

EEA Board Meeting Minutes – Attachments

Date: August 7, 2010

Location: Charlie Elliott Wildlife Center

- A. Agenda
- B. Final 2009-2010 budget
- C. NCLI Coalition information
- D. Strategic Planning Retreat Notes

**The Georgia Environmental Education Alliance Retreat Agenda
August 6-7, 2010.**

Friday August 6	Topic, Objectives	Facilitators, Supplies, Materials and Notes
9:00	Introduction, workshop overview and objectives: 1)	
9:15	"Listening is Important" Ice Breaker	
9:30	Executive Committee	David Hedgepeth
9:45	Advisory Board	Karen Garland
10:00	Newsletter/PR working Group	Joey Giunta
10:15	Website and Database	Sharon Smith
10:30	Break	
10:45	Member Services	Linda May
11:00	Fundraising	Paul presents
11:15	Strategic Planning	Stacy and Brooke
11:30	Outdoor Classroom Symposium Committee	Karen Garland Jason Taylor
11:45	Advanced Training for EE in Georgia Committee	Kris Irwin and Venetia Butler
12:00	LUNCH	
1:00	EEA Annual Conference Committee	Laura Aikens
1:15	No Child Left Inside	Robby Astrove
1:30	Monarchs Across Georgia	Ginny Elliott and Naomi Thompson
1:45	What kind of org should . Georgia EEA be?	Ann Presents
2:10	Break	
2:25	What kind of org should Georgia EEA be (cont)?	Ann tapes cards to wall
5:00	Wrap up day and Exit Survey	

Sat August 7	Topic, Objectives	Facilitators, Supplies, Materials and Notes
8:30	Review Day 1, exit survey and questions, Revisit agenda	
8:45	What do we need to do to move forward toward our vision? We will discuss and prioritize action items to implement the vision and identity established during Day 1. Includes 15 minute break	
10:45	Implementation: Next Steps- Action Plan Activity: Post an Implementation Plan Develop Strategic Goals Discussion current Mission Statement and relevance to the vision we have created. Does it need to be revised? Should it go on the action plan? Discuss parking lot When and how will these be addressed? On the Action Plan?	
12:00	LUNCH	
1:00	EEA Board Meeting Budget meeting – review procedures, additions to Board Packet, Fundraising talk	
4:00	Committees meet – be ready to create the Committee Plan of Work	
4:30	Collect Plan of Work, review meeting dates, wrap-up	
5:00	Adjourn	

Environmental Education Alliance
 Profit Loss Budget vs. Actual with 2010
 Budget

Attachment B

	Budgeted Expenses - 2010	Actual Expenses - 2010	Budgeted Expenses - 2010	Actual Expenses - 2010	2009 Comparison	Net Income (Expense) as of 05-30-10
EEA General Funds						
1. Administrative Costs	800.00	489.29				(698.29)
2. Director & Officers Insurance	800.00	822.05				(622.05)
3. Audit Insurance	600.00	700.00				(700.00)
4. Rental Insurance	100.00					
5. Public Safety Charge/On-Call Charge	900.00	489.25				(489.25)
6. Audit Printing	1,000.00	779.32				(779.32)
7. Audit Travel	1,500.00	417.50				(417.50)
8. Office and Subscriptions	250.00	734.00				(734.00)
9. CPA	2,000.00	1,159.00				(1,159.00)
10. Director's Office		1,500.00				(1,500.00)
11. Executive Director Salary Expense/Taxes		693.89				(693.89)
12. Insurance	6,000.00	10,035.25				(10,035.25)
13. Interest Income		400.00				400.00
14. Membership	400.00	1,005.03				1,005.03
15. Donations	400.00	202.50				202.50
16. EEA Score Maintenance	200.00					
17. Green Team						
18. EEA Administrative Fee-EEA/EA						
19. EEA Administrative Fee-EEA/EA						
20. EEA Administrative Fee-EEA/EA						
Total EEA General Funds	16,550.00	18,828.32		14,525.00	18,971.83	(7,946.83)
Annual Conferences						
21. Annual Conference 2010 Registration/Exhibits	25,000.00	6,273.89				7,256.61
22. Annual Conference 2010 Sponsorships	4,000.00	2,001.82				360.00
23. Annual Conference 2010 Keynote Speakers						8,056.48
24. Annual Conference 2009						1,366.87
25. Short Auction (Technology)						1,267.40
Total EEA Conferences	29,000.00	7,995.11		38,300.00	24,673.88	12,074.79
Projects and Operations						
26. AIEES	15,000.00	7,579.09				(4,115.36)
27. Dragonfly Arts & EEA Kiosk-Gate Program	2,000.00	1,000.00				(615.00)
28. Moments Across Georgia	11,000.00	6,964.59				2,155.83
29. OCE Symposium - Merchandise/Other 2009						91.75
30. OCE Sponsorships - 2009	2,500.00					4,655.87
31. OCE Symposium - 2009	14,100.00	5,483.45				(5,415.25)
32. Public Relations/Website/Printing	3,000.00	5,415.25				(591.44)
33. Budgetary Printing	8,000.00	583.44				(1,812.00)
34. Membership Services	1,000.00					(1,783.50)
35. Professional Development	2,000.00	1,812.00				
36. Web Site and Database Management	16,000.00	1,783.50				
37. No Child Left Behind						
Total Projects and Committees	74,500.00	30,888.15		94,150.00	38,898.17	(1,970.81)
Net Income as of 05-30-2010		7,259.92		116,812.74		
Non-recurring spending amounts						
10% of annual revenue will be reported at 06-30-10						

