EEAC Meeting Agenda
October 20, 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:
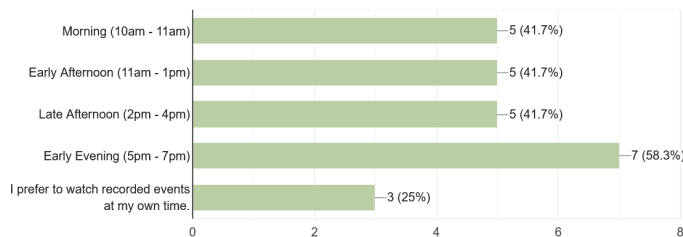   EEACminutes20210921 (Not ready by this meeting)

b. <u>Program Committee (Fran acting program chair)</u>
    i.   *Sent out a poll to gather interest/ideas from membership for a possible October meeting and for the annual meeting. Not enough interest in an October meeting for a lift off. 12 results, 3 from SC members. Results from polling members: Shifting focus to Annual meeting set for 11/17.*
        ■ *Feedback:*

What is your preferred time to attend a virtual event? (Select all that apply)

12 responses

Morning (10am - 11am)	5 (41.7%)
Early Afternoon (11am - 1pm)	5 (41.7%)
Late Afternoon (2pm - 4pm)	5 (41.7%)
Early Evening (5pm - 7pm)	7 (58.3%)
I prefer to watch recorded events at my own time.	3 (25%)

        ■ *Topics to Address in Annual Meeting:*

Action Steps for EE Organizations: What can leadership at EE organizations do to confront low wages and the lack of diversity in their work places? What can individuals in EE organizations do to advocate for themselves?

    Hearing from a school that values EE has been impacted in keeping programs on the table this fall.

Shift to State of the Field Update

● **Panel Discussion: State of EE in K-12 / school / government agency / non-profit (WCS) / for-profit (Sims)**
    ○ **Oren or someone else presentation - Columbia (Sarah)**

- - - School reach out - PS110K/ NJ School (Fran)
    - **Parks person (Bonnie M. !! or Ranger)**
    - **Latino Outdoors Org (Ilana Weinstein)**
      - **ilana.weinstein13@gmail.com**
  - **Let's gather this captive audience for feedback**
    - **Push for member engagement : Bonnie R.**

Looking for help

- Need many hands on deck to plan annual meeting.
- Much of this can be done virtually. Subcommittee leads can update their slides.
- We will **reuse our agenda from last year**, 20.10.28_EEAC-Annual-Meeting-Planning.pdf, and could use help reaching out to guest speakers
- We'll need a zoom link - I think we should buy an account for EEAC, but happy to have a loaner (11/17 - 5:30pm to 7pm)
  - Sarah can provide in the interim
- Save the Date and Eventbrite
  - Text place holder - with topic and theme (goal of Monday 10/25) Launch
  - Fran will reach out to folks above with information
  - Save the date (membership)

c. Communications
  i. Communication Committee Meeting and updates
    - Rebranding/Logo Redesign: EEAC-Rebranding-Plan20210921.pdf
    - Review member engagement strategies: https://docs.google.com/document/d/1N4buhc48tm3aRlffvSSQ0kxXttL48ko5AE27l74pexY/edit?usp=sharing
    - New Member Packet--On 8/13 Bonnie Ralston and member Sunny Corrao submitted to Comms+ an **outline**, Benefits-of-membership-text-for-website-and-outline-for-member-packet202109.pdf, 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.
    - Marketing Plan
  ii. Website and Database Updates: eeac-nyc.org
    - New website (switched on, 1/13/2021).
      - Survey (on website and newsletter) sent out 2/16/2021 (by Bonnie M.)
      - Survey deadline 3/28/2021 (Sunday).
      - **Survey Update (Bonnie M.)**
    - The internal section:
      - **SC members still to be given access?**
      - 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.
    - Website plan - upcoming:
      - **Redesign** of the website based on the Adaptive Plan - will follow the rebranding/logo redesign phase.

- **Membership** system (coordinate Shig and Mary M.) - will be tested in our Management testing site **which is now at testsite.eeac-nyc.org**.
  - PUBLICIZING WEBSITE?
- Database content status report. MAILING OF PRESS RELEASE?
- Followup on 2 requests via the website's contact form, to subscribe to the listserv.

   iii. Newsletter-blog using WordPress.
- Newsletter-blog landing page: https://eeac-nyc.org/newsletter-blog/
- 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
     - Looking for conference proposals
     - Metro Region host: Jones Beach State Park
       - 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- focus on outreach in support of the proposed environmental rights amendment to the state constitution

f. Adaptive Plan Accountability
  i. Retreat -- purpose and date discussion -- to be discussed
  ii. COOP (Bonnie M.)

g. Membership and Finance: Mary Most
  i. See Finance Report (*separate item*).

  ii. **Question**: Usually memberships received in October (e.g., with registrations for Nov Annual Meeting) are good through Dec of the NEXT YEAR. I suggest we offer that again? **TO DO:**
     - Create "**2022 Membership Drive**" Eventbrite, then edit link on website at www.eeac-nyc.org/membership -- invite all GoogleGroup subscribers and Eventbrite subscribers to join or renew. We've held off since the pandemic.
     - Current Link: https://2021-eeac-membership.eventbrite.com
     - Create "invoices" for organizational memberships, email each organization's primary contact including a chart showing their current members, titles, and contact info.

  iii. TO DO: Contact the remaining senders of checks dating back to Nov 2019 recently (spring 2021) located by Mary Leou at NYU, and make arrangements for replacement payment via PayPal or Eventbrite.

iv. **For the record: Amalgamated Bank** still shows Judith H. as primary contact. River is also on the account. Requested in Jan 2020 that they update signatories.

v. ***Eventbrite list maintenance should move to Programs or Communications.*** Has this happened yet?