

## SEEA Newsletter: OCTOBER 2019

Dear SEEA Leadership Team,

This will be my last monthly newsletter to the SEEA team and clinic attendees before turning over the chair position at the NAAEE conference to the very capable Sarah West Davis. I promise a peaceful transfer of power 😊 and I am looking forward to serving under Sarah's leadership. It has been my pleasure working with each of you over the last year and a half and I look forward to continuing to do so in the future. I want to say a special thank you to my partner in crime, Ashley Hoffman. It has been a joy laughing with you and working with you on SEEA initiatives.

To the team: You all are doing wonderful work that **will** make a difference in the world. May your lives be filled with kindness, laughter, and love.  
Brad



### SEEA Updates

**Please pay close attention to the following items. Some require your response as noted. A reminder that DBM means to distribute these items to your board members.**

#### **\*\*\*2020 SEEA Conference Announcement\*\*\***

The 2020 SEEA Conference will be held **September 24-26, 2020** in Columbia, SC at the EdVenture and SC State Museums. The theme will be "Environmental Legacy: It's OUR story. Past, Present, and Future." Plan now to attend. (DBM)

#### **Information for SEEA and the 2019 NAAEE Conference (DBM)**

##### ***Conference App***

The 2019 conference app is ready to use! Check out the lineup of speakers. View the sessions. Plan your schedule. Add yourself to the attendee hub and connect with other conference-goers! Download the conference mobile app for [iOS](#) or [Android](#) or [view it on your web browser](#). On the app, search for "NAAEE" and add the "2019 Conference and Research Symposium" to your mobile phone or tablet to view the schedule. You can also [view and create an account on your computer](#).

##### ***Affiliate Sessions at NAAEE***

This year, the affiliates (that's us!) **will have a designated room throughout the conference.** 😊 In the morning, we will have traditional presentations and in the afternoon, there will be more engaging, open space type sessions to allow us the time to dig into the issues we are all dealing with within our affiliates. Be sure to inform any board members from your state about the affiliate room and all the great sessions to keep an eye out for!

### ***Affiliate Dinner***

**Tuesday, October 15, 2019, 7:00pm to 9:30pm;** Price: \$30- Pay online with your conference registration.

Join Affiliate leaders for a networking dinner at HopCat, a fun and popular venue within easy walking distance from the Lexington Convention Center. The buffet will include an assortment of appetizers, a burger bar (beef or veggie), and side dishes including HopCat's famous Cosmik fries. Alcoholic beverages can be purchased separately. Price includes tax and tip. Pre-registration is required. No cancellations or refunds after September 25. If you have already registered for the conference, and did not select the dinner, you can still go back and modify your registration through the link sent to you in your original confirmation email from NAAEE.

### ***Affiliate Welcome***

**Who:** All Affiliates are invited to participate in the Affiliate Welcome.

**What:** The "Affiliates Welcome" is our chance to meet and greet the members of NAAEE and the folks from your home state or province.

**When:** The Affiliates Welcome will be during the luncheon in the Exhibit Hall, on Thursday, October 17th from 12:30 to 2:00pm

**How:** If you would like to participate in the Affiliate Welcome email Brenda back by September 13<sup>th</sup>.

**Where:** The Affiliate Tables will be in a reserved section in the exhibit hall. There will be a sign on your table...look for your logo! \* If you can, PLEASE bring something from your own state/province. Please note alcohol is not permitted.

\*Please make sure to bring plenty of your Affiliate EE Program's Information!

(Membership brochures, newsletters, flyers, pictures, etc.) If you have questions, please email Brenda at [brendasmetcalf@aol.com](mailto:brendasmetcalf@aol.com) or text/call at 740-215-3376.

### ***Affiliate Auction Items:***

**NAAEE Affiliate Annual Conference Donation Challenge:** Rather than bring a basket full of "stuff" in 2018, why not bring a ***certificate for HELP?***

What services can you offer to do for another Affiliate?

Help write a newsletter? Run a workshop? Assist with citizen science project? Create a promotional video? Scan old photos and documents for their archives? Help with their annual conference? Pump up their social media or website? Send them puppets and teaching props? Grant writing help? Copyright free photos? Nonprofit management help?

