

EEAC Meeting Agenda
September 21, 2021
Tue 5:30 pm - 7 pm
Online Zoom Meeting

Quorum for Steering Committee (SC) is majority of SC members. Total SC members: 14. Majority: 8.

Committee Reports and Updates

- a. Approve previous meeting minutes:
EEACminutes20210818 <https://eeac-nyc.org/2021/09/20/sc-minutes-8-18-2021/>

- b. Program Committee (Fran acting program chair)
 - i. Held a meeting on 8/12 at 4pm
 - ii. We were able to think of a number of programming ideas to explore the complexity of why Environmental Education is a field that contends with low wage jobs and a lack of diversity.
 - iii. We'd like to host a month of virtual sessions this fall to focus on the issue from multiple angles, from confronting the policies shaping the field to individual actions an employee can take to advocate for their salary or professional advancement.
 - iv. To see our full notes, take a look at slides 2 and 3 in this google slide, [EEAC-Programs-Meeting-8_12_2021.pdf](#)
 - v. We are meeting again 8/25 at 4pm to discuss the structure of the event. We will send an open invite to the listserv too.

- c. Communications
 - i. Communication Committee Meeting and updates
 - 1. Rebranding/Logo Redesign: [EEAC-Rebranding-Plan20210921](#)
 - 2. Review member engagement strategies: [EEAC-Member-Engagement-Strategies.pdf](#)
 - 3. New Member Packet--On 8/13 Bonnie Ralston and member Sunny Corrao submitted to Comms+ an [outline](#) for new member packet content, with request for feedback by **Friday, August 20**. A full draft will be shared with SC at the September meeting.
 - 4. Marketing Plan
 - ii. Website and Database Updates: eeac-nyc.org
 - 1. New website (switched on, 1/13/2021).
 - a. Survey (on website and newsletter) sent out 2/16/2021 (by Bonnie M.)
 - b. Survey deadline 3/28/2021 (Sunday).
 - c. **Survey Update (Bonnie M.)**
 - 2. The internal section:
 - a. **SC members still to be given access?**
 - b. Instructions to using WordPress (WP):
 - i. How to use WP video clips (link provided with access setup).
 - ii. Or, **set zoom appointment** for a hands-on guide.
 - 3. Website plan - upcoming:

- a. **Redesign** of the website based on the Adaptive Plan - will follow the rebranding/logo redesign phase.
 - b. **Membership** system (coordinate Shig and Mary M.) - will be tested in our Management testing site **which is now at testsite.eeac-nyc.org**.
 - c. PUBLICIZING WEBSITE?
 - 4. Database content status report. MAILING OF PRESS RELEASE?
 - 5. Followup on 2 requests via the website's contact form, to subscribe to the listserv.
- iii. Newsletter-blog using WordPress.
 - 1. Newsletter-blog landing page:
<https://eeac-nyc.org/newsletter-blog/>
 - 2. Newsletter-blog, first version (ready for public):
<https://eeac-nyc.org/2021/04/23/eeac-newsletter-spring-2021/>
- d. EEAC and NYSOEA Partnership
 - i. 2021 Conference will be a hybrid virtual/in-person
 - 1. Looking for conference proposals
 - 2. Metro Region host: Jones Beach State Park
 - a. Looking for carpool coordination
- e. Projects Forum
 - i. Next Steps- DISTRIBUTION OF MINI-REPORT TO ALL LISTS TO INFORM THEM ABOUT THE FORUM V REPORT ON THE WEBSITE!!
 - ii. REPORT ON SYLLABI BANK and FOLLOWUP ON PROJECT IDEAS FROM FORUM V
- f. Adaptive Plan Accountability
 - i. Retreat -- purpose and date discussion -- to be discussed
 - ii. COOP (Bonnie M.)
- g. Membership and Finance: Mary Most -
 - i. **Membership: NO CHANGE** from 5/19/2021 stats:
About 50% of members have renewed for 2021; only 24% of our Organizational memberships have renewed.
20 Individual Members, 1 student, 35 Indiv thru 7 orgs, 32 Lifetime (vs 2019 = 42 Indiv, 12 Student, 79 Indiv thru 29 Org, 30 Lifetime)
 - ii. **Finance 5/31/2021 report:**
no change except + 35 cent interest = \$8,866.42 current balance
 - iii. **Tasks COMPLETED**
 - Filed IRS Form 99N for 2020 to renew EEAC's tax-exempt status.
 - **Eventbrite lists updated:** Bonnie Ralston and Mary Most compared and updated the Eventbrite lists to include membership list, TEEP lists, and Google Group list,

prior to sending invites for the June 15 Skill Share, which promoted the Membership options *but yielded no new memberships*.

- Mary Most to contact the remaining senders of checks dating back to Nov 2019 recently located by Mary Leou at NYU, and make arrangements for replacement payment via PayPal or Eventbrite.
- **For the record: Amalgamated Bank** still shows Judith Hutton at NYBG as primary contact. Requested in Jan 2020 that they update signatories to Mary Most, Sarah Pidgeon (remove Jacqueline Pilati, Judith Hutton).

TO DO:

- Mary Most will initiate “**2021 Membership Drive**” -- invite all GoogleGroup subscribers and Eventbrite subscribers to join or renew. We’ve held off since the pandemic. Link: <https://2021-eeac-membership.eventbrite.com>
- ***Eventbrite list maintenance should move to Programs or Communications***