

## WAEE Fall Conference Board Meeting Agenda

Wyndham Convention Center

Milwaukee, Wisconsin

November 1, 2008

12:30pm – 2:30pm

The meeting was called to order by Madam Chairperson Betsy Parker at 12:47 pm.

**Present:** Tom Quinn, Betsy Parker, Ruth Ann Lee, Abbie Enlund, Molly, Amy Workman, Molly McKay, Joella Zocher

**Absent:** Glen Reindl, Kathy Sill, Maggie Bishop, Amanda Pohlod

The agenda was revised so the Public Input section was conducted first.

### **I. Public Input – Sunshine Buchholz**

Sunshine listed needs for the WAEE website:

- Biography from Molly McKay [and Amanda Pohlod](#)
- 2008 Fall conference wrap-up blurb
- “Save the Date” info for the 2009 conference
- Winter Workshop Registration Forms and Call for Presenters \*immediately\*

**Action Item:** Joey will send 2008 conference wrap-up information to Sunshine with participant quotes and photos.

**Action Item:** Tom will send awards [and 2009 fall conference](#) information to Sunshine with photos.

**Action Item:** John will send the Winter Workshop registration form, theme, dates, and call for presenters to Sunshine and Abbie for website.

Abbie said that John had a theme, date and possible keynote speaker all ready to go for Winter Workshop. Probably too late to do a call for presenters, we may just need to call people directly to ask them to present.

Sunshine reported that the virtual office password function/code is very difficult on the new site and she is seeking someone who can help with that for free. She is working on it but it may take some time. Betsy suggested that the Google page set up could be used for this purpose. Joey brought up “constant contact” as an option for sharing information and easy email communication. She says that it is relatively inexpensive and it has been suggested to her by a design person as a way to keep track of conference documents for passing them along to future committees. Betsy suggested that maybe Sunshine does not need to work on the virtual office; perhaps we could look into some of these other options. Tom does not want to use a resource that costs money or that would require another account. Sunshine pointed out that as Board members turn over it would be Abbie’s responsibility to keep everyone up to date up and keep track of all the information if it is not on the website any longer. Betsy said anyone can add documents and information to the Google page so it doesn’t require Sunshine’s time. Tom suggested using the Google account for conference planning and smaller projects but use the virtual office for By-laws, Board books, and the historic documents that don’t change.

Sunshine reported that the website “look” will change into the winter scene soon; the structure stays the same but the appearance will be different.

Related to promotion for events, Sunshine reminded us that updating information to the website needs to come first because it is the first place that people look for information – this means get information to her as early as possible. More materials need to be made available for distribution through the WCEE that contain detailed WAEE contact information. She said WCEE office staff are able to give extra copies of registration and promotional materials through her.

Joey asked if a new logo is created could it be added to the website? Sunshine said depends on how the new logo was designed and how different it is from the current logo. Joey says her designer doesn't want to change it too much but add something that makes it easier to see that we are connected to education. Joey said that she has heard that people think, by looking at our logo, that we are a forestry group. Sunshine said that the website should not be our only consideration and that if we have the opportunity to get a new logo and want a new logo then she will do what she can to get the new logo to fit.

Joey asked for Sunshine to report on the meals for the conference and what if the meals and registration were all combined. Some concerns from people were that: the state reimbursement rate for meals was lower than the meal cost; paying with two different methods was a hassle; meals were just too expensive. When the conference was held at the Lyons camp there was just one rate that included all registration and meals. Joey said NAAEE also combines the conference registration fee and meals. Discussion followed on what was more important: higher prices for good quality or cheap food to get people in the room? All agreed meals are the best time for networking so it is important to get more people in the room. Everyone thanked Sunshine for her input.

### **Review Of Minutes**

Board members reviewed minutes from September 20, 2008 and some amendments were made.

**Motion:** Joey made a motion to approve the minutes as amended. Ruth Ann seconded, motion carried.

## **II. Committee Reports**

### **CONFERENCE & WORKSHOPS**

Fall 2008 – overview (Joey)

Joey felt that for future conferences all printed materials (t-shirts, bags, buttons, etc.) should be printed with WAEE logo instead of themed items for each conference that could be used for presenter gifts and as a conference fundraiser year after year - this would save conference committees money on printing items each year. Betsy handed out extra conference bags to Board members.

Joey said the conference should have one registration fee that includes meals. This could be done even if the days were broken down; registration/meals could be for one day only or as a package. The banquet could be more expensive and separated out. Meals are the best networking time so it is important to have all the participants at the meals. Molly commented that students do not usually take meals and they are the ones that we really need at meals to network with other participants. It was suggested that the student scholarship program be altered to offer the scholarship for food since that is the expensive part for the conference while keeping the registration cost low. Betsy reminded all of the policy on scholarships and the need to follow proper procedure.

