

EEA Board Meeting Minutes pending approval

November 16, 2011

Location: Stone Mountain Park

Board members present: Naomi Thompson, Jennifer McCoy, Kris Irwin, Laura Aikens, Robby Astrove, Kim Sutherland, Linda May, Stacy Smith, Melanie Biersmith, Eli Dickerson, Jo Adang, Tara Muenz, Joey Giunta

Guests: Mary Terry, Paul McClendon, Vicki Culbreth

MAJORITY ACHIEVED with 13 Board members in attendance.

1. Welcome

Agenda provided. **Attachment A**

Melanie will email out her volunteer ppt. she presented at the August retreat.

Naomi will send out an updated contact list with advisory board contact– send to advisory board

Sharon should check that all check chairs@, president@, conference@, emails, etc. are working

2. Approval of previous minutes

MOTION (Stacy), move to approve the August meeting minutes.

MOTION SECONDED (Naomi). Jennifer calls for a vote.

MOTION APPROVED.

3. Treasurers Report – Jo See Attachment E - November Committee Report, FY12 Section

We are in the black. Jo is happy! Final document will be emailed out for an online vote.

4. Strategic Planning – Stacy Attachment B

MOTION (Stacy), move to approve the Strategic Plan.

MOTION SECONDED (Naomi). Jennifer calls for a vote.

MOTION APPROVED.

Internal Board of Directors diversity survey. This information was needed for NAAEE and helped us see where our BOD starts with diversity. **Attachment C**

Draft document of diversity policy presented. **Attachment D**

What do we do with it now? Survey the membership and define what diversity we are interested in.

There is a disclaimer if participants are worried about taking it. People just need to know they are welcome. Maybe a 13 questions or less with demographic/geographic information survey.

Stacy will tweak the policy statement, remove the work plan, email out and get an online vote. Leave this diversity policy 'committee' in Strategic plan for now.

Note: November 30 NAAEE membership conference call. Send questions to Tara, if you have some for this group.

5. Member Services – Tara See Attachment E -November Committee Report, Member Services

Sign up for December 3 member event at Atlanta History Center about John Muir tour.

Passed around a sheet to get possible places EEA can partner with to give members a discount when they go there. We will develop a membership card idea .

Honoring cards (sickness, death, life change, retirement, baby, etc). Tara will create cards for each category, hand write a note, and sign a general signature

6. Advisory Council – Mary Attachment F

20 reasons why Georgia needs EE – will be made into a rack card Attachment G

MOTION (Stacy), move to approve 20% off member dues for 2012. (“a \$20 membership for 20 years”)

MOTION SECONDED (Linda). Jennifer calls for a vote.

MOTION APPROVED.

7. Welcome to Vicki Culbreth who will be a board member at large. She will work to take over PR as Joey starts taking on 2013 Conference duties. She will work to revise the website homepage so the brand matches what we’ve already done on the banners and rackcards. There is also an urgency to advertise the 20th movement and the activities so we will also work to get the information up.

8. Current Issues - Robby See Attachment E -November Committee Report, Current Issues

December 1 a framework for Environmental Literacy Plan (ELP) will be announced through NAAEE on a webcast. Join in!

9. Executive Director - Paul Attachment H

Friday, November 18 an eblast will go out to the membership to start an individual giving campaign

10. Conference – Naomi for Sharon See Attachment E -November Committee Report, Conference

11. Website and Database– Naomi for Sharon See Attachment E -November Committee Report, Website and Database

12. EEA Store – Linda See Attachment E -November Committee Report, EEA Store

Needs to restock the store so asked for ideas from BOD – new t-shirt with 20 reasons for EE? Because Advisory Council was very happy for this. Kim Kilgore has an artist to use for design but we need to revisit so we don’t end up with merchandise that says only ‘2012’. Still wants to do consignment items.

13. Volunteer Management See Attachment E -November Committee Report, Volunteer

Example of powerpoint to be watched by volunteers is posted online.

Later we need to figure out specifics of what volunteers get to show they are a volunteer (a t-shirt?, nametag, do they get extra benefits after so many hours?)

