

VEEN Board Call Notes: July 8th, 2020

Here is today's Zoom info:

Time: Jul 8, 2020 12:00 PM

In Attendance: Emily K., Caroline, Lauren, Ashley, Elizabeth, Kerri, and Beth

Won't be in attendance: Ali, Nicole, Rebecca

Facilitator: Kerri & Ashley

Notetaker: Ashley and Caroline

Agenda

~1 minute personal/professional updates (Notetaker - no need to record this section)

Updates from Committees (~5 min each)

- Executive Board Updates
 - NAAEE Grant - to support rebranding plan before & since pandemic
 - <https://docs.google.com/document/d/1N0yWombdC34v4oz6VHtomrJi0JMR1hmyhEQCQmmTyMs/edit>
Rebranding work includes: Communications
 - Website- looking good new features include a place to share resources
 - Blogs- most recent focusing on equity & access to outdoors
 - Online events- amplifying work of others & us hosting simple events as well!
 - Rebranding work also includes: Recruitment
 - Board members, members, organizational member
 - Timeline for when we can/should continue recruiting? (we paused on this)
- Survey Results from EE organizations:
 - Trends = desire for resources online & online professional learning
 - [Maine Survey](#) trends:
 - Panel on how to best provide virtual learning programs (VYCC, Park folks...)
 - Panel to share new existing content/ approaches
 - [Georgia EE](#)
 - Need: high quality activities that students can do outside
 - Overwhelmed with online resources
 - Professional development - short sessions on single topics (15 minutes - 1 hour)

VEEN Webinars

- **Scope:** To connect members with resources and provide professional development opportunities.
 - Webinar 1
 - Goal: Sharing the stories of the new content and materials organizations are creating
 - Early August - August 15th
 - Webinar panelist ideas:
- Membership
 - [2020 Potential Members List](#)
- Nominations?

- Financial?
- PR & Communications?

Any Other Announcements? Questions?

Date of next VEEN call: August 12th @ 4pm

Zoom Call Info: Sent via Outlook Calendar invite until September 2020

Notes from Board Meeting:

Rebranding Recruitment ideas

- Elizabeth - seen other non-profits recruit
- Beth - do we need to recruit before Jan 1? Do we have enough in our funds? We are saving money by not doing in person events/need to rent spaces?
- Ashley - A soft roll out of rebranding- soft ask for membership now, host events that are open to all until Jan 1 2021 when we will firm up what we are offering members

Action item:

Email Templates - Executive Team will revisit the email template to send out to the 2020 potential membership list

- [Renewal Email](#)
- [New Member Email template](#)

Ashley Talking about Webinar & Panelist ideas

- Maybe 45 min to dip toe in it?
- Topic?
 - How are we getting students ready to go outside
 - How do we prepare EE staff to pivot
 - How to use outdoor space as “classrooms”
 - Taking students outside 101 (could be another webinar we provide?)
- How many panelists?
 - Joan Haley: [Taking elearning outdoors](#)
 - [Four Science](#) - Panelist <https://foursciencevt.org/>
 - Rebecca Roy - Utilizing Vermont State Parks or Ali Thomas WMA
 - Recreation Ask - GMC, VMBA, Nature Conservancy
 - VT Folklife Center for interdisciplinary approach- connecting stories of place, culture, communities <https://www.vermontfolklifecenter.org/>
 - Schoolyard Field Trips
 - NOFA - Farmer Correspondence
 - Forest Fridays - Brewster
 - Wednesdays in the Watershed - Kim Brockawy

- Who do we want?
 - Overarching idea
 - Sub themes?
 - Multiple themed sessions?
 - Teachers using outdoors (from teachers for teachers)
 - How people are using open spaces
 - How people are using backyard
 - Using the Seasons - Fall, Winter, Spring
- Date? Early August?
 - Going to depend on first topic
 - Will need time publicizing & promoting
 - Will need time for registration
 - Gathering presenters
 - If pulling in teachers - think late afternoon/early evening
- Offer certificate of PD hours completion / consider credit offerings