Awards ceremony.
- 5. Winter Workshop 2014 Update (Scott)
 - i. Has enough volunteers and will send updates to all.
 - ii. Theme: Survival/Revival
 - iii. Does anyone know anyone that could speak at winter workshop, Winter survivalist
 - iv. Site and contract are set.
 - v. Fox Valley Tech is interested
- 6. Annual Conference 2014 Update (Emily)
 - i. Networking at this conference.

- ii. Talking with UWSP, have verbal confirmation but will wait till September to sign contract.
- iii. Rooms are available as of now
- iv. Integrate Green and Healthy Schools, 3 tracts collaborations for:
 - 1. Health and wellness
 - 2. Reduce impact
 - 3. Increase literacy
- v. 50-60 presentation ensure have enough rooms for sessions. 300 participants
- vi. Emily to get call for presenters out soon-have presenters by Christmas
- vii. Who wants to help? Program-Victoria, Site-Susan, Special events? Publicity-Sandy Entertainment? Sponsorships-Stefan? Fieldtrips?
- viii Invite everyone to each monthly meeting and be willing to help with all parts of conference not just one committee.
- ix. Need to clarify between sponsors for conference or just to the organization
- x. Move board meeting to the day before conference or the morning of?
- 7. MEEC 2015 chair and secure the location
 - i. Put in newsletters
 - ii. Ask Madison area members to help
- 8. Annual Conference 2016?
 - i. Northland?
 - ii. Concordia?
 - iii. Pattern of going back to central Wisconsin every other year to maintain contacts? Dean Sauers is in favor of moving back to Central WI-Lions Camp?
 - iv. Teacher stipends to pay for subs or move to weekends if need to bring in teachers?
 - v. Victoria suggested the board should make decisions on site of conference and set it, not up to planning committee.

F. Committee Updates

- 1. Membership Committee Report (Brittany)
 - i. Numbers on the back of the report
 - ii. Need new membership committee chair for fall. Karla? Sandy?
 - iii. Responsibilities: how to get more members, What do they want? Benefits of being a member? Working with NAAEE to see if our membership is sustaining? Have time during the board meetings to let the committees work together?
- 2. Networking Committee Report (Emily)
 - i. Advocacy Subcommittee Report- no updates
 - ii. Website
 - 1. Nathan on Facebook updates until end of December
 - 2. 373 likes-only 11% are members
 - 3. Promote winter workshop on Facebook.
 - 4. 77% are Facebook friends only
 - 5. Ask them to like Facebook and ask question about content of our page?
 - iii. Reinvigorate the blog.
 - 1. Each month feature new individual with collaboration?
 - 2. Is it worth the effort if we have low numbers?
 - 3. Merge with Facebook?
 - 4. Jennica to continue with blog-or need person to update
 - Networking events
 - 5. Member outings?
 - 6. Most of focus is at the conference
 - 7. Virtual meetings/ start a discussion space
- 3. Financial Report (Molly/Susan/Jodi)
 - i. Green pages. Last FY WAEE had a balance.

- ii. We were hoping to have \$8000 but we have \$4600. The change was that winter workshop was more costly than anticipated.
 - iii. NAAEE grant will go through WAEE.
 - iv. No budgeting for website. But we can work around that.
 - v. Sponsorships for conference if received by June 30 were added to FY 13 budget
 - vi. There was an error and our net income is negative, but that will be adjusted with the start of FY14
4. Strategic Plan review
- i. Using social networking
 - ii. Think tank-winter workshop or annual conf.

G. State Board/Agency Reports: DPI Report (Victoria Rydberg), WEEB Report (Scott Ashmann), WEEF Report (Janet Brandt), WCEE Report (Jeremy Solin)

-Get report from Susan

1. WEEB

- i. Grants post mark date is Feb 15 2014,
- ii. NR Committee called in to session
- iii. Dan Sivek WEEB grant study, Task force for portion of funds to use to support education initiatives in WI
- iv. WEEB biannual report due Oct 15
- v. WEEB is fine with being know for grants
- vi. Jan 28th legislative open house. One rep needs to go this meeting half day

2. WEEF

- i. Awards Ceremony and the Water Grant

3. WCEE

- i. Jodi is taking on EE in Wisconsin. WCEE is funding for two years.
- ii. WCEE-PLT is now within WCEE Will now be part of the LEAF program.
- iii. Chris Tull has taken a new position
- iv. Janet Hutchins is still working for DNR but not with PLT
- v. Have hired 4.5 people in the last 4 months.
- vi. Kelly is permanent with KEEP now.

1. Green HS

i. Standards:

- 1. Common core for English, Math, and Language arts.
- 2. No new social studies or science standards
- 3. EE standards will not be revised- 1998 revision staying in place
- 4. How do we package EE standards to look different without changing them
- 5. GHS workshops this fall October-November – Goal is to bring these people to GHS Institute next summer
- 6. US Department of Education is coming to Milwaukee to tour GH Schools. Open to public. Aug 22, 23. Focus on facilities, Cedarburg, Fort Atkinson, West Lawn
- 7. School districts can adopt any standards they want. State testing will not change.
- 8. DPI literacy workshop for WAEE conf. Cancelled but she has a large workshop and did a lot of research. Will do that workshop this fall and send to membership to attend. Integrate ELA and EE.
- 9. Social Studies wants a permanent advisor from EE on the board Susan or Dan Martinson?

H. Administrative Office needs, issues, updates, etc. (Katie)

- 1. Updates on what I am doing
- 2. Nametags needed?

- i. Use at board meetings and joint meetings
- ii. For MEEC we will want them and maybe NAAEE
- iii. Members want to wear their nametag for their specific org, could add ribbon to bottom of nametag with WAEE board on it
- iv. Shirts are more appropriate, Order shirts at beginning of terms?
- v. Pin (lapel) to attach to your nametag and give to members?

3. Remember that conferences will take up administrator's time. Will have to make up for missed time in other position.

I. Reminder: WAEE Newsletter going out this week – get items to Katie

J.

K. Next Board Meeting – Statewide EE Awards Banquet – Aldo Leopold Nature Center Madison, November 9th

L. EcoForum site?

M. Motion to adjourn by Nathan. Second by Emily. Motion carried

1. 3:50 p.m.