We need to add a code of conduct letter volunteers acknowledge to take care of any problems

Want committee chairs to start using and evaluate the volunteer time log form.

14. PR – Joey

Created a calendar of events to show what was coming up. The 20th events is a good way to reach out to members and other organization’s members. E-news: beginning of every month is the plan. Form to request certain types of PR?: Does that form need any additions?

Social media: 330 people like us. How to make it bigger? Just maintain it well, have information people want to see, when create our 20 events the other organization’s members may hyperlink to us and drive their members to us. Anybody on Twitter-how can we get this set up?

Need a volunteer to stand at any event throughout the state to tell about EEA

15 Monarchs Across Georgia - Kim See Attachment E -November Committee Report, MAG

16. Council of Outdoor Learning – Eli See Attachment E -November Committee Report, COOL

17. Advanced Training for Environmental Education in Georgia -Kris

Moving forward on NAAEE accreditation lengthy report to submit by February 1. Georgia will probably be the first state to apply for this! Core Courses up and down for registration (had to cancel the February class). Need to figure out schedule of offering Core course 1 so that feeder course is consistently available. Two people have submitted their final proposals already and Certification Board is reviewing them as well as revising their grading rubric.

Kris submitted a college course proposal - Foundations of Environmental Education, structured as a semester course. Once ATEEG is accredited and the semester course is approved, then the semester course substitutes as the Core Course 1. Also Kris and Dr. Nick Fuhrman are working to develop an EE Certificate at UGA.

18. How to build your Committee and succession planning

Ask Executive committee for help on finding people, Think about your communication, call people if you don't get response through email,

How to recognize volunteers: Put their name or picture on the website, have a separate part of the website that is dedicated to them or make sure to write what EEA was able to do above and beyond with their help, At conference -recognize those who have exceeded a certain number of hours, put ribbons on nametags at conference that say 'volunteers', create nametags (maybe the reusable ones where you write/erase the name), have a special cookie time at conference, have an incentive program (1.badge, 2.special pin, 3. More permanent name badge, 4. Hat/t-shirt, 5. Volunteer of the month, etc.), use the word 'volunteer' more to make them all know that they are one and make them stand up at the conference to be recognized.

Thank you to everyone for your work to help move EEA forward!

Adjourn.

Next meeting: February 14, 2011 in Athens. Location TBD

Kim will follow up with Kris on this.

November 16, 2011 EEA Board meeting

Attachment A

Agenda

1000 am Opening – Chickens!

1030 am Approval of minutes and Treasurer's Report, update addresses and emails

1045-1115 am Strategic Planning

1115 am Break

1125 Member Services

1135 am Advisory Council

1145 am Current Issues

1155 am Conference

1205 pm Lunch

1235 pm Executive Director

1245 pm Fundraising

1255 pm EEA Store

105 pm Website and Database

115 pm PR

125 pm MAG

135 COOL

145 pm ATEEG

200 pm Break

210 pm Volunteer Management

230 How to build your committee, Executive Committee

300 pm Closing

330 pm Adjourn

Next Board meeting is February 14, 2012 at State Botanical Gardens, Athens.

All committee members get 10 minutes

EEA Strategic Plan – Draft August 2011

I. Introduction

A. History

Georgia's Environmental Education Alliance (EEA) was established in 1992 to serve as a professional education and networking association for environmental educators throughout Georgia. As an affiliate of the North American Association for Environmental Education, EEA works to promote environmental education by providing opportunities for member organizations, schools, and the general public to get involved through the annual EEA conference, Outdoor Learning Symposium, Butterfly Symposium and other events. EEA's initiatives include Advanced Training in EE (ATEEG), Council of Outdoor Learning, Monarchs Across Georgia, State EE Awards, Using the Environment as an Integrating Context (EIC) for Learning, and EEinGeorgia.org.

B. Vision Statement

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

Mission Statement

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.

II The Strategic Planning Process

A. Background

The EEA has reevaluated its strategic plan three times since its inception as the organization has grown and sought to expand and better serve environmental educators in the state of Georgia. (1995, 2005, 2010).

