

06/24/2021 Agenda (4:00-5:30)

Zoom Link: <https://zoom.us/j/94015085037?pwd=VIZ3WFYrZlQzWXQ0RHljRUZNRzQ5dz09>

*note change in Sarah's email address- sarah.holmes@barstowschool.org is no longer valid.

Please use saholmes4@gmail.com

*Laurie Davis contact update- laurie.davis@springfieldmo.gov or davislr1530@gmail.com. (I updated this info. On the board roster.) LD

In attendance: Laurie Davis, Jeff Birchler, Joan R, Tonia Scherer, Christine Li, Sarah Holmes, Lesli M, Erin Graves, Laura Seger

Log your volunteer hours for the last month or guesstimate a longer period if you haven't done this for awhile, including this meeting [here](#)

4:00 Checkins (Lesli)

Today, check in with a response to one of these lighthearted prompts.

- What is your go-to karaoke song?
- What is the worst haircut/style you ever had?
- Share your favorite meme.

4:10 Board Member Reports--share what you've been working on (MoLEAP, MGS, Certification, JEDIA, Conference, am I missing anything?)

- Jeff -MoLEAP, first meeting this June, narrowed focus to George Washington Carver and making ties to agriculture, native plants (early stages, suggestions/volunteers welcome); need for Life Science at middle school level
- ***Conference (Jeff)- Social engagement needs-->regional in-person social event leadership and fleshing out activities and regions (Sat morning, no lunch)
 - How will people sign up and register for this portion of the conference?
 - Sign up in next week's ED Update if you want to help with this
- Cert Committee (Tonia) - Surveying other programs, revamping current program to engage new teachers. Making minor changes to Level 2. EE Summit July will provide guidance.
- Conference (Christine) Fundraising- [Flier](#) ready for silent auction. Exploring event software features.
- Collaboration (Christine) with other states to develop more EE programs and partnerships
- Conference (Laurie) Proposal & keynote strand. Please share suggestions with Laurie. Next meeting is July 1.
- Training on K-12 NAAEE Guidelines for Excellence (Sarah) Regional meetings?
- JEDI (Laura) Making our mission more inclusive. Creating environmental justice lessons specific to regions. Connected with CFO to reach rural schools. Looking at hiring practices, bylaws, and policies/procedures.
- MGS (Erin) Creating guides. Pilot GrowNative! trial exam.

4:25 Treasurer's Report (Laurie)

- [MEEA Budget vs Actual--Jan.-June 2021 compared to budget totals through Dec. ...](#)
- [Missouri+Environmental+Education+Association_Statement+of+Activity -Jan.-Jun...](#)

4:40 DG Rounds (continuing where we left off from [last month's membership question](#))

- Quick DG Review
 - Select roles (facilitator, note taker, tuner(s))
 - Facilitators: Sarah, Lesli
 - Tuner: Joan
 - Note taker: Jeff & Joan (J&J!)
 - Picture-forming (Sarah, Lesli)--**what**
 - Shape a Proposal--**so what**
 - Present a Proposal--**now what**
 - Consent round (consent=no major objections, good enough for now; objection=enough downsides to the proposal that you don't want to move forward)
 - When doing "Rounds", important to stay in the correct mode
 - Picture-forming--> talking about what the current situation is, understanding the problem
 - ID the ball of yarn, dimensions of the problem i.e. the strands of yarn
 - No solutions yet
 - Consent to completeness of the list/dimensions/elements of the problem
 - Proposal-shaping--> implications of the "what"
 - Generate
 - Generate the proposal ideas in rounds
 - Refrain from judging or evaluating ideas
 - Free-flow, creative idea generation
 - Organizing
 - Select a "tuner" Joan
 - Organize the ideas w/o adding or taking away the meaning of them (stay neutral about proposals)
 - Tuner shapes the ideas concisely into a manageable # of proposals and they circulate proposals to the whole proposal (this can take place during a break or between meetings)
 - Confirm the tuners list is accurate and the proposals address all aspects of the problem
 - Present the proposal(s)
 - Clarifying questions
 - Quick reactions (what do you think?)
 - Consent round
 - If not objections, next agenda item

