

February 4, 2000

Wisconsin Association for Environmental Education Board Meeting

Called to order 4:05 p.m. In the loft above the Treehaven cafeteria

ATTENDING: Paul Denowski, Tom Barrett, Kerry Eastman, Jim McGinity, Mike Flitter, Cindy Halter, Elizabeth Janvrin, Mary Pardee, Paul Wozniak (minutes)

INTRODUCTIONS

Cindy suggested the board members introduce themselves as there are several new members.

Jim McGinity said he practically lives at Riveredge Nature Center. He's been in Wisconsin only 1 ½ years coming from 9 years in Florida at a nature center. He was involved in LEEF, Florida's WAEE. LEEF gets 250-300 people at their conferences. Nature center people I've met in Wis. say WAEE doesn't have much to offer, so I decided to get involved.

Elizabeth Janvrin has been a nature center director of a small LaCrosse nature center. At UWSP as student got involved in the EE organization there. She finds it a concern that Paul reported that nature centers don't find value. She wants WAEE to also be a value to classroom teachers. Currently, Elizabeth is a stay at home mom.

Mike Flitter is an ex-Soil Conservation Service worker, an ex-U of Nevada forestry teacher, and currently a worker for PKI. PKI of Arkansas is a private EE org that also works to supply water systems to poor people around the world. Mike's major concern is that WI gets its act together again and become a leader in EE, not a follower.

Paul Denowski, is Camp Edwards YMCA camp director. He's been a member for 5-6 years of WAEE, first as a student at UWSP, then when he returned from Minnesota. Paul was encouraged by others to run for the board. Residential camps are major source of his background and orientation. He was once affiliated with LOOSE group. He'd like to work to get that or something like that working again.

Geoffrey Bishop is director of a Mukwanago area nature camp, Nature's Classroom. An Australian, he was a landscape educator who got involved in EE in New England. He came into WAEE without knowledge of what group has done or its history. Geoffrey is now treasurer of the Board. He is also chair for upcoming Fall Conference. He joined WAEE because wanted to expand EE into every school and every classroom as well as at nature centers.

Tom Barrett is a UWSP student and new student rep. One year ago he moved to Wisconsin for first time from Arizona where EE was eliminated a year ago. He would like to do EE for a national or world environmental group after graduation. He has some experience with the Midwest in summer; he worked the last three summers at Minnesota camps and with the MDNR.

Kerry Eastman is a grad student in EE at UWSP. Kerry works for the National Environmental Education Advancement Project [NEEAP], lives in Milwaukee and commutes to Stevens Point. She moved to Wisconsin because of her fiancé in Milwaukee. She taught science in Milwaukee for a year.

Paul Wozniak is a market researcher for a utility company. He is involved in EE through a private group he started called the Fox/Wolf Rivers Environmental History Project www.foxwolf.org. Some of his previous work experience was in media/public relations, and his chief goal for WAEE is to promote public awareness about and support for EE statewide. Last year he worked with other members to produce a brochure called EE Works For Wisconsin, and he now serves on an inter-group consortium that was organized to promote EE in the news media and in local school districts.

Mary Pardee, Madison, teaches at the preschool Kids Express Learning Center. Mary was previously at Navarino Nature Center and Brillion Nature Center. She has always wanted to be on board, but now has time for it because of her new job.

Cindy Halter of LaCrosse is a grad in EE from UWSP. She taught life science, 7th grade, in classroom a few years, joined board couple years ago because the WAEE Bulletin said they needed help. Her interest is membership, not just in numbers but in quality of involvement. She feels WAEE needs to be more in forefront as a state. Right now, she is a stay at home mom.

WALK THROUGH OF BOARD MEMBER BINDER

1. Mileage and phone calls reimbursable through Cathy Mackay using forms in binder.
2. Mission statement is listed.
3. Calendar is listed, including WEEB meetings where we are not required to meet but which is good for
4. WAEE board meetings to attend.
5. By-laws should be reviewed. The fact that none of the board was up on the by-laws led us to make mistakes at Green Lake regarding student representatives.
6. Cathy Mackay is our wonderful assistant since June 99 and she is a very thorough worker.
7. What EE is.
8. Strategic plan section is empty. WAEE doesn't have one although we meet every year to plan, but it's not quite a formal strategic plan.

