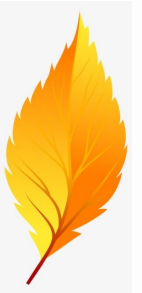




## SEEA Newsletter: November 2019

From all of us, we want to thank Brad Daniel for his leadership over the last year as he is leaving the role of Chair of SEEA. Brad has helped create several opportunities for all of us to grow our boards, support membership, hire staff, facilitate a leadership retreat, and develop a database of EE-related colleges and universities for all eight SEEA states. We will miss your sense of humor that has always weaved throughout the newsletter. Thank you again for your endless enthusiasm for promoting and encouraging EE throughout the southeast.



## SEEA Updates

As Brad steps into the role of Past-Chair, it is with pleasure that we announce the new Chair of SEEA, Sarah Davis. Sarah has represented Florida on the Leadership Team for several years and has worn several hats while on the board of the Florida affiliate. With her years of excellent service, her enthusiasm for EE and her kind manner, we know she will be an asset to the executive board of SEEA.



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\*\*\***

Plan now to attend. (DBM)



EEASC is currently accepting sponsorships for the conference; online contributions can be processed at <http://www.eeasc.org/Sponsor>, and all sponsors will be recognized in the conference publicity materials per the details described on that webpage. Sponsors will also have an opportunity to set up an information/vendor table during the conference.

More details (pricing, lodging, call for session proposals, details about the research symposium, field trip details, etc.) will be announced soon! In the meantime, please "save the date."



## Board Fundraising Video

Interested in having a board fundraising video sharing why your board supports EE? [Here is a link](#) to a video we recently worked on for GA's board. If you'd like one for your state, please email Brittany ([brittany@kaee.org](mailto:brittany@kaee.org)). All we would need are pics and quotes from all your board members!

## Communications

Looking for content for your website or social media? There are a number of stories you can use about current EE initiatives available on the [SEEA Shared Space](#) in the [Communications](#) folder!

## NAAEE Affiliate Board Chair Professional Learning Community

If you are the chair of your affiliate, you should have received an invitation on November 1st to participate in a professional learning community for board chairs/presidents. This is a great opportunity to learn from and network with other board presidents from across the nation! For more information, contact Bruce Young, [bruce@naaee.org](mailto:bruce@naaee.org).

## 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.

### 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

<https://drive.google.com/file/d/0B4LEgLAYiLXwdUFXNmp1TG1Vb0ZicldBWHNmQzRJeUhBX0w4/view?ths=true>

## **New SEEA Website (DBM)**

If you have not already sent your high resolution photos to Brittany to update your state pages, please do so as soon as possible. [brittany@kaee.org](mailto:brittany@kaee.org).

Here is a link to website: <http://www.southeastee.com/>

## **Southeasterly Winds: News from the SEEA States**

**KY** – Thank you Kentucky for hosting a wonderful NAAEE conference!! We heard over and over again about the southern hospitality and how much everyone enjoyed the variety of sessions, speakers, workshops, and field trips. We had more than 1260 people attend the conference from all 50 states, as well as Puerto Rico, the US Virgin Islands, and 30 countries. A record 103 people attend this year's Affiliate Workshop, and 25 Affiliates participated in the Affiliate Welcome. It is such an exciting time of growth for the Affiliate Network!

**AL** - EEAA was thrilled to send three board members to the NAAEE conference in Lexington, KY. There was a ton of opportunity to network and collaborate. From the huge variety of affiliate workshops, to legislative action suggestions, to meeting all the vendors, this was a great week for us to highlight all the great work being done across the state of Alabama but also a time for us to get great ideas, to bring back to our fellow board members. We just had a strategic planning retreat and there were several workshops that supported the goals we are trying to implement in Alabama.

In September EEAA hosted a Strategic Planning Retreat for its Board. The retreat was held at the beautiful Weeks Bay Nature Reserve in Fairhope, AL. This was a follow-up from the retreat two years ago where they started the foundation for a new strategic plan. At the last Leadership Clinic in Black Mtn. North Carolina the Leadership Team worked on external and internal goals based on the notes from the previous strategic planning retreat. Having the notes from both of these previous events, led to a successful retreat this past September. The board outlined the roles of each committee, planned for the upcoming conference, and laid out an exciting and ambitious plan. One of the first goals is to reorganize the membership of EEAA and this will be done by the committee as they work with Ashley in the upcoming membership bootcamp.