- If doesn't pass, facilitator amends proposal
 - Could include a free form discussion (How might you solve this round)
 - Id how to fix the objections (rounds, research to get more info)

MEEA Details for Picture Forming (The What):

- **How do we change our membership so that people get what they want from MEEA and Membership is a more significant funding stream for MEEA?**
- Signing up for newsletter = a Free Basic membership (this has been the system for quite a few years, before Lesil joined the organization; the Free Basic membership level really helped grow our membership)
- [Member Survey from August 2019](#) (36 respondents)
- 2021 #s
 - 666 subscribed in Mailchimp (i.e. Members)
 - 50% open often
 - 13% sometimes
 - 37% rarely
 - Membership Levels
 - 203 Prof Members (93 Active, 110 lapsed)-paid members
 - 17 Organizational Memberships-paid
 - The rest are Free Basic
 - Avg Open rate=29%; Avg click rate=4% (Top Locations Spgfd, CoMo, STL)
 - Out of 840 contacts in LGL, we have at least a city for 540 of them so we can tag with an MDC region for more targeted communications
 - Some of these aren't members but are potential partners, donors, interested parties
- We don't currently have a mechanism to sort out who wants 1x/month communication and who would be an active, participatory member?

Details about Other NAAEE Affiliates (More of "The What")

- [Kentucky's membership structure](#)
- Colorado
 - Individual \$75 or \$20 (discounted rate for students, retired, or in need)
 - Org memberships <https://caee.org/civcrm/contribute/transact?reset=1&id=1>
 - Benefits list: <https://caee.org/membership>
- Kansas - <https://www.kacee.org/become-a-member> (automatic renewal is the default)
- Maine - <https://www.cvent.com/Events/ContactPortal/Pages/Custom.aspx?cid=705&cwstsub=60289714-05df-47f9-abd3-81bd9aa42a7a>
- Illinois - <https://www.eeai.net/join-eeai.html> (automatic renewal is the default)
- Iowa - <https://iowaee.org/join/become-a-member/>

- Missouri - <https://meeea.org/get-involved/join-meeea/>

MEEA's current membership levels from our awesome website

Levels of Membership and Benefits

We have the right membership for your school, organization, or individual.

<p>Free Basic \$0</p> <p>Includes our monthly newsletter, voting privileges, eligible for awards and board.</p>	<p>Professional \$25</p> <p>Includes everything from the free membership plus eligible for MEEA EE grant and EE certification.</p>	<p>K-12 School Membership \$50</p> <p>Membership for up to four individuals, logo listed on MEEA website, and all professional benefits.</p>	<p>Institution, Agency, Organization or Business Membership \$100</p> <p>Membership for up to four individuals, logo on MEEA website, and all professional benefits.</p>
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So What

- Discounts to events, workshops
- Student level
- Prompts to lapsed pro level
- Annual reminder regarding deadline about losing membership
- Tiered memberships-Student, Individual, Educator, Professional, Senior Level, Pay what you can level, corporate level, lifetime memberships
- Acknowledge corporate level sponsorship in some way
- Events for paid members
- Free level newsletter only
- Organizations associated with levels
- Auto-renew as a default
- Discount for multiple year sign-ups
- What is impact of paying a fee for memberships
- Requests to hold more original workshops and events for members
- Abandoning the “free” level- will folks will feel left out?
- Free membership is an equity issue, we want to encourage diversity
- Requesting a “no-pay” presents a hurdle
- “Pay what you can” as opposed to “free”
- Give acknowledgements
- Professional development to members
- Networking
- Curricular resources
- See what other regions do- meet and greet, brown bag events, other offerings