CALENDAR for 2000 meetings

Move to approve calendar by Mike Flitter, Second by Elizabeth Jandrin. Discussion—Jim asked about WEEB meetings, if required. No, said Cindy. The only required/assigned are WAEE meeting attendance and complete articles for EE News. Vote: All aye.

March retreat on Saturday will focus on the OAT process. Paul Denowski can't make because of work requirements. Tom Barrett has class conflict. Paul Wozniak has two play performances on Saturday, but can make the Sunday. Any board member who has not already returned the OAT booklet to Elizabeth should do so by the end of this week.

DECEMBER BOARD MINUTES

Move to approve Dec board meeting minutes by Geoffrey, second by Mike F. All aye.

EE NEWS ASSIGNMENTS

Deadline is March 10th. Starting a column about EE organizations in state besides WAEE. Pat Marinac wrote one about WEEB. Should have one by WCEE. Paul Wozniak asked to do bio article on himself for EE News.

Tom will contact WCEE and request a brief article of 300-400 words.

On future lists of board members, work affiliation will be listed unless an individual board member requests.

Membership committee will submit list of non-profit and corporate members to recognize them publically.

If you want to bring rough drafts to the March work weekend for review by other board members, that is invited.

MIDWEST 2001 CONFERENCE

Cindy discussed an e-mail received from Susan Gilchrist with info about the previous Midwest conference held in Madison. Susan suggested no one would come to WAEE to volunteer for a leadership job; we will have to seek leaders out. Stevens Point, Madison and Green Bay have had the past three Wisconsin Midwest conferences. Eau Claire has not had a conference. Jim asked where the majority of membership is, and southeast Wisconsin has the bulk, including 30 nature centers. A group of five people are needed as

a core to host the Midwest conference. We need to get something started before the March weekend.
Everyone on the board should act to make contacts.

COMMUNICATIONS PROPOSAL

Cindy said she previously sent everyone an e-mail describing the proposal, but that Kerry will make a presentation about it. Kerry passed out three one-page handouts summarizing the plan and proposals.

Kerry: In 1995 a state summit was held about EE to identify challenges facing EE. One of those challenges was communication of value. An ad hoc committee was formed in 1998 and a communications plan was developed. The EE Works for Wisconsin brochure was produced. 2500 remain. Also in 1998 Pat Marinac chaired a communications committee for WEEB. Rick Wilke worked to get graduate students involved in a joint committee to develop a state communications plan. The WEEB unanimously approved the plan in January 2000, but did not award funding. Rick has prepared two proposals for funding to carry out the plan. WAEE was raised as a possible fiscal authority not formerly affiliated with WEEB. The idea is for WAEE to give oversight to the funding process. Work could be subcontracted. There wouldn't be extra work for Cathy M. The subcontractor, who would be Rick Wilke, would do the work.

Mike moved that WAEE's name be entered as applicant for the two Wilke-prepared WEEB grant proposals for communication about environmental education in Wisconsin, Geoffrey seconded. Geoffrey mentioned that the proposal was ideal for WAEE. Our name would get publicity. Cindy said we could make communications a role, and perhaps it will lead to redefining our niche. We can discuss our mission at the March retreat. Kerry said it would help our leadership image as well as raise name awareness. Cindy said WAEE members could volunteer help to make the project function even more effectively. Geoffrey asked if accepting this grant would reduce our chances of getting a WEEB grant. Jim and Kerry said they didn't think so. Paul D. asked for clarification of the handouts. Kerry said one was a proposal for 'unexpended WEEB funds' to be awarded Feb-July 2000. The second proposal is for 18 months starting in July. Paul asked about volunteer support. Kerry and Tom have developed an organizing packet to get more volunteers involved.