**Action Item:** Abbie will send the Board policy on scholarships to Board members.

Joey said that many of the presenters did not attend the conference. She thought some presenters felt they did not need to attend because they wouldn't learn anything. Joey felt it was important that presenters attend and should be required to attend. Betsy said our conference may not have something to offer to all presenters so it may not work to require the presenters to pay to attend. Tom said that by changing the registration format to be by day (including meals), presenters could just register for one day. The presenter registration rate could be lower since they cannot attend the part of the day in which they are presenting. Betsy felt that the policy the Board comes up with should

leave room for the conference committee to make changes and adjustments depending on budgetary goals.

Joey thought the conference committee should create a basic letter format that could be slightly adjusted each year to streamline the process. Tom suggested the conference documents be placed on the Google site so he can access them and the entire committee can work on them. Streamlining the process will be very important for 2009 so that presenters and exhibitors get on board with the conference early because attendance in that area of the state is not guaranteed.

Ruth Ann suggested that the silent auction be run all weekend if the security is available to keep the items safe. Ruth Ann suggested the conference evaluation be put on the back of the conference program.

Joey thought WE Energies might be willing to again fund teacher scholarships and would look into possibly arranging for a bus to take students and teachers from the Milwaukee area to the conference.

Joey commented on the thought of not having the conference at a hotel. She stated that the logistics of having it anywhere else (a camp) would be difficult because of break-out rooms, meals, lodging, etc. "Camp style" conferences cannot accommodate the number of people that we are trying to attract and cannot bring in the same level of funding. The Board brainstormed places where this type of conference could take place. It was decided that Winter Workshop represents the "go back to camp" theme and that this should be reminded to the members that are looking for that type of setting.

Joey suggested that the Board should take over trying to annual fund the conference. Tom suggested pushing this topic to the next Board meeting.

**Action Item:** Betsy will send the New Policy for Conference Fees for presenters, exhibitors and keynotes via email to the entire Board again.

**Action Item:** All Board members should read the policy and send comments to Betsy so the policy can be voted on at the next meeting.

**Action Item:** Betsy will check with John to see if he would be okay with moving the December board meeting to MacKenzie.

All the other Board [members](#) agreed to the location change.

## ADMINISTRATIVE ASSISTANT REPORT

Abbie met with Ginny Carlton (Administrative Assistant for WEEB) & Jessie Hainey (Administrative Assistant for WEEF and SECC) in a Legislative Coordination Meeting. Abbie's impression was this meeting was intended to discuss coordinating national advocacy issues; instead, the meeting was to discuss organizing local advocacy and how WAEE would help WEEB and WEEF do this. WEEB and WEEF have financial resources and influential members, but need the backing of membership numbers and "bodies." WEEB wants pressure on getting the general EE funds reinstated to the WEEB program and to get the Tribal representative position reinstated so that state money going to the tribes could be pulled into the WEEB budget. Ginny wants another half time position at WEEB so she can go full time. Ginny and Jessie want a letter of support from WAEE saying that we support the stated initiatives and to mobilize our members to do the same.

Joey said let's make a counter offer and say we'll support your initiatives if you support ours. Joey suggested a counter offer of can WEEB set aside financial resources to support our conference since WAEE's membership gives them the weight of argument. Amy said she supports fully a letter stating we support your initiatives and we ask for your support in return by getting some financial resources to help us mobilize our membership, i.e. support our conferences. Only one WEEB representative even registered for our conference (Ginny Carlton). Betsy and Joey informed other Board members

of the email discussions back and forth between both of them and WEEB on whether WEEB would be eating lunch at the conference and why not eat lunch with the WAEE Board [and conference attendees](#).

Abbie commented that WEEB sets requirements for their board members, particularly the Education Committee members, and could we require that either they attend the conference to represent a face to WEEB or at least become WAEE members.

Abbie also said that she requested that in the November newsletter they provide a write-up of the “alphabet soup” of Wisconsin EE acronyms (WCEE, WEEB, WEEF, etc). (Tom commented that these are all on the EE in Wisconsin website). If the Board members approve the support of the initiatives partnership, they need to provide specifics on what they want the WAEE Board to do and how the membership could be involved.

Ruth Ann said she needs more information on these initiatives, specifically on the Tribal Representative seat. Everyone agreed.

Joey clarified that our conferences need to break even and we need their support as well. Tom seconded this.

