

VEEN Board Meeting Agenda & Notes January 6, 2021 4:00-5:00p

In Attendance: Emily Kaplita, Lindsay Whitaker, Kerri McAllister, Lauren Chiccote
Beth Roy - arrived 4:25, Ali Thomas - 4:35ish

Today's Agenda:

- Updates & Board Retreat Highlights
 - What is the first thing that comes to your mind as a highlight from our December board retreat?
 - Lindsay: team energy & expertise, ah-ha moment of board working together
 - Emily: shared experiences and feeling connected to Board Members via exercise
 - Kerri: Acknowledging and highlighting all the exciting things we did in 2020, enjoyed visuals of webinars, infographic on survey
 - Lauren: Loved the “what we want to contribute to VEEN” activity
- Committee Reports (*committee members listed next to each committee, * indicates member who gave the report*)
 1. Admin Coordinator - Lindsay Whitaker*
 - a. Board 101 Section for website coming soon to inform and encourage folks to apply
 - b. Sample email for board members to use containing membership information and board member application information coming to support you to reach out to contacts
 - c. Winter Gear Drive: Tons of donations! Schools in Franklin, Chittenden, Windham, and Washington County are receiving items this week! Thank you all!
 2. PR Committee - Emily Kaplita*, Lindsay Whitaker, Beth Roy, Ashley Eaton
 - a. [New Branding Folder](#) - A possible color palette lives here! Will add all other details and guidelines when created such as font choices and other visuals (looking at Audubon Vermont branding for guidance and inspiration
<https://brand.audubon.org/d/OrmY5t0gQM6X/visual-identity#/type-and-color/fonts>)
 - b. We will be creating an instagram/social media guideline for posting
 - i. We would like to do a monthly board take over where one board member a month posts for a couple days on instagram- sign up sheet to come (similar to blog sign up)
 3. Board Member Nominating Committee - Kerri McAllister* & Nicole Conte
 - a. Board Priorities
 - i. We have 5 vacancies on the board- our aim is to be intentional and thoughtful about who we add to the board
 - ii. Most of our contacts will likely become (VEEN) members and we should aim for board member nominees that can bring special skills and commitments to join the board. We also hope this would be an opportunity for them to learn and grow personally and professionally from participating on the VEEN board! A mutually beneficial relationship!
 - iii. Priorities Include:
 1. Diverse Board Beneficial Skills: (ie science communications, marketing, finance, donor relations,

- social media savvy) any skills that would be helpful in getting our work done!
 - 2. Diverse Lived Experience: personal, professional experiences, retired, new in career
 - 3. Geographic Diversity: in Vermont, especially representation from NEK, Southern VT
 - 4. Non-traditional EE Folks: Doesn't have to be a master naturalist :), could represent different aspects of the field like camp, or outdoor ed, or higher ed, early ed, classroom teachers, or Agency of Ed
 - b. Board Application Form
 - i. Simple, few questions
 - ii. Collects responses including resume all in one place
 - iii. Easy for us to view, share, and review when the time comes
 - iv. We may find ourselves in a situation with more applicants than spots so we are designing a rubric of the priorities to keep the decision making process as equitable and unbiased as possible
 - v. [Would like feedback on this form!](#) Send feedback to Kerri & Nicole
 - vi. Feedback: *Change the title to a **Board Application** instead of 'Nomination' as people feel awkward about nominating them self. We are not really asking others to nominate, we want the individual to step forward and apply even if that takes an invitation or encouragement.*
 - c. Timeline
 - i. Accepting nominations for board members until end of February
 - ii. Review in March
 - iii. Confirm at Spring Gathering
 - d. Help Us Spread The Word! Sample email text, finalized form and Board 101 website coming to your inbox soon!
- Membership & Finance Updates
 - This committee wasn't able to meet, yet, but Lauren is scheduling
 - \$175 in bank account from memberships!
 - Mini Grants are a big topic, will decide amounts, then hand over the PR committee!
 - Membership Request blurb being drafted too
 - Sidebar question: How long do we continue to refer to ourselves as "formerly SWEEP"?
 - Not a need for a big explanation in our 2nd year of rebranding
 - Just including "formerly SWEEP" seems like enough
 - Then we will just move forward being Vermont Education & Environment Network
 - We do still want to continue to use the full name not the acronym
 - Lindsay receives email when someone renews their membership, will begin forwarding to Lauren when they come in.
- Committee Work Time
 - Send emails to set up meeting times for committees
 - Add tasks to Committee Tasks Padlet
 - We will use this collectively for committees to keep track of tasks and provide easy links to drive and transparency on work for committee members.

- [VEEN Committee Tasks Padlet](#)
- Reminders
 - Upcoming Webinars - Don't forget to Register!
 - January 14 [Place-Based Teaching On A Budget](#) 39 registrants
 - February 25 - [Gardens As Outdoor Classrooms](#) - 28 Registrants
 - [Sign up to write Blogs and coordinate Webinars!](#) We need folks to sign up for March and April for blogs and webinars! Review the results from the member survey on [this sheet](#) for suggestions on what to write or content to host.
 - See you at our Jan 14th webinar, and again on Feb 3 at our next board meeting!