

EEAC Annual Meeting (Year 47) 2021 - Facilitator's Guide

WHEN: Wednesday, December 8, 2021, 5:30pm to 7pm

WHERE: Zoom, through Eventbrite Invitation

Eventbrite LINK:

<https://www.eventbrite.com/e/eeac-2021-annual-meeting-zoom-registration-208877898417>

Zoom link: _

Slideshow: [EEAC 47th ANNUAL MEETING 2021](#)

WHO/What:

- Launches Zoom meeting in Sarah's absence + records meeting in Zoom- **Fran**
- Introduction and Facilitate Transitions - MCs - **Bonnie M.**
- Compile Google Slides - **Fran**
- Curates Panel - **Fran and Mary L. ✓**
- Handles the chat and the behind-the-scenes during the meeting - **Isa**
- EEAC Committee will share updates: **(All Committee Leads)**
- Curates Networking Activity or Feedback Activity (random break out rooms 3 or 4 people, 8-10 min, SC spread out as co-hosts and could select rooms, conversation starters/prompt) **Bonnie R.**
- Exit Ticket, with new questions folded in - interest in Newsletter and adding info to PD database: [Volunteering-with-EEAC-202111.pdf](#) - **Fran**

- Send confirmation details and follow-up email to attendees + registrants (set up through Eventbrite) - **Fran ✓**

ACTION STEPS + TIMELINE

[g/wp-content/uploads/2022/01/Volunteering-with-EEAC-202111.pdf](#)

Week of 10/25 - Reach out to Speakers, Set-up Eventbrite (minimal details as a save the date)

Week of 11/1 - waiting for confirmation for speakers

Week of 11/8 - shifted the date

Week of 11/15 - Launch eventbrite, send announcement through list-serv and social media channels (instagram, facebook, linkedin?), divvy up responsibilities for annual event

Week of 11/22 - update presentation

Week of 11/29 - panel facilitation check-in, practice run?

Week of 12/6 - week of presentation

Strategic Planning Checklist/Review Document:

[EEAC-NEW-INITIATIVE-CONSIDERATIONS-20210623.pdf](#)

BOOK GUEST SPEAKERS + EVENT FACILITATION

- [Speakers Bios](#)
- [Final Questions for Panel](#)
 - Note catching document for Q&A:
Mary Leou: How has Covid impacted EE in your setting and how might it impact your work going forward?
- Confirmed Speakers who support Environmental Education
 - Higher Ed (Sarah) - **MARY TING IS CONFIRMED**
 - <https://www.maryting.com/about>
 - mtingstudio@gmail.com
 - What about Yael Wyner from CUNY? She launched an undergrad science communications program (we're working with her)...it's a really exciting development, the only EE-adjacent undergrad program in NYC
 - K-12 (Fran) - PS 110K/ **DANA RACIUNAS IS CONFIRMED,**
draciun@schools.nyc.gov
 - Government Agency (Bonnie M.) - Park Ranger or Bonnie M.!!! <3
 - Non-profit - Groundworks Hudson Valley (Ilana Weinstein)
 - **Jason Bonet is confirmed, jason@groundworkhv.org.**
 - Ilana if your person can't come through, David Chuchuca was recommended by someone in our survey for potential speakers:
<https://www.davidchuchuca.com/about>
- Planning doc: [Confirm questions and flow for Guest Panel](#)
 - Bios read by panel hosts along with purpose of hearing from this collection of speakers
 - Pacing of questions (Questions meant for everyone*/Questions for specific panelists)
 - 1-7 questions total
 - Q&A from attendees
- Section for membership networking and feedback
 - From the member engagement work, here's what we want to learn from membership:
 - Ask members what resources would be valuable
 - Ask members how they use/what they want from newsletter
 - Ask members how they use/what they want from listserv
 - Reach out to membership to see what events they want
 - Survey members on programming they would use and benefit from to help them advance in their career
 - Members interviewing members--
 - Ask members what we should continue to do, change doing, or stop doing altogether

- Ask members who and what we should be including to advance our work on mission execution
- BREAKOUT ROOM TOPICS
 - **Book Club:** Choose this room if you've got an EE-related book to recommend, or are looking for inspiration for your next read.
 - **Suggestion Box:** Choose this room if you've got ideas/requests for programs, events, resources that you'd like to see EEAC take on in the new year.
 - **Job Board:** Choose this room if you have a position you are looking to fill, or if you are looking for peer support in your job search.
 - **Activity Share:** Choose this room if you have a new EE activity/lesson to share or to workshop.
 - **Member Meetup:** Choose this room if you're looking to connect with other EEAC Members.

