

EEAC Meeting Notes
August 18, 2021
Wed 5:30 pm - 7 pm
Online Zoom Meeting

Committee Reports and Updates

- a. Approve previous meeting minutes:
[EEACminutes20210721](#)

- 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 https://eeac-nyc.org/wp-content/uploads/2021/09/EEAC-Programs-Meeting-8_12_21.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.

Best practices for hiring - sharing wage information

Sarah: cool to have new voices and great ideas.

Different audiences - different sessions enable standalone under theme - a little something for everyone

Each event has actions and well facilitated means for capturing discussion - space for generative discussion

- c. Communications
 - i. Communication Committee Meeting and updates
 - 1. Rebranding/Logo Redesign:
<https://eeac-nyc.org/wp-content/uploads/2021/09/EEAC-Rebranding-Plan-copy-for-minutes20210818.pdf>
 - 2. Review member engagement strategies:
<https://eeac-nyc.org/wp-content/uploads/2021/09/EEAC-Member-Engagement-Strategies20210623.pdf>

Coincide send with callout for steering committee, September new member push, usually done in February; vigorous pitch get members to see how the list service works and if you want to stay involved pay your dues and we are looking for involvement

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

Communications committee meeting did not happen

- 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 permanent 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

700 Downloads from all over the world. Lots of action, thanks to Shig for locations

Very little from NY State, 80 of 131 outreached to; - responding to the website and downloading courses internationally - is this what we want to do

McGill University (Montreal) - not one in US that does what they do; University of Kassel in Germany, strong sustainability environmental component in their Teaching Ed courses.

Intensive Singapore downloading;

Bot Petal search engine - is it an educator or is it accumulating to use or sell as a service?

*France, Sweden, lots of downloads in the US, 12 from City College area; others from Wichita, Kansas; Charleston, SC - Clemson, other schools, Horta Museum in Belgium - museum nature education program - Problem: impressive global reach - stimulate environmental training
On the other hand, not much from NYS - we are behind - shows the potential of our website*

2500 visitors - what has it been like over last few months

Tech and partnership workshops - 1000 looking over the period of a year better than 15 live - promote the website.

How do you plan to use this? Way to ask for Affiliations - different kinds of bots - some trying to gather information - to sell - some bots building their own search engines - also, university staff or students create their own bots for research purposes

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

Tremendous progress benchmarks great work to be done - 1. we need conversations about our capacity to prioritize, 2. Who is here? Step back, what brought you here? 3. What does it mean, what does an engaged SC member look like? What kind of responsibilities accountabilities - we want to move forward - blueprint for those coming after us. Maybe a stop gap now in Delta Virus - but impossible to talk now before school - given the openness - after work meeting? Is But important that all are there

Afterwork for 2 hours, increased programming - burn out, Saturday and Sunday -

Maybe 1 hr every other week is better than holding off until December

Jamboard think time, short and sweet, Thursday Aug 26 5:30

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 Individ thru 7 orgs, 32 Lifetime
(vs 2019 = 42 Individ, 12 Student, 79 Individ thru 29 Org, 30 Lifetime)

Nominations, divvy the list, We get a list of current and reach out through our personal emails, how long what do they do voices and perspectives reaching out Stepping stone outside our current circles - how can we make the steering committee membership appealing - all of us involved

*Mike: WE act - environmental justice a major effect
Programming - capacity of the field*

Discussion - direct recruitment from a movement we want to be a part of

One year of active duty to be on the committee - long term strategic plan. Or waive the requirement of one year activation - liaison position - to try before they buy, even if a non-voting committee. Waiving the membership fee, active involvement - youth liaison - no reason to ask them to be a member first.

Inviting people to meetings we want their perspective - we're trying to include people who are not members

Difficult to get people to show up - rich attendance and relationships needs incentivized - giving title - people want to feel valued - more likely to be more invested. Should not be transactional however we're offering craft and deliberate what you are signing on to

Give people an opportunity to set some roots. Maybe 2 people for November -

Idea in order for it to happen we need people to shape it - an opportunity to shape the organization for years to come.

*Environmental liaison, youth liaison, classroom teacher -
Spots to feel - Robert: nominations committee.*

River suggested that a copy be made of the list to send and then it could be marked

Need in communications

River will provide some language - connect with 3 people each? Nominations - justification for why they might be a good fit. Internal vetting - if we know them

Process already included Nomination form then discussed with the steering committee

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**