



AEE February Monthly Board of Directors Meeting

February 7, 2017. 5:30 pm

AGENDA

Location:

- Video Conference
- <https://join.me/arizonaee>

Members Present: LoriAnne, Meghan, Shawn, Tina, Katie, Victoria

Call to order: 5:35 p.m.

Hours Log:

Please fill this out as often as you can. Bookmark it on your browser, even.

<https://docs.google.com/forms/d/e/1FAIpQLSeAokeJxqZahy3yhaY-vweMzMzSFRW4UTTyQikPI0cahTly2w/viewform>

Standing business:

1. **Vote** to approve minutes from last board meeting (LA) – Motion: Meghan, Second: Tina; Approved: 5 in favor, 0 opposed
2. **Vote** to approve January Treasurer's Report (LA) – Motion: Gabby, Second: Shawn; Approved: 5 in favor, 0 opposed
3. NAAEE and Affiliate Network Updates (LA) –
 - Please join eePro on www.naaee.org. General communications with other members elsewhere, grant opportunities, etc. I am listed as the affiliate liaison contact so will get messages pertinent to our affiliate that I will share as they come along. I can forward them to the appropriate committee or full board.
 - We pay a \$200 affiliate membership fee each year.
 - LA is helping to revise the operating procedures for the affiliate committee
 - A subcommittee is working on crafting some boiler plate communications matrix/messages for us all to use. When that is ready, they will share with the steering committee and I will share with you. These messages include “pitches” to get people in certain audiences to either become members, donate \$, or otherwise engage with us as EE providers
 - The advocacy committee is developing a list of communications for legislators. Gabby is getting the messages on eePro but not able to keep up right now. They are sending out emails via that mechanism to announce calls and such. Gabby is going to designate someone from the committee to follow these more closely.

- ELP committee (at NAAEE) is also putting together ways to measure the impact of Literacy Plans. Details to follow
- They are also working on coming up with a mechanism to better connect us to the EPA regional offices. I will keep you posted. Lots of our funding comes from EPA at the national level. We are not panicked yet.

New business:

1. New action planning task tracker to help us remember what we are doing – Board level.
 - LA has created a template that we can use for our committees to keep track of tasks. Use information from minutes to populate it.
2. Posting BoD minutes on the website.
 - Everyone is okay with this.
3. Personal Strengths and Weaknesses activity
 - What can we do to help each other succeed?
 - List of skills. I'd like to expand what we outlined in October, attach our names to it, and keep it as a reminder of what may be impeding our success.
 - I will email more information about this soon. Would like to tackle in our next in person board meeting, but I will send more info out to you before then.
 - Reminder there is a meeting on February 25 in Phoenix to use a survey from Lodestar Survey which will be a SWOT analysis at the board level. The exercise from LA is a personal and committee member level.
4. Strategic planning review
 - Please align all committee work with the strategic plan that we approved in January
 - Deadline for action plans is **Feb 28**. Please review them with your committee this month and upload final working versions to Dropbox
 - Please also start thinking about wrapping up your 2016 Action plans – I'd like for us to write up some impact statements on that. I don't have time to repurpose the content with our branding this week, but you can review what I've written for NPN on crafting impact statements here: <https://www.usanpn.org/nn/groups/impact> If we could have **ONE impact statement** from each committee by the end of the first quarter, that would be helpful. **Deadline is February 28 for this as well.**
5. Pick a new date for the April Mixer and BOD meeting – Earth day has too many things going on, including the March for Science. **New date tentatively set for April 1.**
6. Committees
 - Budget requests: Committee Chairs, please be prepared to discuss budget needs during this month's (February) committee meetings
 - Please put your standing meetings on the public calendar
 - Please share the hours log (link at the top of this agenda) with your committee members so they can also log their hours of work for us.