PLEASE note: You do not need to bring a certificate for a service from your affiliate. You can always bring an item that has special meaning to your state, province or territory. You could also bring a gift card from one of your favorite local shops. NAAEE will be very appreciative of any item(s) you can donate for the auction.

\*\*\*Please let Brenda know what your affiliate plans to donate so that we can make a comprehensive list of Affiliate Auction Items. ( [brendasmetcalf@aol.com](mailto:brendasmetcalf@aol.com) ) \*\*\*

## Crowdfunding Update

Participating states: AL, FL, GA, KY, NC, and SC.

### Crowdfunding Seminar (DBM)

Lauren Pyle is facilitating an "**Introduction to Crowdfunding**" webinar on **Monday, October 7 at 4 pm**. Please feel free to join then; live participants will have the option to ask questions during the webinar. Knowing not everyone will be able to make this time, we will also record this webinar and share it out later.

#### Description: An Introduction to Crowdfunding:

Are you looking for new ways to raise money for your program or affiliate? Crowdfunding is a strategy to raise (potentially) big money from lots of smaller gifts by leveraging your network. Whether you're new to this method or have done a campaign before and are looking for strategies to ramp up a future campaign, this session will provide you with the tools you need to bring in more money, so you can do more!

Topics will include: building a fundraising culture, how to plan a crowdfunding campaign, what to tell prospective donors, logistics during the campaign, thanking donors, campaign follow-up, and how to make this whole process FUN for your team and your donors.

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SEEA is inviting you to a scheduled Zoom meeting.

Topic: SEEA Crowdfunding Webinar

Time: Oct 7, 2019 04:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/821900871?pwd=MjYvRWhEOFFfbmp3RUJlcTRTV202UT09>

Meeting ID: 821 900 871

Password: 087159

## Membership Bootcamp

The SEEA Membership Bootcamp is tentatively scheduled for **December 2019-June 2020**. All course participants will receive a copy of Sarah Sladek's book "The End of Membership as You Know It" in December. Beginning in January, we will have monthly webinars and discussions around the topics outlined below. In between those dates, we will each have some homework to work on within our states. We will also have access to a discussion board where we can all share progress, ideas, questions, and resources as we dig into these topics together.

**Action Item:** Please send Ashley the names of 3 individuals from your state that you would like to participate.

#### Membership Growth Training and Coaching Program

##### 5-Step Process for Membership Growth

Understanding generational differences & social changes and how they influence the value of membership

- Homework: 30 conversations next 30 days

Deep Dive into Value Shift: Look into the future by looking at defining trends and characteristics of millennials and Gen Z.

- Homework: Analyze your organizational future health and see if it is aligned with the future trends.

Membership Best Practices and Case Studies: Successes and changes organizations have made to Future Proof their organization.

- Homework: Identify the top 3 hurdles your organization is facing.

Asset Management: Learn to understand and identify your most valuable assets to help engage and grow membership.

- Homework: Identify the top 3 most valuable assets to your organization.

### **SEEA States EE-Related Colleges and Universities Database (DBM)**

The first iteration of the SEEA EE-related colleges and universities database for all 8 SEEA states is attached. Each state is organized by tabs at the bottom and it is pretty comprehensive. Your state should use the list as a starting point for revisions. Undoubtedly, you will know of other people/institutions/programs you will want to add as you develop educational partnerships. It will be up to the individual states to do so. I encourage designating one of your board members/positions to manage this task and document.

The programs include ee-programs directly, but we also included other departments, majors, minors, concentrations, certificates, graduate and undergraduate programs that might be EE-related. My hope is that this list will help each state identify and recruit educational partners that will attend and present at conferences, serve on state affiliate boards, and strengthen EE in each state through networking. We have written a short key below to help decipher the tables.

Column 1: College/University

Column 2: Location

Column 3: Program - **Majors and Minors bold font**

Concentrations and Certifications light font

Environmental / Outdoor Education-specific programs in red

Column 4: Level - Associates - A

Undergraduate - U

Graduate - G

Column 5: Major - M

Column 6: Minor - m

Column 7: Concentration - C

Column 8: Contact \*note: some site didn't provide email contacts, so those have phone numbers

Column 9: URL

## New SEEA Website (DBM)

We need more high resolution photos from each state and any edits to your state pages so please send these to [brittany@kaee.org](mailto:brittany@kaee.org).

