

NYSOEA Board Meeting
November 5, 2009
7:30 pm

Present: Meaghan Boice-Green, Griz Caudle, Maritza Cuevas, Chris DeCesare, Rebecca Houser, Jessica Kratz, MaryLynne Malone, Lauren Makeyenko, Tim Neu, Tim Stanley, Jessica Olenych, Nirmal Merchant, Lizza VanAcker.

1. **Welcome to New Board Members-** Maritza will mail packets to new members who have not yet received one.

2. **VP Communications Report**

Pathways Fall 2009 Issue:

- The digital version sent to board members and Communications committee 11/04/2009 for review.
- Darleen Liever will handle printing and mailing to members who want the print edition.
- Timeline for Winter 2010 issue: Nirmal will e-mail deadline to everyone.
- Communications Committee will discuss how to streamline and add more value in the winter issue at their next meeting.

Website Launch:

- Version 1.0 will be officially launched on 15-Nov-2009.
- The first version will be a view all version without a member only area.
 - About Us - Vision, Mission, Goal, History, Board Member Profiles and Programs (committees).
 - Get Involved - Become a member, Member Benefits. Mail-in registration only.
 - News
 - Events
- If you need to add content, Nirmal requests you post it yourself to “test” version he sent to the board, then he’ll publish it on the “live” website.
- Next board meeting will have tutorial on doing this.

Change of guard as web master:

- Nathan Cronister has provided information on Domain Name Registration Account and Hosting Account.
- Nirmal will be changing the passwords for both of these to ensure smooth transition.
- Outstanding items:
 - List Serve: Need to give directions to members to leave listserv.
 - Online Registration: Lizza is closing out old system, then new system will be able to go online.

Jonathan's Webmaster Responsibilities:

- Domain and Hosting Space:
 - Act as Technical point of contact for domain name and hosting accounts.
 - Troubleshoot any issues with the website availability with the registrar and host.
 - Inform the Treasurer of any renewal notices and dues for domain name and hosting space.
 - Perform standard upgrade of applications.
 - Take periodic backup of databases and hosting space files.
 - Monitor server, database and email space utilization and alert the VP of Communications when free space is less than 25%.
 - Generate and publish website statistics for review of the communications committee.
 - Act as a point of contact for any feedback or inquiry on the website.
- Content Management (Wordpress):
 - Manage User Accounts, roles and privileges.
 - Manage Category, Pages and Links
 - Manage Online Media -- Pictures, Files, Movies
 - Act as point of contact for any How-to queries on authoring, editing or contributing content on the website.
- Layout:
 - Creation of forms / polls / flash widgets.
 - Touch / edit images for visual aesthetics.

3. VP Programs Report:

Diversity Committee:

- Nathan Keefe from Central region, Rosamond Gifford Zoo at Syracuse is now committee chair. If any board members know of anyone who might like to be on committee, contact Nate at nkeefe@rosamondgiffordzoo.org.

Membership updates:

- Current membership count 213. Doesn't reflect family memberships.
- Drafted a letter for expired members, re-inviting them rejoin NYSOEA. Sent this letter on Oct. 30th, 2009.
- With the help of Chris, and suggestions from board members, have target letter to send to potential affiliate and members. Regional directors can help by identifying potential affiliates and members and inviting them to join.
- Each board member will try to represent at a regional or state event to promote membership at least once a year.
- Looking to develop display for each region; probably one that could be put on Velcro board.
- Membership Brochure: Goal to have new one ready by first of year.

Griz Caudle motioned to place board minutes on the website. Nirmal Merchant seconded. Motion carried.

Nirmal will create a section for board members to post a couple bullets about what they are currently working on.

Chesapeake By Education Summit:

- Represented NYSOEA (New York Delegates) at Chesapeake Bay Education Summit (Nov. 2-3), environmental literacy event along with Laura Carey.
 - Made useful contacts with regional and national organizations and agencies to continue promoting an environmental literacy plan for NY.
 - Tim and Laura will develop a report for the board and an article for Pathways.

Environmental Literacy Committee

- Time will forward committee notes to board.
- Applying for capacity building grants with EPA (\$50,000 to \$150,000)
- Deadline: December 15. Looking for grant writers.
- Audubon NY (50,000 members), Children and Nature, NY (CiNNY), Scenic Hudson are official partners (coalition members) joining NYSOEA in developing an environmental literacy plan for NY.
- Legislative component led by Audubon and CiNNY.
- Representatives from three universities: NYU, SUNY Cortland, SUNY ESF.
- Working to build a statewide coalition in support of Environmental Literacy plan.
- Looking for dept of education contacts and board of regents contacts.

MaryLynne motioned to let Environmental Literacy Committee move forward with grant and amount requested. Maritza seconded. Motion carried.

4. 2010 Conference Update

Missing committee chairs: scholarship auction; diversity; young professional and student events; "Welcome to the Region."

5. Treasurers Report

See attachment. Tax return and insurance have been taken care of.

6. Conference 2009

Total profit: \$11,596.48.

Total attendance was under 200.

7. Awards Banquet

At Ashokan Center on Saturday, February 6, 2010 during their winter weekend.

Someone needs to discuss with Ashokan arrangements.

8. VP Human Resources Report:

Environmental Literacy Plan Committee met this week at the Scenic Hudson Office in Poughkeepsie.

9. Presidents Report:

MaryLynne asked board members to please track hours they volunteer for NYSOEA at \$25 per hour or their current salary.

C-Vent training on-going.

10. Board Meetings:

Conference calls will be 7:30 pm first Thursday of the month.

2010 in-person meetings:

- February 6: Awards
- March 19: Buffalo
- July 24-25 Board Retreat at Sharpe

11. Regional Reports:

- Central Region (Chris D.): Working with Tim S. to come up with a letter to canvass new members that is similar to his letter to get lapsed members to rejoin us.
- Metro Region (Jessica K.): working with Jeff Gottlieb to plan a meeting in eastern Queens or Long Island for late November-early December, with a food drive as our service activity. Also, Maritza has been working with formal and non-formal educators throughout Staten Island to resurrect the Staten Island Science Educators Association. This group is roughly 50/50 mix of schools and non-formal institutions and may evolve into an affiliate or have potential to recruit other affiliates.

12. 2011 Conference:

Signed contract as amended per e-mail discussions.

Maritza motioned to adjourn. Tim Stanley seconded. Adjourned at 9:11 pm.

APPENDIX- Items the Communications Committee will be discussing at next meeting:

Ideas on Pathways Publication:

- Themes for each issue in the next year:
- Standard sections in each issue:
 - Note from President
 - Events
 - Advertisements
 - Committee Updates
 - Affiliate Spotlight
 - Member Spotlight
 - Invitations for Advertisements, Articles, News, Events
- Standard sections for specific issue:
 - Conference Report back
 - New Board

Ideas on the website:

- Version 1.1 - Distributed content management
- Version 1.2 - Events Integration with Cvent
- Version 1.3 - Online Transactions - membership, gifts, donations etc.
- Version 1.4 - Visitor Contributions - Visitors submit pictures, articles, news, events etc.
- Version 2.0 - Members Area
- Publicity Campaign: Link backs from affiliates, Facebook fans, Causecast profile, NYC Services profile and more.