B. Definition of Strategic Planning

Strategic planning is a perpetual process that an organization can initiate in order to identify techniques that help achieve specific goals for the future. The process of strategic planning includes defining a mission statement, establishing a vision, sorting key issues (roadblocks), exploring initiatives (pathways), and formulating an action plan. In order to be fully utilized, a strategic plan must be continuously re-examined, at least on an annual basis, and requires the appropriate administrative structure to insure successful implementation.

III. Committee and Committee Structure and Committee Descriptions

The committee and committee structure evolved as an effective means for both directing and involving not only the board, but the entire EEA membership in the strategic planning process. The job of the committees is to direct the issues and initiatives into an

action plan and time line.

A. Operational Board Committees

1. **Current Issues Committee** - This committee actively advances current and emerging EE issues through stakeholder engagement and partnerships, advocacy, and outreach; including work on the state environmental literacy plan. **2011-2012 Chair: Robby Astrove**
2. **Fundraising Committee** - This committee develops and implements fundraising strategies to support the infrastructure and programs of EEA including individual giving campaigns, grants, and corporate donations. **2011-2012 Chair: Ginny Elliott**
3. **Public Relations and Newsletter Committee** - This committee looks for opportunities to market our membership, and expand opportunities to get our exhibit to events in order to recruit members. This committee also works to produce four e-newsletters, which can include regular columns on EE issues, curriculum reviews, legislative actions, EE activities for students, etc. **2011-2012 Chair: Joey Giunta**
4. **Strategic Planning Committee** - This committee reviews the current mission, goals, and strategic plan and makes recommendations to the Board for future planning based on research and membership feedback. **2011-2012 Chair: Stacy Smith**
5. **Website and Database Management Committee** - This committee (WDB) is responsible for the maintenance of and improvement to the website and membership database. WDB maintains the current membership database and contact lists, coordinates with and provides training and support to each committee to meet their website needs, oversees online event registration, and serves as a liaison to MemberClicks. **2011-2012 Chair: Sharon Smith**
6. **Volunteer Management Committee** - This committee works to recruit, train, and coordinate volunteers for EEA. **2011-2012 Chair: Melanie Biersmith**

B. Programmatic Board Committees

7. **ATEEG Committee** - This committee develops and implements the Advanced Training for Environmental Educators for the EEA membership. This committee will plan to share sessions at the conference. **2011-2012 Chairs: Kris Irwin & Venetia Butler**
8. **EEA Annual Conference Committee** - This committee plans the annual conference. Responsibilities include developing themes, identifying host sites, scheduling keynote speakers, panelists and concurrent session presenters, working with the host site staff, and communicating with board members regarding their conference duties. Committee establishes a checklist and guide for conference planning that can be shared with new conference committee members. **2011-2012 Chair: Sharon Smith**

9. **Council of Outdoor Learning (COOL) Committee** - This committee develops and coordinates the annual Outdoor Learning Symposium each fall and works throughout the year to educate and implement outdoor learning areas in schools and the community. **2011-2012 Chair: Eli Dickerson**
10. **Member Services Committee** - This committee works on strengthening benefits and responsibilities for members and expanding the membership base through membership drives and public events. **2011-2012 Chair: Tara Muenz**
11. **Monarchs Across Georgia (MAG) Steering Committee** - This committee works together with teachers, students, families, communities, businesses and others to study Monarch butterflies and restore butterfly habitat across the state. Its mission is to inspire future caretakers of the natural environment by educating about monarch butterflies and other pollinators. **2011-2012 Chair: Kim Sutherland**
12. **EEA Store Committee** - This committee oversees the purchasing, pricing, inventory and selling of items in the EEA Store, including setup at EEA events such as the Annual Conference and the Outdoor Learning Symposium. **2011-2012 Chair: Linda May**

C. Other Board Committees

13. **Executive Committee** - Officers: President, Vice-President, Treasurer and Secretary. This committee oversees board meetings, Executive Director position, annual retreat, budget, and also serves as Nominating Committee. **2011-2012 Chair: Jennifer McCoy**
14. **Advisory Board** - This committee recruits, with guidance from Executive Committee, retiring board members to help organize service awards/recognitions, provide organizational background and context, and review and select recipients of the Petey Giroux Dragonfly Grant. **2011-2012 Chair: Karen Garland**

Each committee is led by a board member who recruits committee members from the general membership. These committees establish the action plan for strategic planning in their respective areas.