## Southeasterly Winds: News from the SEEA States

**KY** – Conference...Conference...Conference...

**MS – Exciting news from MEEA.** MEEA was busy in September polishing our bylaws and submitting paperwork to our Secretary of State. We got rejected the first time when we tried to incorporate BUT the second time with corrections ***MEEA got approval for incorporation and a 501(c)3 status!*** Next we will work on becoming a charity. We will have 4 of our Board members attending NAAEE this month. We are also compiling a list so that later this year we can hopefully add to our Board. Looking forward to seeing everyone at the NAAEE conference. Brad Notes: MEEA has come a long way over the last year! Congratulations!

**NC** – EENC held its annual conference Sept 19-21 at the Schiele Museum in Gastonia. This year's theme was "MemorEEs Make US," and Dr. Carolyn Finney, a well-known storyteller, author and a cultural geographer, offered an inspiring keynote and over \$7000 was raised for scholarships and mini grants through the auctions and raffle.

**SC** – In September, the Environmental Education Association of SC (EEASC) hosted a Midlands Meetup for 21 members and guests to network, share program updates, and identify opportunities for collaboration. EEASC is working to replicate the Meetup model in other regions of the state. The EEASC board is soliciting nominations for new board members and officers and is making plans for a fall fundraiser launch. Two EEASC board members will represent our state's affiliate at the NAAEE conference in Kentucky, and we are excited to host the SEEA regional conference in 2020 (stay tuned; details coming soon)!



**TN – TEEA Annual Conference (Oct. 4-6, 2019)** Montgomery Bell State Park.

TEEA is busy preparing for the 2019 TEEA Annual State Conference. The theme will be "No Teacher Left Inside" and it will focus on supporting teachers, educators, and mentors in breaking through challenges in utilizing nature, the outdoors, and environmental themes. It will encourage using multidisciplinary approaches to meet these challenges. The keynote speaker is Jim Wike of Nature Explore and Saturday evening social with feature live music and stories by Keith Paluso, Park Ranger and Top 24 Finalist on NBC's "The Voice!"

<http://eeintennessee.org/resource/about.aspx?s=46113.0.0.37935>

## SEEA at your Service: Important Links and Resources

- **SEEA Shared Space.** The link to the SEEA shared space is below. Here, you will find the roster, minutes, webinar recordings and other resources.  
<https://drive.google.com/drive/folders/0Bz-GEj3kxmd-YkF4VEltZnU2RUk?usp=sharing>.  
Please bookmark this link for quick access.
- **SEEA Website (DBM).** Access the new [SEEA website!](#)
- **2019 SEEA Leadership Team Roster:** <https://docs.google.com/spreadsheets/d/1RPe-nJZDBCX6OuBF0z0GDV2hHvdrSITqMuh9V79Pw/edit?usp=sharing>
- **SEEA Strategic Plan** (discussed and approved on the September conference call). The document is attached via the link below. Please pass it to your respective boards.: <https://docs.google.com/document/d/1PrsEUVFA-2yosIEF75XRxVu6RZT3Uw82-ncr54ZpPRU/edit?usp=sharing>.
- **ZOOM Video Conferencing Available to all SEEA States (DBM).** Please email Ashley ([director@kaee.org](mailto:director@kaee.org)) if you need the login information and send her the date and time you plan to use it so we can mark it on the calendar to be sure there are no conflicts. Login is [director@kaee.org](mailto:director@kaee.org) and pw: Seea2018.
- **EE Research Bulletins (EERBs):** <https://naaee.org/eepro/research/eeerb>
- **eePRO Research & Evaluation group:** <https://naaee.org/eepro/groups/research-and-evaluation>
- **NAAEE's Research Programs:** <https://naaee.org/eepro/research>
- **Children and Nature Network's Research Summaries:**  
<https://www.childrenandnature.org/learn/research/>
- **Webinar on Statewide Evaluations for Collective Impact.** The recorded webinar and a PDF of the accompanying PowerPoint are available at: <https://naaee.org/eepro/learning/webinars/statewide-evaluations-collective-impact>
- **Webinar on Applying Systems Thinking for Our Affiliates.** You can access the recording at: <https://youtu.be/2A6vll3Fthc>.
- **EENC Environmental Education is Essential Document.**  
<http://eenc.org/resources/Documents/EE%20is%20Essential%20with%20citation%20page.pdf>.

