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## **EEA Job Descriptions**

Revised June 2020

### **Board Member**

During most of the organization's 28 years, the Environmental Education Alliance (EEA) has had a "working board" which not only governed but also implemented plans, operated programs, and organized events. With the hiring of an Executive Director in 2020, the EEA Board is in transition towards a greater focus on governance. Until sufficient funding is in place and additional staff is hired, Board members will continue to serve on or chair committees and assist with operations. It is anticipated that the Board Member Job Description will be revised over the next few years to reflect a continuing decrease in operational responsibilities as such tasks are delegated to paid staff; and an increase in focus on planning, partnerships and the big picture.

A board member's term is three years and individuals may serve two consecutive terms. A nominee for board member should be or become a member of EEA. Terms begin July 1.

Responsibilities include:

- Participation in at least 50% of quarterly Board meetings, one of which typically takes place at the annual Board Retreat, and one at the annual conference location, as well as other occasional special meetings of high priority. Directors may participate by teleconference or phone call if unable to attend in person.
- Hiring, supporting, assessing performance of, and setting compensation and benefits for the Executive Director.
- Governing the organization and keeping abreast of related industry trends, issues and practices as well as the organization's programs and operations.
- Providing proper financial oversight, including regularly reading and interpreting financial statements, reviewing and approving budgets, and protecting the organization's assets.
- Ensuring and securing adequate financial resources for EEA to carry out its mission effectively.
- Fundraising [Note: A policy on board members contributing to the organization needs to be set by a consensus decision by the Board each year. It could be a minimum amount, or open to whatever level people feel comfortable contributing, but should give us an opportunity to say to funders that 100% of our board members have invested in the organization. The amount that the 2019-20 Board selected was \$250 per person, by any combination of personal donation or contributions brought in via the Board fundraising campaign(s)].
- Ensuring accountability, ethical integrity, and adherence to EEA by-laws, articles of incorporation, and applicable laws.
- Advocating for EEA - enhancing its standing and visibility; providing connections and networking as appropriate; promoting programs and events; articulating its mission, vision, and signature programs; and advancing the organization as a leader in the field - so the support that EEA provides to

environmental education providers (organizations, agencies, schools, and professionals) reflects best practices, drives innovation, connects people with nature, increases environmental literacy, motivates and inspires stewardship, and protects the environment.

- Actively serving as chair of one committee (operational or programmatic) for EEA. Operational Committees include: Current Issues, Fundraising, Communications (with PR & Newsletter and Website & Database Management sub-committees), and Executive. Programmatic Committees include: Professional Certification in EE (ATEEG), Conference, Council of Outdoor Learning, Member Services (including Volunteer Coordination and Regional), Monarchs Across Georgia, and EEA Store. New committees to be added in 2020 include Strategic Partnerships; PRPL (Practices, Resources and Professional Learning); Higher Education; and Community Engagement & Environmental Stewardship
- Voluntarily assume responsibility for various tasks that arise from Board discussions, and seek to involve others (non-board) in EEA projects or tasks. Complete agreed upon tasks in a timely manner. Assist chairs of the annual conference and/or symposium by encouraging attendance and serving as a volunteer during the event. Conduct other specific tasks as requested by the President.

### **Committee Structure and 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. Fundraising Committee** - This committee oversees the organization's fundraising plan; involves board members in fundraising; collaborates with staff in soliciting grants, contributions and donations; develops and implements strategies to support the infrastructure and programs of EEA; donor acknowledgement; and ensures ethical practices and cost-effectiveness of fundraising efforts.
  - **EEA Store** - This committee oversees the purchasing, pricing, organizing and selling of items in the EEA Store, which may be set up at EEA events such as the Annual Conference and the Outdoor Learning Symposium or on the EEA web site, and may include items for sale such as educational materials, professional journals, teaching supplies, and logo items that increase the visibility and reach of EEA and its signature programs.
- 2. Communications** – This committee coordinates EEA messaging to the public, the membership, and the field, through two sub-committees:
  - **Public Relations and Newsletter Committee** - This committee looks for opportunities to promote environmental-literacy, -stewardship, and -justice; raise the profile of EEA initiatives; and expand opportunities to exhibit at relevant events; and 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.
  - **Website and Database Management Committee** - This committee is responsible for the maintenance of and improvement to of the website and works to maintain the membership list to get information to members, send out reminders, re-engage non-paying members, and add important resource people to the database.
- 3. Board Development** This committee is responsible for Board composition; communicating with prospective board members and recommending appropriate candidates to be Board members or Officers; arranging or conducting orientation for

new Board members and continuing education for the entire Board; and cultivating a culture that is conducive to communication, trust, respect and effective leadership.