**Action Item:** Abbie will request that someone from the WEEB Board should approach the Board with more information on specifics of what they want from WAEE.

**Action Item:** Betsy will attend the next WEEB Board meeting.

## STUDENT REPORT

Molly reported on the student meeting at the conference: 6 students attended including two that were not from UW-SP (one was from Marquette and one was from UW-Milwaukee). Things that were talked about included professional development, networking from other schools and promoting WAEE at other schools. They want to make sure that students at other schools that are interested in EE are aware of what is going on in the organization. Ruth Ann asked about professor contacts at those schools that could serve as permanent contacts. Molly reported that the other students stated difficulty in getting their professors to let them miss class and promote the conference.

**Action Item:** Abbie will send student registration information (two students from Marquette) to Molly.

**Action Item:** Molly will contact students that attended the conference to see if they have names of professors we can contact.

Other student issues were tabled until the next meeting.

Ruth Ann mentioned working with Sunshine and Science Teacher Network to recruit members and conference participants.

## NEW BUSINESS

*BOD Candidates:* Board members reported on who had expressed interest in potentially serving on the Board:

- Tory Bahe
- Karla Lockman

Other candidates to approach include:

- Harvey (Amanda's teacher contact)
- Joan Voigt

- Marguela Fry
- Dan Graves

**Action Item:** Joey will contact Tory about serving on the Board.

**Action Item:** Tom will contact Joan, Karla and Cheryl Todea.

**Action Item:** Betsy will contact Marguela Fry and Jeremy Solin and will follow up with Amanda to contact Harvey.

**Action Item:** Amy will contact Virginia Wiggen, Program Coordinator at ALNC.

Ruth Ann inquired if current Board members whose terms are complete would like to return. Joey said she is going to pursue being on the NAAEE Board to represent WAEE. She would like to stay an active member of WAEE but not serve on the Board. Amy said she would not re-up on the Board but would serve on the 2009 conference committee. Betsy reminded everyone that the deadline to apply is Nov. 15<sup>th</sup>.

*New Board Chair Elect.* Possible candidates from the current Board members for the Chair Elect are Glen and Ruth Ann. Betsy thought because Ruth Ann was just appointed treasurer and we do not want to overwhelm her with both positions. Joey asked Ruth Ann if she would be interested. Ruth Ann does not feel she knows all the traditions, is still learning and is not sure herself if she is interested.

*Winter Solstice greeting to membership:* Betsy explained the Winter Solstice greeting as a "Happy Holidays" to members and an encouragement to renew their membership or make an end-of-the-year donation to the organization. It is typically a paper card sent snail mail. Discussion followed on whether to switch to an eCard. It was decided that since a number of members do not have reliable email access or do not check it regularly (particularly long standing WAEE members) to return to a hard copy card again this year.

**Action Item:** Betsy will create the Winter Solstice greeting and send to Abbie to get printed and sent out by early December.

## UNFINISHED BUSINESS

**Motion:** A motion was made to extend the meeting by 10 minutes. The motion carried.

### *Review of Past Action Items:*

#### **Action Items from Sept 20<sup>th</sup> 2008 Meeting**

**Action Item:** John, Betsy and Abbie will form a subcommittee to prioritize which conferences WAEE should be represented at, find out what the cost is and if the current allocation of MEEC budget is sufficient to cover it. Deadline to complete this action: end of September

**Action Item:** Betsy will figure out how much money we have toward Educator stipends for this year's Fall Conference.

**Action Item:** Tom will decide on an amount to distribute per award for this year's Fall Conference and submit it for Board approval.

**Action Item:** Betsy will ask Sunshine if she needs help with the EE in Wisconsin website and in what form the help should come (financial, staff, resources, etc).

**Action Item:** Betsy will meet with Michael Blumenfeld to determine a reasonable pay rate if WAEE were going to hire him to be a legislative consultant over the next 5 years and ask what services could WAEE get for \$1200/year (as is earmarked from the MEEC money)?

**Action Item:** Abbie will follow up with Jessie and Ginny to see if they would be interested and able to partner to organize a Legislative Action Day.

**Action Item:** Abbie, Jessie, Ginny, and Betsy will meet with Ann Katz from Arts Wisconsin to get an idea of how they run their event

**Action Item:** Abbie will setup online access to WAEE's existing checking and savings accounts with Citizens Bank in Stevens Point. Abbie, Ruth, Betsy and Tom will get a password to make transactions and obtain a restricted access password for Board members to review.

**Action Item:** Abbie and Ruth Ann will reassess the working budget structure to ensure that sufficient money exists in the checking account to cover the cost of general operating funds and the designated list of MEEC projects. The results of their meeting will determine how much of the money is transferred from the checking account to the new MEEC savings account.