No Child Left Inside



Georgia NCLI Coalition...Connecting Georgians With Nature!

Our mission is to:

- Ensure safe and healthy outdoor environments for children to experience nature directly.
- Encourage and support individuals and organizations working to connect people and nature.
- Instill a lifelong love of nature, the outdoors, and healthy and sustainable lifestyles.

Who we are: GA NCLI Coalition is a network of organizations from across the state that support the national NCLI movement. Members include local governments, state agencies, non-profit organizations, schools, and individuals.

What we do: We are working to ensure all children have safe outdoor spaces. Our group has created several working committees to develop goals and address the mission of the coalition.

When we meet: We meet in metro-Atlanta on the first Wednesday of every month. The time and location vary to accommodate the group.

How to join: Signup to be on our listserv, participate on one of our committees, and to receive meeting notifications and NCLI updates. Send an e-mail to georgiancli@gmail.com.

**EEA Strategic Planning Notes
8.6-7.10**

Attachment D

Board members present: Joey Giunta, Ginny Elliott, Linda May, Tara Muenz, Stacy Smith, Jason Taylor, Robby Astrove, Laura Aikens, David Hedgepeth, Sharon Smith, Jennifer McCoy, Naomi Thompson, Melanie Biersmith, Kris Irwin *Venetra Butler Cindy Wolfe*

Others present: Paul McClendon, Mary Terry
Deron Davis, Lisa Weinstein, Monica Kilpatrick, Kim Morris-Zarneke, Kim Kilgore

Strategic Plan timeframe:

Board agrees to review the strategic plan annually. Assessments of program/audience and revision/update of objectives will be done every 3 years.

Strategic Plan = Mission → Vision → Strategic goals → SMART objectives (Specific, Measureable, Audience focused, Realistic, Timebound)

Mission (Description of an organization's core purpose, focus and audience.)

The Environmental Education Alliance of Georgia's mission is to promote communication and enrichment among professionals in the field of environmental education through partnerships, initiatives, and access to knowledge and experiences

Vision (Description of what an organization would like to achieve or accomplish. It is intended to guide current and future direction. What the world would be like if the goal is achieved.)

Environmental Education Alliance of Georgia's vision is a statewide culture of environmental literacy and stewardship.

Strategic goals

The Board focused on those initiatives that are administered/sponsored wholly by EEA – Member Enrichment, OCC, ATEEG, and the annual conference. EEA initiatives, like MAG, that may work with audiences outside Georgia and/or that are administered with partner organizations will be addressed separately. (MAG was not addressed so will be in the MAG Steering Committee meeting.) Summarized goals for event-related initiatives (OCC, ATEEG, conference) include:

Member Enrichment (website, P.R., newsletter, services, grants/fundraising, awards, advocacy)
-providing leadership, value, community, access to knowledge, and advocacy (voice)

OCC Goal

-provide comfortable training opportunities for participants, demonstrate means of incorporating outdoor learning into their curriculum

ATEEG Goal

-provide participants with skills/knowledge to be effective environmental educators

Conference Goal

-provide access to knowledge and experiences...community of practice

Additional details will be drawn from the committees' strategic planning presentations which are posted on the EEA website.

The Board divided into two teams to develop potential goals for Member Enrichment initiatives. Specifically, how can Member Enrichment serve EEA programs and EEA memberships? The results are combined and will be incorporated into the strategic plan.