OAT Process/Board Development

Tracy Beasley of New Hampshire is available to facilitate the OAT process at the March retreat. Cindy asked that \$500 of the EE2000 funds be given to Tracy as a stipend and travel expenses to come from the Barter Network of NEEAP Ed-Gateway. Craig Johnson of Minnesota may be asked to be co-facilitator with any funds to come from the \$500. Geoffrey noted that previously we as a board had agreed to use the \$2100 for board development and skill-training for our administrative assistant.

Vote called for by Cindy to spend \$500 for the OAT workshop in March. Unanimously approved.

WAEE needs to apply for a travel grant from NAAEE to cover Tracy's travel expenses.

Of the approximately \$1400 left in the EE2000 funds, we could spend it to act on the results of the OAT evaluation. However, the money must be spent by July 1, 2000.

Cindy noted that Saturday March 4th has a rough schedule of: 9-Noon is list ideas and prioritize. Noon to 3 is review existing strategic plan and develop action plan. 3-5 is discussion. Evening is social. Sunday is board meeting.

Kerry explained the Barter Network and the web site on Ed Gateway [www.edgateway.net]. Elizabeth said that the OAT process has some challenging sections, and even if you can't fill it out because of lack of knowledge, it's important to read it all.

Cindy noted that it's important for nature centers to communicate their needs to the board, and she encouraged the board members who are from nature centers to do so. Although there is not a committee for nature centers, we could form one, she said. Paul D. noted that after 1995 the LOOSE group wasn't heard from. Madison has a 'nature net' which forms like LOOSE, and April 7th there will be a get-together at the Aldo Leopold Center in Madison to Kath Conn. At that meeting, the issue of linking to WAEE will be

discussed. Regardless, WAEE needs more activities relevant to nature centers. Perhaps a track can be added to the fall conference for nature centers. Mary said the LOOSE group was split a few years ago on whether to formally organize, but most of those who wanted informality are gone. Paul D. mentioned that many of the former members were exec directors who have moved to INC. However, that group does not serve staff naturalists. Tours of area nature centers could be given, but Cindy noted that at last year's conference, there was not enough early prep to line up tours at local nature centers. Kerry said an EE resource guide would be a valuable benefit for nature centers and WAEE could do it. About 15 different nature center reps from eight centers were at Green Lake last fall.

ADMINISTRATIVE ASSISTANT HOURS

Cathy had asked that 20 hours be allowed per week instead of 12 as now. There is too much work to get done in 12 hours a week. Cindy noted that we really don't have a budget plan today. Kerry suggested some board member be assigned to review the budget and see if that is possible. Geoffrey said we'd have to consider the work that needs to be done with our goals. Kerry said the board should be informed at the March retreat about the state of the budget. Geoffrey said we're in a pretty good position financially, but if we dip into reserves, we have to be cautious. Our reserve is limited and is not being replenished. New memberships and grants may be necessary. Geoffrey said he is working on the fall conference to meet last year's budget in dollars spent. Elizabeth said that to be in good position in the future, the board must make sure the Midwest conference is successful. Cindy said our committees, like the fall conference team, must prepare a budget for presentation to the board. Documentation is important. Geoffrey said a budget is a lot of work and with a volunteer organization, it is a problem. Cindy said perhaps she could draft some rough budgets for review at the March meeting.

REPORT FROM CATHY

Cindy said Cathy is working on Winter Workshop and membership renewals.

STUDENT BOARD MEMBER

Tom asked for clarification on his role. Cindy said the student rep speaks for students, and the board needs to review getting a vote for the student rep. WAEE wants student involvement to grow. Geoffrey said the student rep's major role is to publicize WAEE to students and encourage conference attendance.

FALL CONFERENCE

Geoffrey passed out leaflets for the fall conference. Briefly, the conference will include sessions reviewing environmental ed standards, review 100 years of EE, do scuba diving as a workshop option, do geologic history tour, visit Aldo Leopold Shack, Crane Foundation, Necedah refuge. A keynote speaker will be a science education promoter. Also a co-author with Rachel Carson will speak. Open space exercises will be held one day to encourage networking. Geoffrey said the conference has a workshop of four so far. Next meeting of the team is next week. Accommodations will be cheaper than Green Lake was.

ADJOURNMENT

Kerry moved to adjourn. Meeting was adjourned 6:15pm.