- I am going to post the job descriptions on the website this weekend, even though we are redoing the website. I will also send the link to that page out in the next newsletter. If you have people in mind for any of those positions, please let me know.
- Also will create a volunteer job description that we can send to people who would like to apply. We agreed that we should require committee members be paid members. LA will add a checkbox on the application for this.
- Positions available:
 - ELP – Strategy Team Volunteer
 - ELP – Writing Team Volunteer
 - ELP – Organizational Liaison
 - ELP – Outreach and Engagement Specialist
 - ELP- Communications Specialist
 - ELP – Stakeholder Contacts Manager
 - Marketing – Newsletter Developer
 - Marketing – Professional Development Representative
 - Marketing – Social Media Specialist
 - EE Certification – Marketing and Media Coordinator
 - EE Certification – Workshop Coordinator
 - EE Certification – Webinar Coordinator
 - EE Certification – Curriculum Developer
 - Development – Editor
 - Development – Outreach and support specialist
- I know several of the committees have at least one external person on them. That is great! We definitely still need to build capacity though, so each and every one of the committee chairs and MEMBERS should be seeking external people, continuously, to help us. These job descriptions will help us. It is going to take personal contacts and conversations to recruit people – we might get lucky to find someone interested who is on the newsletter email list or sees the website, but the human connection is going to be critical.

Committee and Working Group Reports:

Reports:

1. Marketing and Recruitment (Chair: LA) –
 - [2017 Task Timeline.](#)
 - [Meeting Minutes - January](#)
 - Met with April from Better Made Studio – she is getting ready to revamp the website, set up a new phone number and email system. Once she does some basic mocking up, she will also be able to link membership systems and other things to this.
 - Need to start working on Newsletter ASAP
 - Meetings on the 3rd Tuesday at 530p. Next meeting on the 21st.
 - LA will look at sending out an email blast with all the standing committee meeting times.
2. Professional Development Committee (Chair: Mo Walters) –



- Mo is on board and will be organizing the committee soon. She can't currently make board meeting so will send reports to LA.
 - [2017 Task Timeline](#).
7. Development (Grants) Committee (Chair: Shawn) –
- [2017 Task Timeline](#).
 - Development Policy Update – to be voted on in between meetings
 - Annual report being worked on to have out during the first quarter.
 - Lodestar meeting on February 25. Gabby will have a room for us and confirm soon.
 - Working on grant plan. Katie is working on several grants. Submitting a grant to Cox on Friday (2/10). Next one she'll start is NAAEE Guidelines for Excellence small grant. It is due in early March. Kresky Fund is another one she is reviewing.
3. Environmental Literacy Plan Working Group (Chairs: Gabby and Auriane)–
- [2017 Task Timeline](#).
 - Committee is organized into positions.
 - Regular monthly meetings are now set for the second Thursday at 4 p.m. May need to adjust that and will update it on the calendar when we do.
 - You can view an overview of our strategy [here](#).
4. EE Certification Committee (Chair: Meghan) –
- [2017 Task Timeline](#).
 - 1st cohort of this year has started. LA is reviewing the 4 people who started now.
 - We are looking forward to having Mo join this committee and join us as a reviewer (she will take the course first). Details on this to be determined in this month's meeting.
 - Need help right now with marketing the certification to build a larger cohort for the next round.
 - Moved the course away from Estrella Mountain Community College and directly through Canvas. That allows us to not have to pay the fee to EMCC and Canvas is free. Nadine is still the coordinator for us.

Other business

LA will send out log in information to join.me account to committee chairs so that they can use it for committee meetings.

Adjourned: 6:30 p.m.



Next meeting:

Details for meeting on Google Calendar – AAEE Board. LA will also email a reminder.

- Tuesday, March 7, 2017 at 5:30 pm
- Here is the link to the call: <https://join.me/arizonaee>

Next Board meeting topics:

1. Personal Strengths and Weaknesses activity
 - i. What can we do to help each other succeed?
2. List of skills. I'd like to expand what we outlined in October, attach our names to it, and keep it as a reminder of what may be impeding our success.