**B. Programmatic Board Committees**

4. **ATEEG Committee** - This committee develops and implements the Advanced Training for Environmental Educators for the EEA membership; confers credentials on candidates who complete the program; and advances professionalism. This committee also presents sessions at the conference and may host events that provide interaction between EE professionals and interested college students.
5. **Conference Committee** - This committee plans the annual conference for EEA members. 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.
6. **Council of Outdoor Learning (COOL) Committee** - This committee develops and coordinates the annual Outdoor Learning Symposium and works throughout the year to educate and implement outdoor learning in schools and the community. COOL administers a mini-grant program (as funds allow) to promote best practices and drive innovation.
7. **Member Services Committee** - This committee works on strengthening benefits and responsibilities for members and expanding the membership base through membership drives and public events. **Volunteer Coordination** and **Regional Directors** are sub-committees of Member Services.
  - a. **Volunteer Management Sub-Committee** - This sub-committee works to recruit, train, and coordinate volunteers for EEA.
  - b. **Regional Sub-Committee** – Former regional directors will be a part of the Member Services Committee by engaging communities, recruiting members, and organizing local events.
8. **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. Its mission is to inspire future caretakers of the natural environment by educating about monarch butterflies and other pollinators through activities such as certification of pollinator habitats, administering international educational programs for school children, conducting workshops, working with businesses to promote awareness of the value of creating pollinator habitat, awarding grants, etc.

**New Committees**

**9. Strategic Partnerships**

This committee will help increase EEA's capacity as a leader in the field of environmental education by cultivating relationships, collaborations, alliances and partnerships among organizations, corporations, agencies, and individuals that may support and enhance our vision and mission or common goals.

**10. Practices, Resources and Professional Learning (PRPL)**

This committee will increase the capacity of non-formal and K-12 educators by promoting best practices, inspiring innovation, and supporting professional excellence through curation or creation of high quality resources, tools, models, strategies, professional learning and

opportunities for collaboration.

### **11. Higher Education**

This committee will support educational institutions in their efforts to prepare pre-service teachers, interpreters, naturalists and other environmental educators for effectively engaging their own future students; promote the goal of environmental literacy among all post-secondary students; and advance the concept of environmental education as a continuum that includes environmental literacy, environmental stewardship and environmental justice.

### **12. Community Engagement and Environmental Stewardship**

This committee will promote the involvement of citizens of all ages in environmental education and problem-solving, citizen science and crowd-sourced data collection, environmental stewardship and justice projects, civic discourse, and other forms of community engagement.

### **13. Current Issues**

This committee will monitor and advise the membership of relevant current issues; educate policy-makers about EEA's perspective and impacts on the field; promote and advocate for a statewide culture of environmental literacy; and help EEA ensure that its board, membership, programs and operations reflect organizational values regarding environmental justice, equity, diversity and inclusion.

## **C. Other Board Committees**

**14. Executive Committee** – The Officers including the President, President-Elect, Treasurer and Secretary oversee board meetings and affairs; hire, fire, and evaluate performance of the Executive Director; organize board retreats; approve an annual budget; and conduct business between board meetings.

**15. Advisory Board** - This committee, with guidance from Executive Committee, recruits retired board members to help organize service awards and recognitions, provides organizational background and context, and advises Board members as needed.

**16. Nominations Committee** This committee may be formed and dissolved annually by the Executive Committee, or the duties may be assigned to the Board Development Committee, or assumed by the Executive Committee itself. Responsibilities include contacting potential board members to discuss committee roles, facilitating the voting process, preparing a slate of nominees to be considered for open positions on the Board of Directors in the upcoming fiscal year; preparing a slate of nominees to be considered for Officer positions in the upcoming fiscal year; and orienting new board members prior to the annual Board Retreat.

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