IV. **The Strategic Plan**

A. Vision Statement

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

B. Mission Statement

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.

C. Goals

GOAL ONE: To increase the content knowledge, skill level, and confidence of active and potential environmental educators through professional development and continuing education.

Objective A: To develop deeper understanding and knowledge of the goals, practice, history, and research related to the field of environmental education through continued support of the ATEEG program.

Strategies:

1. Annually review core course materials to identify items to be removed and replaced with more current information and research materials
2. Review core course agendas to assure that participants have time to thoroughly explore environmental issues, to comprehend details of the issue(s), and to compare and contrast their own perspectives with those of others.
3. Require ATEEG participants to view a current EE program and evaluate the outcomes for improvement of future programs or events.
4. Require ATEEG participants to evaluate the ATEEG course, so improvements can continue to be made to the program and ATEEG leaders are practicing what is expected of participants.

Objective B: Provide a variety of opportunities for high level professional development through the EEA Annual Conference, Outdoor Learning Symposium, Butterfly Symposium, and Monarchs Across Georgia.

Strategies:

1. Strengthen the knowledge and diversity of learning styles for each of the conference and initiative offerings by maintaining strong communication and collaboration within the committees.
2. Increase participation in the professional development activities through shared approaches for recruitment.

GOAL TWO: To facilitate communication, networking, and the building of partnerships among stakeholders.

Objective A. Build membership, increase current member retention and involvement.

Strategies:

1. Improve membership services with formal membership renewal and acknowledgement process.
2. Continue to bring members together socially and professionally, focusing on developing meetings for under-served areas of the state.
3. Conduct membership drive. Especially focusing on college students, PTAs, and teacher groups. Utilize conference & symposium to drive membership.

Objective B. Increase networking among organizations.

Strategies:

1. Provide support for existing organizations offering similar programs (green schools, schoolyard habitat, environmental education advocacy, curriculum enrichment, teacher training). Work with PR committee to represent EEA at existing events (i.e., festivals, eco-conferences, etc.).
2. Work to connect resources across agencies through mentoring and resource sharing.
3. Provide forums for discussions.
4. Build relationships with private foundations.

Objective C. Improve communication with the general public.

Strategies

1. Increase the number of people receiving The Link and include value added and time relevant pieces to improve content.
2. Grow awareness of EEA as a brand in order to increase fundraising opportunities and raise the prestige of environmental education as a profession.
3. Increase use of electronic media: Grow number of Facebook fans and make weekly posts to related articles. Schedule monthly "EEA News Update" emails. Maintain the website with up-to-date information on an ongoing basis.
4. Create "issues" fact sheets/talking points describing Environmental Education issues, solutions, and EEA actions.

GOAL THREE: To advocate for the increased practice of environmental education.

Objective A. Develop EEA's voice and visibility as the environmental education leader in Georgia.

Strategies:

1. Establish a framework for the Current Issues Committee to implement an organizational response to emerging issues.
2. Create PR plan for how-to make EEA relevant to a broad spectrum of the population.

Objective B. Raise the profile of EE as a profession.

Strategies:

1. Ensure ATEEG Program is fully supported with proper PR, funding, participant recognition.
2. Actively recruit volunteers to increase EEA's capacity to serve our constituents.
3. Ensure operational procedures are in place to support EEA's efforts to communicate our successes.

Objective C. Facilitate an increase in the frequency of individuals who self-identify as Environmental Educators.

Strategies:

1. Develop programs that generate interest with a broader base, thereby increasing attendance at our events.
2. Establish partnerships with organizations that share our values.
3. Reinstate our higher education efforts, creating active EEA groups at local colleges and universities.