### Action Item Checklist and Deadlines

- Please send Ashley the names of 3 individuals from your state that you would like to participate.
- If you have not done so, **send high resolution photos** from each state and any edits to your state pages on the new SEEA website to [brittany@kaee.org](mailto:brittany@kaee.org).
- Distribute the SEEA Strategic Plan to your Board members if you have not already done so.
- Become familiar with the SEEA Shared Space <https://drive.google.com/drive/folders/0Bz-GEj3kxmd-YkF4VEltZnU2RUk?usp=sharing> (ASAP)

As always, let me know if you have any concerns or questions as well as suggestions about how we can structure these updates to serve you better. You can always reach me on my mobile at 828-280-1380.

*Dr. Brad Daniel*, 2018-19 SEEA Chair

*Ashley Hoffman*, SEEA Executive Director



## SEEA at a Glance: Questions and Answers

### **1. What is SEEA?**

The Southeastern Environmental Education Alliance (SEEA) is a network of state affiliates of the North American Association for Environmental Education (NAAEE) located in the southeast region of the U.S. - EPA Region 4. The region is composed of the eight states below.

#### NAAEE Affiliate Organizations

**AL** - Environmental Education Association of Alabama

**FL** - League of Environmental Educators in Florida

**GA** - Environmental Education Alliance of Georgia

**KY** - Kentucky Association for Environmental Education

**MS** - Mississippi Environmental Education Association

**NC** - Environmental Educators of North Carolina

**SC** - Environmental Education Association of South Carolina

**TN** - Tennessee Environmental Education Association

### **2. What is SEEA's Mission?**

The mission of the Southeast Environmental Education Alliance (SEEA) is to provide southeastern state environmental education associations and their members with valuable networking and communication opportunities that lead to greater success for all.

### **3. How is SEEA structured?**

The SEEA Leadership Team includes two representatives from each state, including a Chair-elect, Chair, and Past Chair which are elected from the 16 representatives. SEEA has a part-time Executive Director and part-time Education Director. Funding for these positions comes, in part from contributions from member states. The return on investment for the money paid by each state to support a SEEA Executive Director has been 2-4 times the contribution.

### **4. How does SEEA help the individual states?**

SEEA helps the state NAAEE Affiliates in a variety of ways. SEEA seeks to procure funding through grants and other means to help the state affiliates. SEEA also compiles and provides shared resources so individual states don't have to invent everything from scratch. These resources include:

- Strategic Plans
- Policy Manuals
- Job Descriptions and Personnel Policies
- Forms
- Marketing plans
- Fundraising or Outreach Videos



- **Other documents**

**States can choose to participate in various opportunities such as grants but they are not obligated to do so. Participation on each initiative is voted on by the state affiliate board/council.**

**5. Does SEEA hold a conference or regular meetings?**

**The SEEA Leadership Team holds monthly conference calls and participates in a yearly leadership retreat. SEEA partners with one of the eight SE states each year to co-sponsor a conference, which doubles as the conference for both the state affiliate and SEEA.**

**6. What is SEEA working on currently?**

**Current SEEA Projects include:**

- **Creating and implementing a new SEEA work plan for the next few years.**
- **Planning a SEEA regional ee360 retreat that will bring teams of up to five from each state affiliate.**
- **Determining organizational structure and investigating the possibility of becoming a regional affiliate of NAAEE.**
- **Providing networking opportunities such as a SEEA meeting at the NAAEE Annual Conference.**
- **Facilitating communication among affiliate groups through various means, including monthly conference calls, periodic email updates, and postings on the SEEA website around various topics of mutual interest.**
- **Sharing resources such as newsletters, conference attendance opportunities, and general organizational information.**