

## **MINUTES**

### **MAEE Board Meeting**

Thursday, May 17, 2012 / 4:45-8:00 p.m.  
Hardwood Creek Library / Forest Lake, MN

**Board Members Present:** Kristi Pursell, Britt Gangeness, Stefan Theimer, Dan Schutte, Katie-Lyn Bunney, Faith Krogstad, Erin Zoellick

**Others Present:** none

**Not present:** Amy Markle, John Smith, Anna Dutke, Scott Alsleben, Nicole Pokorney,

**Quorum present?** Yes.

#### **Proceedings:**

Meeting called to order at 4:47 pm, Britt Gangeness, President.

Kristi motioned to approve the March 1, 2012 meeting agenda. Katie-Lyn Seconded. The agenda was approved.

Consent Agenda: No items were moved to the agenda for discussion. The consent agenda was moved by Stefan, seconded by Faith, and unanimously approved. The consent agenda included the following resolutions: approve minutes from April 9, 2012 meeting; approve reports from executive team, membership, communication, awards, scholarships, legislative, partnerships.

Britt asked for feedback on the consent agenda as a tool for board meetings. Board members were asked to give a "Fist to five" on consent agenda. All present gave the reports a 4 or 5.

#### Governance items

##### **2012 Conference**

This item severed as the event report and a discussion of the schedule to ensure everyone has sense of how conference is going, where board members participate during event.

- The board will hold a social for people arriving on Wednesday evening. Nicole reported to Britt that it will be at the Forest Inn. The board divided tasks for snacks and drinks.
- All board members should be present for Friday lunch for annual meeting. It will include a brief financial report and presenting awards. President will coordinate annual meeting.
  - The board is also holding a concurrent session, to generate conversation among members. Britt gave overview of session she's doing on behalf of MAEE.
- The registration area will include the MAEE display. There is no wireless Internet available in this location so paper registration lists will need to be used. Registration is at 55, but goal is 100.
- There are 12-13 tables for exhibits, 7 are registered, we budgeted for 10
- Erin is creating the conference guidebook and is actively working on that project
- Evaluations will be provided for sessions and overall for the conference. Stefan can help Erin do critical thinking on the evaluation. Erin will create a short paper survey that will be tucked in to the registration folders. Brinkley will create session evaluations. Britt has a volunteer who is willing to

type data for us after the event. He will also volunteer there and can take the papers home.

- Attendees will get an email with instructions on where to check in
- Keep getting the word out about the conference!

### **2013 conference**

- 2013 conference on the radar. Jill Nocera Swanson and Erin Zoellick will co-chair, Katie-Lyn will be very involved possibly in sessions or registration.
- Britt, Jill, and Erin will have a phone call to discuss preliminary thoughts soon.

### Strategic Planning discussions

#### **Reminder**

We are teaching ourselves how to think and act strategically, to advance our mission (organizational strategy, as defined below). We are deciding on the right approaches that achieve our organization's ends. Strategy connects your mission to your goals.

#### **The strategy pyramid**

- Organizational: Determine mission, vision, trends, competitors, partners, and market position
- Programmatic: Decide on approaches and offer programs and activities to achieve specific outcomes related to the target audiences.
- Operational: Administer and oversee systems, policies, and personnel in areas such as finance, human resources, communications, and information technology.

#### **MAEE Identity statement**

The following is the current work that MAEE does/provides. It is a “who are we” that the group established as a baseline for thinking strategically.

We advance our mission of supporting and advancing EE and seek to strengthen the role of EE as a solution to our pressing environmental and societal challenges by serving EE professionals, EE students, and K-12 educators in Minnesota through

- coordinating professional development
- creating networking opportunities and a sense of community
- acknowledging successful EE programs and professionals
- supporting legislation that advances EE at the state and federal level
- sharing resources for our members

Our competitive advantages are

- We bring together a diverse EE community members.
- We hold a professional and quality state EE conference.
- We support legislation on behalf of the EE community.
- We have international affiliation with NAAEE, and access to the resources available through their affiliate network.

We are sustainable by program fees and membership.

Dan motioned to approve the identity statement, as a current understanding of MAEE work. Kristi seconded. Passed.

## **Challenges and trends**

The board was asked to think about the trends and challenges that they see the organization facing. Not all EE organizations, but MAEE in particular.

- The board's capacity is limited (for example we need more legislative skills, nonprofit management) and it can be difficult to recruit board members.
- Our market awareness is low (are other organizations providing similar services? What is the demand for our services?)
- Financial loss (lost money the last two years)
- Identity torn between school-based EE and out-of-school, which is impacting our identity as an organization, the structure of our conferences, etc.
- Our visibility is low (public and even non-members who do EE do not know about us)

## **strategy screen**

A set of criteria that your organization uses to choose whether or not a particular strategy is consistent with its *identity*. All strategies must address mission, big question, our competitive advantages, and possibly one-three other important things.

The criteria that the board agreed was important is:

- Mission
- Competitive advantages
- Break even or make money over 12 months
- Fit within our current capacity as all-volunteer organization

## **Big question**

A "big question" is a strategic question that MAEE is facing. It is used to create organizational strategy. Some questions the group came up with:

How do we maintain our identity when our membership is so diverse?

How do we focus our efforts when our audience is so diverse?

How can we help our members remain relevant and effective in times of change?

Should we become more politically active and if so, how?

What defines us from MNA and other competitors?

Why is it so hard to get members?

Why does no one know who we are?

At 7:56 p.m. Kristi motioned to end the meeting. Stefan seconded. Passed.