**Action Item:** Betsy will submit her written liaison report from WEEB to Amy to include in the minutes (below).

**Action Item:** Abbie will obtain a dinner gift certificate for the Fall Conference committee.

**Action Item:** Abbie will notify all organizational members that they can exhibit at the conference for free.

**Action Item:** Abbie will ask all organizational members to provide an item for the auction.

**Action Item:** Betsy will ask Joey to clarify the decision to charge for Taste of Milwaukee and if the Annual Member Meeting is in the same room as Taste of Milwaukee.

**Action Item:** All Board members should create and donate a basket from their respective organizations for the auction.

**Action Item:** Abbie will purchase three different types of candy for the 3 tables.

**Action Item:** Abbie will check into outdoor stores (Cabelas, REI, Gander Mountain, etc) to see if they will donate or purchase gift certificates to these stores for door prizes.

**Action Item:** Amy will come up with 2 questions per table and submit for Board approval.

**Action Item:** John will write a draft policy to be discussed and approved at the next Board meeting.

**Action Item:** Glen will create a member survey of member outings in Survey Monkey format to be approved by the Board.

**Action Item:** Abbie will send Molly and Amanda the list of current student members.

**Action Item:** Molly will contact Joey to set a time and place for the Student meeting.

**Action Item:** Board members will submit specific sections (noted below) to Betsy by October 15, 2008.

**Action Item:** Amy will write a letter to be signed by Betsy and John notifying Maggie that we will be recruiting a new Board member to fill the remaining year of her term.

**Action Item:** John will contact Michelle, Abbie will contact Karla, and Amanda will contact Harvey to invite them to apply for a 3-year term on the Board. If they decline the 3-year term ask their willingness to fill in a 1-year term.

**Action Item:** John will check his schedule to see if he can attend ;-)

**Action Item:** Abbie will mail the card to Kathy.

## **PAST ACTION ITEMS**

**Action Item:** Betsy will contact Dave Chase of NAAEE's nomination committee to ask if they would like the announcement for Board member recruitment to appear on WAEE's website or in the monthly newsletter. – Betsy contacted him but we missed the deadline; we should do this again next year. **Betsy will add the NAAEE Board Nomination deadline to the Google calendar**

**Action Item:** Board members will make suggestions to Abbie of additional potential conference funders by August 1. – NOT DONE

**Action Item:** Glen will create a new member survey and email to all Board members for further input. – NOT DONE

**Action Item:** Glen will contact the Sierra Club to discuss the potential for partnering on member outings in 2009. - UNKNOWN

**Action Item:** Glen will speak further with Nick by the end of the week. - UNKNOWN

**Action Item:** Joey will send the sweatshirts graphics to Abbie. Abbie will design the fall membership drive poster and send to Glen to print. – IN PROGRESS

**Action:** Glen will look into starting and creating a short video that could be used to promote WAEE and the WAEE conference. – Glen has a format and idea and would like to show it at the fall conference "WAEE: we're everywhere you are." A few action clips and a series of stills completed by Sept 20 in DVD format. – IN PROGRESS

**Action:** The board decided that the need a new policy for dealing with conference fees and registration for keynotes, presenters, and WAEE board members. Board agrees that keynotes should get into conference for free. The board is still unsure about presenters and what to do for registration and other costs. Some ideas were to let presenters in for free, another idea was to let them in for no fee if presenting, but they would be responsible to pay for registration if they would like to attend the workshop or that presenters pay for workshop, but get a free WAEE membership for presenting.- IN PROGRESS

**Action:** Board members volunteered to complete the other needs and report to Sunshine as soon as possible:

Abbie will complete #1-getting Sunshine information on past conferences. – IN PROGRESS

John will complete #8-updated information on 2009 winter workshop dates. – IN PROGRESS – Kathy will follow up with John on 2009 dates. - DONE

**Action:** Joey will add an in-kind donation to the budget to keep track of the hotels friendly donations. – IN PROGRESS

**Action:** Tom, Cassie and Glen will start researching locations of interest for the 2009 Fall Conference. They will have perspectives of potential sites and chairs by the next board meeting, June 29<sup>th</sup>, 2008. – DONE EXCEPT FOR CHAIR

**Action:** Abbie will look at expired organizational and individual members and cross-reference them to see if the are also on the fall conference list. NOT DONE – clarification: send conference promotions to the last five years of expired members.

## ADJOURNMENT

Motion to adjourn made by Tom, seconded by Amy. Meeting adjourned at 2:42 pm.