GOAL FOUR: To promote the development and use of effective, research-based environmental education pedagogy

Objective A. Advance the content and pedagogical knowledge of environmental educators in Georgia

Strategies

1. Encourage professional development through the Advanced Training for Environmental Education in Georgia (ATEEG) Program.
2. Facilitate networking, communication, and partnerships among active and potential environmental educators in Georgia.
3. Consistently communicate EEA's current issue policies and action strategies to Georgia educators, with a special focus on raising awareness of these issues among faculty, staff, and students at Georgia's institutions of higher learning.

GOAL FIVE: To support values of diversity in environmental education.

Objective A: Increase the diversity of EEA's membership and leadership within a culture of inclusivity.

Strategies:

1. Develop a diversity definition and policy.
2. Continue to increase diversity within EEA Board, management, and staff.
3. Engage interest and increase relevance for individuals and organizations throughout all regions of Georgia.
4. Strengthen the culture of inclusivity within EEA and all of its programs, products, and services.

GOAL SIX: To highlight emerging trends in environmental education and stewardship.

Objective A. Establish priority list of causes EEA Board should focus on for the next 3-5 years.

Strategies:

1. Current Issues committee identifies action items annually.
2. Current Issues Committee determines how best to serve those issues based on Board's feedback.
3. Create position statements for each issue to communicate ideas and issues to our membership.

Objective B. Keep members informed and up to date of issues in EE

Strategies:

1. Develop a strong Public Relations plan, including the use of social media, website, newsletter, and events.
2. Choose a theme and sessions for signature events that highlight relevant, topical issues in EE.

This diversity Survey was sent board members of the Environmental Education Alliance to assist in identifying diversity issues relevant to the organization. The responses will be used to develop diversity policy. All individual responses are anonymous and there is no intent to indentify individual respondents. Data Submitted was mixed to disconnect identifying demographic information from responses. Only the consolidated results were analyzed. All responses were optional.

Demographic Information

Ethnicity: 16 Caucasian/White; 1 Black/white

Age: (1)18-29; (7) 30-39; (6) 40-49; (3) 56+

Education: (12) Masters Degree/(2) PhD/(3) Bachelors Degree

Gender: 11 Female/6 Male

Region where you work: 15 Piedmont/1 coast/1 All

City where your office/center is located: 8 Cities (Atlanta, Athens, Marietta, Stone Mountain, Tybee Island, Decatur, Social Circle, Lithonia)

Environmental Education Focus: (7) Agriculture/Gardening; (2) Air; (9) Animals/Wildlife; (8) Biodiversity; (1) Climate Change/Weather ; (3) Cultural Awareness; (10) Ecology; (2) Energy; (2) Environmental Justice; (4) Geology; (4) Litter; (3) Coastal/Marine Education; (9) Nature Awareness; (4) Outdoor Skills/Recreation; (8) Place-Based Education; (8) Plants; (4) Recycling/Waste Management; (8) Service Learning; (9) Sustainability; (10) Trees/Forests ; (11) Water; *Other: Volunteers and Environmental Literacy.*

Please describe the agency/organization that employs you to provide environmental education, include volunteer service: 3 Local Agency; 4 State Agency; 7 Nonprofits; 1 College/University; 1 Consultant; 1 adult education; 1 Interpretive Facility

Diversity in the EEA

Please indicate how strongly you agree or disagree with the following statements
(1 = Strongly Disagree and 5 = Strongly Agree)

1. All members have the opportunity to participate in EEA activites without regard to diversity characteristics: 4.8 (17 Responses)
2. If you disagree, what following characteristics have inhibited your inclusion: 0 (0 Responses)
3. My colleagues treat me with respect and dignity: 4.5 (17 Responses)
4. The EEA Board respond effectively to inappropriate behavior related to diversity: 3.7 (17 Responses)
5. Diversity is well-represented in the EEA: 2.6 (17 Responses)
6. Differences of people are valued in the EEA: 3.9 (15 Responses)
7. Different cultures are welcomed in the EEA: 4.2 (16 Responses)
8. The EEA actively recruits people from different cultures and backgrounds: 2.2 (16 Responses)