- Inside Team Thoughts
- ❖ Outside Team Thoughts
- How can EEA Member Enrichment serve EEA program initiatives (OCC, ATEEG, Conference)?
- P.R./Marketing, Fundraising/Grants, Financial Records/Budget, Participant recordkeeping/evaluation, Website/Database,
- Assist Instructors with program logistics (registration, etc.)
- ❖ It is all communication – a lack of communication.
- ❖ We need follow- up
- ❖ Protocol - how communication is streamlined from AC to us & the Exec com mtg to us.
 - Would committee chairs be willing to come to the EC meeting so they can tell what their goals are? This might be how we can use the virtual meetings.
 - Designate someone to be the liaison from EC and AC to the committees. We still need the communication. Part of this can be done by the website planning pages.
- ❖ Clarification of jobs and accountability. We need transparency of what the jobs and decisions are. ExecComm needs to report back to the membership what has happened, we need to make sure if someone doesn't have the time or the initiative, we let them go. Committees should not just let whomever sign up, they need to ask for person's skill set. We need a board matrix to get a skill set because while we started it with the New Board members, there wasn't follow through. We need to get board members more responsive to email questions and made sure committees are meeting quarterly
- ❖ Need a message from the ED on the website and in the newsletter.
- ❖ By growing our membership – for those either done serving or not serving on the board, they need to be brought in.
- ❖ We should have someone from each committee be on the PR committee, someone from each be on the Fundraising committee, etc. This can also help figure out what the newsletter and the What's New includes. A board member could get both programmatic and operational service by doing it this way.
- ❖ *Fundraising* – how does it serve committees? We need people to start capturing volunteer hours for use if we are applying to grants.
- How can EEA Member Enrichment serve EEA members?
 - *Needs Assessment of membership every 3yrs to gauge EEA effectiveness & direction
 - Leadership/knowledge, value, community/network, a voice

Provide current knowledge and address emerging issues

- new member packet (welcome letter, program descriptions, website access, etc.-
Member Services)
- ❖ create a welcome video
- ❖ More immediate recognition that we've received your membership like a thank you letter and lay out the EEA structure with the goals and a list of where we need volunteering or service. The structure is confusing to members.
- new member meeting/social
- provide new, innovative training methods and resources (avoid the "same old, same old")
- incorporate results of NA into program design
- ❖ Look at what other organizations do for their members that is special.
- ❖ The board needs to be more streamlined with how they coordinate with the members
- ❖ Events/items should be branded properly
- ❖ *Advocacy* – through newsletter by having an 'advocacy corner', include it in everything EEA sends out.

Value/Voice

- ❖ offer varying levels of interaction with website (i.e., receive emails/updates on areas of member's designated interest, streamline membership renewal)
- ❖ gather information from members (via application?) about their professional/personal interests. How might a member assist with an event? Might they serve as a speaker at a future event? What issues are important to you and how can EEA serve you?
- ❖ use Facebook and blogs, Use a listserv on the new website (moderate it)
- ❖ If they make a donation in honor of someone, we tell them EEA is providing a way to leave to EEA. (This could be both serving the members and the committees).
- ❖ We might also think about how people can give a gift membership

Relationship/Community/Network

- Professional sharing and matching of member capabilities/specialties with
member needs/interests
- Build statewide membership
- Create regional networks of representation/communication
- Build and provide opportunities for members to serve at EEA events (set up, moderate, etc.)
- ❖ Make sure we do events regionally

Appreciation/Acknowledgement

- ❖ member events
- ❖ Create events for members who are not involved in EEA events already. This doesn't need to be reinventing programs – we can support the programs our members already do at their sites. One way is to direct people to EEinGA for looking up events .
- ❖ Awards

- ❖ Awards and Grants – reach out to other people more so we don't keep all the awards within our own circle. The more we put these out to others, the better
- ❖ EEA store, discounts, great deals on cool stuff! → build fundraising capabilities
- ❖ mail them something with membership – an actual mailing with a window cling or sticker
- ❖ We will need to raise our membership fee at some point so we need to make sure we are giving them something.

Implementation Plan

While a final strategic plan will take time to create (anticipated 2011), a short term plan of work was made for Fall 2010.

- Synthesize – vision, mission, notes from breakout, structure (Brooke & Naomi) NOW
- Committees send goals/objectives to Paul/Stacy via work plan templates 9/1
- Draft for review by Board (Stacy/Paul) 10/1

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