

ANJEE Board of Trustees and Advisory Council
Planning and Business Meetings Minutes, Saturday, March 8 and Sunday March 9, 2014
Murray Grove Retreat Center, Lanoka Harbor

Saturday, March 8, 9:00 - 4:00 Planning and discussion

Trustees in attendance: President Joseph Caravella, Secretary Sondra Flite, Vice-President/President Elect, Pat Heaney, Communications Director Michael Chodroff, Planning Director Elizabeth Johnson, Membership Director Debi Davidson

Trustees Excused: Treasurer Rick Lear

Advisory Councilors and Members in attendance: Ray Nichols, Dale Rosselet, Hugh Carola, Tanya Oznowich

President - Joseph Caravella

We lack Program and Finance Directors and will lack a President and Treasurer. We have identified a potential treasurer (an employee of a larger non-profit) who could smoothly take on Rick's work. Pat Skelly may not wish to continue as Advocate Chair, so Tanya will pursue a replacement. Joseph will approach past volunteers, to see if they would like to be more involved again.

Advancement – Temporary Director Tanya Oznowich

- PSEG, former funder of the PALS Grant, is resuming grants after a hiatus. Tanya drafted a proposal to continue PALS for two more years, incorporating comment from PSEG. The total grant would be greater but shared among four schools per year, one being in PSEG's Salem County service area. Schools engaged in a sustainability program would be preferred applicants. Schools would receive \$10,000 for projects and \$2,500 for long-term planning. The group concluded that more, smaller grants are more efficient to widely disperse EE but recognized that Joann Dow-Breslin agreed to oversee four subgrants, no more. Joanne would be paid \$7,000 and \$3,000 would be held for oversight expenses, slightly less than the normal 10%.
- The Environmental Literacy Plan is nearly finished and could soon be embedded within a new version of A Call To Action. This project has stalled. Most important points:
 - The committee has been unable to achieve approval by DEP or DOE,
 - New Jersey Environmental Education Committee (NJEEC) members have not been reappointed since Governor Florio. This delays its ability to endorse the ELP,
 - DOE must endorse an ELP to obtain funding in case of passage of draft federal law No Child Left Inside, but ANJEE has no assurance that it would not write its own plan,
 - ANJEE has not strongly advocated for the Governor's Office to seat a Commission,
 - The ELP was designed to include a searchable database of resources but the two can be uncoupled. ELP references to the database could be removed,
 - ANJEE cannot produce the originally desired interactive website but could achieve a simpler interface. Mike Skelly has expressed interest in this.
 - It's important that any code Mike uses is so simple that he can be replaced as its manager.
 - We can't pay Mike at this time but could, if we receive funding, reimburse him to a maximum of \$8. Mike has agreed to work gratis for now.
 - The Klipstein Foundation did not fund us in this round of funding.

The group concurred:

- It's deleterious to retain this guidance document, leaving the profession with central voice.
- ANJEE management and members will formally appeal for seating of NJEEC.
- Failing state support, ANJEE should publish and promote the ELP independently.

- Non Formal Certification – Pat Heaney noted that affiliates have varied EE certification programs, with and without college affiliation, based on the NAAEE framework or customized. Pat will confer with higher ed colleagues and report to the board. The group agreed that certification must include practical field evidence of teaching skill. Pat's conference workshop attracted new committee members.

Communications – Michael Chodroff, Director

- Our Facebook communications are good, with 297 'likes', and we're adding Tweeting, per a new volunteer, Tim, who works for Debi.
- Mike will work with Debi to put our communications into the cloud and build a new Weebly website with Marc Rogoff as co-master, designed to be maximally clear and simple to run, to facilitate their replacement. Weebly supports social media and protected pages, and works with Host Monster, our current carrier. The new site will be newly branded. We may wish to use \$3,600 in database funds for logo and website development.
- The vote on the logo was close and revealed no clear winner. All are fussy and literal, and showed nature rather than people interacting. Michael will ask colleagues for advice, and may spend money for a new logo. However, he will recognize the students who submitted the top three and thank them for helping to clarify what it is we want.

Finance – Joseph, acting in place of a Director

- Discussion in recent years supposed that ANJEE's endowment is intended to secure staff. Thus, it could be used, with operating budget, to pay the conference coordinator. The operating budget is preferred but Rick may desire to use endowment funds to maintain a minimum balance in the operating account. Rick will advise us at the close of the budget in June. There is no written policy on how the endowment shall be used; Liz will draft that.
- Some affiliates expect hired executives to raise funds; others hire a Finance Director. ANJEE is not ready to seek a paid executive and may need other staff more. Hugh can provide job specs for a fundraising position. Joseph will explore this.
- Tanya explained NAAEE's new Giving Day Campaign; affiliates will sign up on line, then promote giving by individuals and institutions. Money raised would be split 5% to the operator, Razoo, 15% to NAAEE, and 80% to ANJEE. The group favored this idea, starting with individual requests, leaving corporate requests until future years.