- 9. The EEA encourages participation from all members: 4 (17 Responses)
- 10. Job title/classification does not adversely affect whether I am asked to participate in the EEA: 4.1 (17 Responses)
- 11. Diversity has been clearly defined by the EEA: 2.2 (17 Responses)
- 12. I feel welcomed when I attend meetings, conferences, and events: 4.5 (16 Responses)
- 13. The EEA proactively encourages people of different diversity characteristics to attend meetings and activities: 2.9 (16 Responses)

What would you suggest the EEA do to proactively promote diversity?

Attend meetings, events that are geared towards other groups that are not actively represented within EEA.
Reach out to new audiences, create new partnerships with diversity in mind, target specific diversity characteristics. Reach out to faith based groups like Interfaith Power and Light (something like that) who fuse religion and environmental topics. More collaboration with recreation centers, camps, nature centers, and in general-communities where minorities live, work and play. Recruit new BOD's with diversity in mind.
Encourage the membership to become more involved. Become more active throughout the state. Promote the organization at minority venues.
talk with educators in the EE community that embrace diversity or work with diverse populations to help develop a plan to promote diversity
reach out to persons with disabilities
We need to get in other regions of the State and get our resources out to those at different income brackets.
Specifically invite minorities to participate in our activities, namely to serve on our board of directors (based on their qualifications as well).
Leadership meet with nonformal educators of color and ask them what they are looking for from there EE affiliate. Develop member events that serve this gap
Recruit members and participation from minority communities (colleges, education organizations, schools).
Seed greater diversity when recruiting volunteers and board members.
Create a diversity policy and have an ad hoc committee or at least a part of some committee that makes sure diversity is promoted.
Individual members need to understand diversity issues of EEA and work to recruit friends, colleagues, etc to join and participate.
This is an age-old discussion. It would be very desirable to have greater diversity, but can only ask, encourage, even beg, but cannot make members of minority cultures be participants.

EEA Diversity Policy – Draft October 2011

Vision Statement

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

Mission Statement

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.

STRATEGIC PLAN GOAL FIVE: To support values of diversity in environmental education.

Objective A: increase the diversity of EEA's membership and leadership and to support a culture of inclusivity.

Strategies:

1. Develop a diversity definition and policy.
2. Continue to increase diversity within EEA Board, management, and staff.
3. *Broaden interest in diversity and increase relevance for individuals and organizations that represent diverse cultures throughout all regions of Georgia.*
4. Strengthen the culture of inclusivity within EEA and all of its programs, products, and services.

EEA Diversity Policy

(Drafted October 2011, presented to the board for update November 2011)

The Environmental Education Alliance of Georgia has drafted a diversity policy in accordance NAAEE's diversity policy. This policy is based on the goals of EEA's strategic plan and NAAEE's national policy. EEA has conducted a baseline survey of Board Diversity in order to measure our progress in increasing diversity in the organization.

EEA's Diversity Commitment

The EEA recognizes the integral connections between environmental concerns and wider questions of social needs, welfare, and economic opportunity. It also acknowledges the need for greater emphasis on equity and celebration of diversity within EEA and in the field of environmental education.

The 2011 strategic plan identifies 4 strategies to increase the diversity of EEA's membership and leadership and to support a culture of inclusivity.

To increase the diversity of EEA's membership and leadership within a culture of inclusivity EEA will:

- Develop a diversity definition and policy.
- Continue to increase diversity within EEA Board, management, and staff.
- Broaden interest in diversity and increase relevance for individuals and organizations that represent diverse cultures throughout all regions of Georgia.
- Strengthen the culture of inclusivity within EEA and all of its programs, products, and services

Diversity Definition

EEA is committed to becoming a diverse, inclusive, and equitable organization. EEA defines diversity in its broadest sense and will encourage membership or services that do not discriminate based on race, color, religion, national origin, physical or mental ability, age, gender, sexual identity or orientation, ancestry, or political affiliation or belief.