MARKETING + PROMOTION

- **Eventbrite push (You can only send 500 emails a day)**
 - **Eventbrite Language:**
 - **Summary:** Join the EEAC community in reflecting on the past year, looking forward to 2022, and catching up with familiar faces!
 - **Event Details:**
 - Hear from a Panel of Guest Experts reflecting on the challenges and hopes they see in Environmental Education from varied perspectives in higher education, K-12 schools, and nonprofit organizations.
 - EEAC Steering Committee members will present brief reports on where we are, and where we hope to go in 2022. And how you can join us in achieving our mission!
 - There will be time for networking, discussions, and reflection with colleagues.
- **List-serv share ✓**
- **EEAC website post ✓**
- **NYC STEM Network**
- **NYSOA - Christina?**
- **Where else? NYCMER - Christina?**
- **EEAC's Social Media (Used \$5 credit for social media push. Will report results after event.)**
 - **Facebook**
 - **Instagram**
 - **LinkedIn (only 4 followers as of 10/23/21)**
 - **Twitter?**

PRE-EVENT COMMUNICATION

- Check-in with each presenter, what do they need to feel ready? Would they be comfortable with us sharing their contact info and presentation with attendees after? - Fran

- Set up pre-event emails that will come from Eventbrite - Fran
 - These should be sent out a 3 hours before event and 5 minutes before event
 - Invite membership and eventbrite lists
- Dry-Run for Facilitators 12/7/21 - 5:30 - 6:30

AGENDA + FACILITATION GUIDE

- [Panel Questions and Flow](#)
- Roles Day During Event:
 - Host: Bonnie McGuire
 - Chat moderator (collecting questions for the Q&A): Bonnie Ralston
 - Link Dropper: Fran
 - Timekeeper:
 - Slideshow advancer/Screen share: Fran
 - Hit Record: Fran
- **call out EEAC members + pitch membership?**
- Exit survey - recycled from Forum (eye on adaptive plan benchmarks)
 - Would you want to be involved in another one as an attendee/presenter

POST--EVENT COMMUNICATION

- **Exit Ticket: include outreach for newsletter to get more submissions**
 - [Volunteering-with-EEAC-202111a.pdf](#)
- **Resource list shared by presenters, contact info, survey**
- **Edit recording of panel, upload to our youtube channel**
- **Add video link to our website**
- **Pull attendance - Fran will capture from Sarah's Zoom and share with SC**
 - **Share with Mary Most vs. registration link**
- **Send thank-you emails to presenters**
- **Review and record eventbrite metrics**
- **Registrants vs. attendees**
 - **Send a recording and message to folks who cannot make it**
 - **Send thank you for attending email (example below)**

GOAL REFLECTION

- **Set date for Program Reflection outside of SC meeting**

Program Goals

Metric	Goal	Actual
Total Attendees	30 attendees	
Attendees not including presenters and SC	22 attendees	
Registered	58 registrants	

Social Media Reach	xx	
EEAC Program Webpage Hits	15 hits	

5:15pm arrival for participating folks

Agenda Item	Timing	Technology Needs	People Responsible
Activity Opener	As people enter the Zoom space	Prompt on slide, tech tool or chat response	
Welcome w/ Bonnie M.	10 min	Reuse Sarah's slides - shared as a group/Bonnie updates template - all contribute	Bonnie M. presenting Isa on chat
Panel	30 min, presentation, 10 min for questions	Hopes and Challenges in Environmental Education	Hosted by Fazia Azam, featuring 3 guest speakers bios
Subcommittee Announcements	15 minutes	Slides bases presentations	Which committees will update? Bob/Mary - Isa - Mike - Bonnie R - Fran - Who will speak?,

			<p>“how do you want to help?” google form</p> <p>There are many opportunities to become more active within this vibrant community of environmental educators. Please let us know your areas of interest via this Google Form: Volunteering-with-EEA C-202111f.pdf</p>
Closing/ Optional Networking Time (optional)	7-7:30pm 30 minutes	Breakout rooms	Informal Mix and Mingle

Ways to Engage with Audience Virtually

When would adding these to the meeting add value?