Membership – Debi Davidson, Director

- A member survey shows that members value the conference and networking opportunities more than a newsletter or regional activities. They want a cheaper conference and a job board, not retail discounts. We could quickly offer links to existing job boards and later add other services. Right now, our outreach looks like 20 different people write it because they do. In the future, messages must be easier to read and branded. Providers would use templates. Debi will share documents among the board through Google Drive and will work with Mike on technical considerations that the rest of us need never understand.
- Retention of members is low, as might be expected since watershed ambassadors and other young members are moving on. Debi has four years worth of data on members.
- We should have members of other non-profits on our committees as liaisons: Green Schools, SJ for schools, Eco-Schools, giving some honorary memberships and a free day at the conference.

Planning – Liz Johnson, Director

- Board members and ACs signed conflict of interest forms, per policy.
- Handbook draft sections lack Advocacy, Finance, Communications, but many pieces are complete, and will be circulated with edits before the next meeting or the June meeting for adoption.
- Not all policies are properly cross-referenced to the bylaws. As discussed, ANJEE needs a policy on the purpose and use of the endowment.

- We should review our strategic plan which expires this year to discuss any needed changes. Maybe we can use an online survey to see what people have accomplished in furtherance of the plan.

Program – Joseph Caravella, in place of the Director

- The Crowne Plaza conference site has become expensive and unresponsive. Joseph examined the Mercer County Conference Center (MCCC) and found it to be more spacious, better wired, well-provisioned by culinary students, and conveniently placed. It does not have a hotel attached but one is close by. Auditorium and dining room seat 250, so planning will be needed if attendance is high. (Highest attendance was 287). Costs will be substantially lower, (\$65/person/day vs. \$105), and may help retain more people for dinner at either MCCC or a restaurant. Lack of liquor license at the Center is not an obstacle and may cut costs. Most attendants won't be inconvenienced by the lack of hotel.
- ANJEE may invite entire professional groups to attend, such as the Geologic Society, which have no conference of their own.
- Diane provided a schedule of what she did as former conference coordinator.
- Diane would serve as coordinator for Anjali's fee of \$6,000 paid in thirds. The group discussed whether to seek other applicants, and whether time allows.
- The theme is "ANJEE 3.0 - E-STEM Inside and out".

Recognitions – Pat Heaney, Vice President

- Pat's new system of recognition initially confused people: she modeled it on the Girl Scout method of giving pins at 5, 10, 15, 20 years, etc.
- Pat will continue as awards chair and will ask earlier for nominations and will add categories, such as a new higher educator category and perhaps a corporate recognition. Corporations may buy whole tables and help to fill the hall.
- She will invite past winners to judge future nominees.

Retreat Location - Sondra Flite, Secretary

Murray Grove is an ideal location for our retreat but costs about \$3000. It would be ideal if we could expand, possibly renaming, the retreat to offer other activities than corporate planning, to get more people to cover the costs or make money, and provide desired professional development.

Adjourn, c. 4:00

March 9, 9:00 - 11:30 Executive Business

Trustees in attendance: President Joseph Caravella, Secretary Sondra Flite, Vice-President/President Elect, Pat Heaney, Communications Director Michael Chodroff, Planning Director Elizabeth Johnson, Membership Director Debi Davidson

Attending by Phone: Treasurer Rick Lear

Advisory Councilors and Members in attendance: Ray Nichols, Hugh Carola, Tanya Oznovich

Motions Passed:

- Tanya Oznovich shall be appointed to complete the terms of Roberta and Danni, ending this June, then continue to serve her first term as Advancement Director from July 2014 to June 2016.
- The Board approved the general content, amount, budget and design of the revised PALS Year III and IV Grant Request to be submitted to PSEG.
- The Board shall advocate, through its officers and members, to the Office of the Governor for appointment or reappointment of New Jersey Environmental Education Commission members.
- If by July 1 such appointments have not been approved or officially advanced, ANJEE will assume responsibility for publishing the ELP and will invite the Commission to be part of the ANJEE advisory council or committee that does so.
- The Advocacy Director and Communications Director shall enroll ANJEE in EE Giving Day.
- The Conference Committee may proceed to move the conference to the MCCC.
- Joseph Caravella shall finalize a contract for the position of Conference Coordinator and after consultation with Liz Johnson on requirements in the bylaws, will hire a coordinator to be paid no more than \$6,000 in thirds.

The final meetings of this term (dinner at 6:00, meeting at 7:00) will be held:

- May 1, Farbrook School, 52 Great Hills Road, Short Hills NJ. (Not Far Hills. Not Fernbrook.)
- June 12, Scherman Hoffman Wildlife Sanctuary, Bernardsville.

Treasurer - Rick Lear, by phone

- Rick will provide a format to draft a formal agreement with Mike Skelly for work done for potential reimbursement.
- NAAEE has not yet provided promised funding for scholarships at the past conference because of the delay in federal money by Congress.
- He has contacted his potential replacement and will do so again, copy Joseph and Pat.

The Board

Ray Nichols offered his services as Finance Director. He recused himself for this discussion. The board determined to seek a Finance Director with more fundraising experience but requested that Ray serve on the Planning Committee due to his interest in improving vague language in bylaws and missing parts of the handbook, and due to the planning timeline and its requirements for work now.

Treasurer - Rick Lear, by phone

A PALS grantee in Camden never used all available money, and Rick proposes that ANJEE allow the use of the money for an additional project. Hugh Corola added that we should immediately figure out who will attend the NAAEE conference in Ottawa so that we can pursue funding.

The Board

Ray agreed to serve on the Planning Committee.

Adjourned, 11:30