Further Assessment Need

The strategic planning committee proposes that we start with the step of surveying our membership for diversity using the same survey with which we surveyed the board. In order to measure the effectiveness of our actions, we need a baseline against which to measure and to choose benchmarks for improvement.

Actions taken by the NAAEE that EEA might consider adopting:

- 1) Create a Diversity Committee as a standing committee of the EEA board.

Diversity Committee will work with the EEA board to ensure that the following information is collected and reported to the membership to help move EEA towards cultural and ethnic inclusion:

- a. Member recruitment and retention
- b. Changes in key documents governing the association
- c. Information featured on and design of EEA's website and other outreach tools
- d. Identifying community partners for ongoing training to address relevant cultural and ethnic issues in EE (i.e. Southern Poverty Law Center's Teaching Tolerance Initiative).
- e. Report annually on benchmarks toward inclusion and demonstrate EEA's progress toward achieving these benchmarks.

EEA Leadership and Diversity

- Increase the number of persons of different ethnic and cultural backgrounds serving on the board *and in key positions and committees throughout EEA.*
- Have the Diversity Committee participate and provide feedback to Standing Committees so as to encourage the values of diversity to permeate the association: Awards, Conference Program, Communications, Development, Governance, Membership, etc.
- Include the Diversity Policy and information about the Diversity Committee in new board members' packets, so that all are aware of the Diversity Policy and work to implement and enhance it.
- Set aside time during board meetings where the board can participate in cultural sensitivity training that focuses on knowledge, skills, and awareness as related to the culture of the current board and how our individual and unique differences can complement what we do as an association.

EEA Membership Development and Diversity

- Examine EEA's member services to ensure we are doing everything we can to become more intentionally inclusive.
- Report diversity information to our membership on an annual basis

EEA's Professional Development Services and Diversity

- Ensure that the EEA Annual Conference is inclusive of the perspectives of diverse cultural groups. A member of the Diversity Committee will serve as a member of the Conference Program Planning Committee.

To promote diversity in the field of environmental education, EEA will:

- Periodically survey the EEA partners to ask about their work to support inclusion, values of diversity, and multiculturalism. The Diversity Committee will analyze the results of the survey and recommend policy actions to be adopted by the board, in collaboration with partners, toward encouraging all affiliates to adopt policy statements that specify steps to support the values of diversity and multiculturalism in their organizations.
- Develop collaborative and mutually beneficial relationships with other educational organizations to enhance the multicultural and environmental education resources of each group.
- The committee will continue to propose actions to promote diversity as part of each year's planning process and will make an annual report to the board on EEA's progress.

Next meeting: December 9, 2011 (Arrowhead EE Center) 10 - 2

- Why should EEA celebrate?
 - Should it be a year-long campaign that:
 - Shines a positive spotlight on EEA that attracts positive press and attention
 - Helps the organization's strategic goals and objectives
 - Launches new initiative to roll out the new strategic plan
 - Reinforces who we are
 - Affirms our longevity for the benefit of our members and funders
 - Honors the past, but also launches the future
 - Increase awareness of the importance of stewardship for all Georgians
 - Make money
 - Other:
- Who do we target:
 - Stakeholders who have a vested interest/Members
 - Former stakeholders/board members
 - Potential sponsors
 - Other:
- How can we celebrate?
 - Theme: Why Georgia Needs EE
 - Anniversary logo/ Slogan?
 - Contests
 - Time capsule
 - Open houses
 - Member events
 - Legacy project
 - Special promotion --\$20 annual membership for individual
 - Bookmark with 20 tips or ideas
 - online searchable timeline
 - Who will contact the media, announcing the anniversary and other special plans and events? PSAs?
 - Create an organization history book to honor the founders of EEA?
 - Anniversary merchandise—t-shirt
 - Create a trivia quiz
 - Photo spread of the past 20 years
 - Proclamation for November 2012
 - Honor past members/board members
 - Assign a date for the anniversary celebration reunion that will be held at Wahsega 4-H – November ____, 2012

- Deron, Tara, and Laura Aikens will work on 8 other events to take place around the state at various EE center. This will bring the total of EEA events to 20 for the year. **December 9—Deadline for finalizing dates/logistics**
- Incentive activity for attending events will be a BINGO card with 20 events/activities.
- 20 Reasons Georgia Needs EE Bookmark (see attached)
- Calendar of events (Joey)
- T-shirt (Kim K.) will be pre-sold.
- EEA book project of inspirational stories (Kim B.)
- New initiative roll-outs include COOL certification and....