**GA** - EEA is happy to announce that we are hiring an Executive Director. This is the next step in our journey, and we are excited to see who will join us as we seek to raise the profile and quality of environmental education in Georgia. The link on how to apply is listed at the end of the newsletter.

**MS** – Mississippi had 4 Board members attend the NAAEE conference. We also got to meet someone that is interested in becoming part of our board that just started employment at MS State University. The comments from the MS conference attendees was they enjoyed the various sessions. We seemed to pass each other in the corridors going from one session to



another. Those that attended the affiliate dinner and the Bourbon & Blues Celebration had a great time. As you can see Stacy and I had a blast making our Derby hats. It was also very enjoyable to go out to dinner with our fellow SEEA affiliates on our free night. It was an impromptu planned dinner but it turned out that several could attend and we had a great time. It is good to get to know other affiliates so when we have a question or problem we have someone to call! I also want to congratulate Ashley and her team for putting on a great conference and enjoyable experience! As far as what is happening here in Mississippi this fall we became incorporated and a 501(c) 3 organization and I am working on getting our charity status. Don't think it will be done before this holiday giving season but maybe we will be able to do something for Earth Day, 2020. Everyone have a great holiday from MEEA!

**SC** - Three EEASC board members, and Two EEASC members at large attended the NAAEE conference. Two of the board members participated in the affiliate meeting and all three attended the SEEA meeting. We also participated in the NAAEE affiliate table share time.

Each month, the midlands region of the Environmental Education Association of SC (EEASC) hosts a "meetup" for environmental educators to network and share programs, ideas, and resource requests. October's midlands meetup was a special event hosted in partnership with the SC Green Steps School program—an environmental education initiative that encourages individual schools to take annual sustainable steps toward becoming more environmentally responsible. The event was attended by 56 teachers and informal environmental educators! November's "regularly scheduled" midlands meetup was attended by 18 informal educators who shared information about dozens of upcoming environmental education initiatives in the region.

The upstate region plans to host their second meetup in December.

Three new officers were elected during EEASC's annual election, and planning began for EEASC's 2020 board retreat. The EEASC crowdfunding campaign will begin later in November. We have also made amazing strides in attracting several sponsors for the 2020 conference. We are also looking at hosting several regional mini conferences...Three board members represented EEASC at the SC Science Council conference and presented environmental lessons during a "Share-A-Thon." Planning continues for the 2020 EEASC/SEEA Conference, which will be held September 24-26 in Columbia, SC.



## 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/1RPc-nJZDBCX6OuBFOz0GDV2hHvdrSlTqMuh9V79Pw/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>.

- **Georgia's Job Announcement Position:** Executive Director of the Environmental Education Alliance of Georgia (part-time 20 hr/week) <https://eeag.memberclicks.net/assets/Documents/EEA%20ED%20job%20posting%202019.pdf>

As always, let us know if you have any concerns or questions as well as suggestions about how we can structure these updates to serve you better.

*Sarah Davis*, 2019-2020 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.

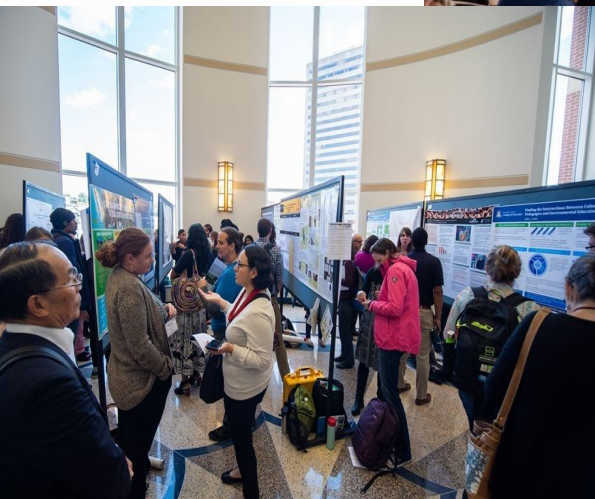
## Snapshots from NAAEE 2019







Graphic Recording by: Katalyst Creative Consulting



Graphic Recording by: [Katalyst Creative Consulting](http://www.katalystcreative.com)