Engagement Strategy	Questions	Notes
<i>Thinker Questions to send to participants before the meeting through Eventbrite to prepare to talk about civic engagement and youth.</i>	<ul style="list-style-type: none"> • Share an example of a civic engagement you’ve led with youth? • Give a shout out to a program that creates civic engagement opportunities for youth? • 	
<i>Google Form A place to gather votes, announcements and closing questions from the audience.</i>	<p><i>TBD: “How will you contribute to the future?” - read out from google forms</i></p> <p><i>Alternate question(s):</i></p>	

	<ul style="list-style-type: none"> • <i>What makes you hopeful about the future? (1-2 words)</i> • 	
<p><u>Padlet</u> <i>An interactive webpage that allows users to leave comments in real time.</i></p>		
<p><u>Jamboard</u> <i>An interactive page that allows users to post sticky notes, drop images and</i></p>		
<p><i>Polls through Zoom</i></p>		
<p><i>Polls through <u>Poll Everywhere</u></i></p>		

2020 Annual Meeting notes from Bonnie Ralston

Things to communicate to Membership, from Strategic Priorities, Month 1-6:

Organizational Leadership/Communications

- Communicate new direction to membership (mission):
 - frame EEAC as a learning organization
 - be honest/transparent about EEAC shortcomings and gaps, and ask for help/suggestions. Acknowledge that achieving our mission will require a great deal of listening/learning on the EEAC's part
 - Prioritize sharing the goals/needs of the new EEAC and ways to engage membership and not-yet-members in being a part of the next phase of EEAC to help distribute the workload
 - Reinforce the new mission statement

Encourage Active Participation

- Keep members informed of fun and valuable volunteer opportunities
 - Recruit new members to increase potential contributors to the work
 - *Actively remind membership of committees/roles they can volunteer for--what are the benefits to volunteering, and how much fun it is (ongoing)*

From Subcommittee spreadsheets:

Program Committee:

Host annual meeting, invite membership input on what will be most useful in terms of special content; survey membership post-event to learn what worked, what didn't, what was missing

Communications Committee:

Survey membership re: newsletter readership, satisfaction, and what they'd like to see more of in the newsletter or if they want/need a newsletter at all.

Data Collection from Membership about...

Communication

What is your preferred way to receive information/communication from EEAC?

- Emails on an as-needed basis via listserv
- Regularly scheduled emails (monthly/bimonthly, quarterly)
- Stand-alone digital newsletter publication, published on a quarterly/triannual basis
- Stand-alone printed newsletter publication, published on a quarterly/triannual basis (*this would be a new effort; hasn't existed for many years -MM*)
- what they'd most like out of the website -

The listserve is our primary way of communicating with members. Please name one or two ways we can improve the user experience. Please name one or two ways we can increase its relevance.

Something about the website--

Do you visit the website? If so, why? If not, why?

Newsletter--

What newsletter features do you find useful (list out sections)

Name one or two ways that the newsletter could be improved

...more ideas t/k

What do you want out of EEAC? How can we meet your needs?

- Suggested Outreach Language for prospective speakers

Dear X,

[personal message]

I am reaching out to you on behalf of the [Environmental Education Advisory Council of New York City](#) (EEAC), a volunteer-run organization dedicated to supporting environmental education in New York City and beyond.

You are invited to present on a panel of professionals to reflect on the state of Environmental Education in NYC, ***where there are challenges and where there is hope?***

We think the perspective you would bring from your experience in [description of their work] would offer invaluable perspective to our attendees.

The panel discussion will take place during our 47th Annual Meeting which is scheduled to be held via a Zoom on **December 8th, 5:30pm to 7pm**. Would you be able to join us during that time?

If yes, we will provide you a list of questions to ensure you feel comfortable. If you are unable to make it, perhaps you can refer us to a colleague who may be interested in presenting.

Thank you for considering joining us!

We look forward to hearing from you.

Best,

[Your Name]