***December 9—Deadline for finalizing dates/logistics**

- The committee needs to discuss fee structure/audience/volunteers needed/registration/PR for each event.
- Who will write PSAs and other EE special interest articles?
- Who will secure sponsorships?

Schedule of EEA Events

January (Mary/Jennifer/Karen/Jerry/Deron)

- January 28 Kickoff at CREEC? from 3 PM – 10 PM
- Free for members
- Members bring a dessert to share
- Food donations and hot cider
- Bonfire, scavenger hunt for 20 items, marshmallow roast, owl prow!
- Have folks bring a picnic or purchase sandwiches from local deli
- Storyteller

February (Karen)

- Nature photography class (ask Georgia Photography Club if they have someone who can teach the class)
- Photo contest
- Theme Suggestions: Why Georgia Needs EE or The Importance of Environmental Stewardship
- Entries will be voted on at the annual conference and winners announced
- Winning photographs used on calendar

March (Sharon)

- Annual conference
- Social celebration

April (Karen/Kim B./Mel)

- Legacy Project—location and project to be determined
- EEA provide labor
- Call for Projects
- Committee will decide which project we will help with
- Organization must be a member of EEA
- Location(s) TBA

May (Carol/Tara)

- National Wetland Month visit a wetland

June (Robby/Karen)

- Pollinator Week
- Firefly Frolics Summer Solstice Celebration at Davidson Arabia on June 21

July (Tara)

- Conasauga Snorkling Trip

August (Tara/Karen)

- Member trip (e.g. caving trip)

September (Tara)

- Jekyll member trip

October (COOL)

- Outdoor Learning Symposium

November (Advisory Council/Executive)

- Retreat
- November 10 or November 17

December (Mary)

- Luminary Night Hike and winter program (e.g. State Park)

Foster, develop, create, build, champion, advocate, defend, inspire, encourage, motivate, boost, support, grow, cultivate, nurture, raise, promote, help, strengthen, endorse, stimulate, protect

1. Strengthen environmental literacy
2. Nurture an appreciation of natural resources
3. Provide critical tools for a 21st century workforce
4. Cultivate awareness of where our food comes from
5. Promote understanding of ecological systems
6. Champion the importance of clean water
7. Encourage a connection to nature
8. Stimulate informed decisions
9. Boost mental and physical health
10. Inspire curiosity and discovery
11. Advocate for responsible action
12. Support protection of biodiversity
13. Develop environmental stewards
14. Encourage understanding of clean air
15. Illuminate the interconnectedness of life
16. Foster an e- friendly quality of life
17. Provide a foundation for the next generation
18. Foster a spiritual connection
19. Bridge the cultural link
20. Celebrate the success stories

Networking

- NAAEE Conference
 - Affiliate Workshop on Diversity
 - Environmental Literacy Plans
 - Affiliate relations
 - EPA grant partnership
 - New Jersey Conference
- High Performance and Healthy Schools Summit
 - Collected contact information from exhibitors

ATEEG

- Turning over administrative duties to Susan Meyers
- Allow me to focus on fund raising, networking and other big picture issues

Fund Raising

George M. Brown Fund	\$5,000
Sponsorship for Conference	
Turner Foundation	\$3,000
Sponsorship for Conference and OLS	
South Georgia Community Foundation	\$1455
Pledged by Heather Brasell for ATEEG Scholarships	
Georgia Pacific – grant application pending	
Individual Giving Campaign	
Launching this week	
Begins with board pledges	