



SEEA Newsletter: January 2020

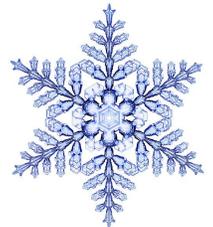
Happy New Year!

Happy New Year to all! I hope everyone had time with family and friends over the holidays! The first webinar for the Membership Bootcamp was January 13 and books were sent out over the holidays. I am looking forward to learning what the group brings back to our affiliates and making positive changes to build our capacity for 2020! Thank you to everyone participating in the EPA proposals. We are hopeful and looking forward to enhance our abilities as affiliates and support the great work of environmental education.

Sarah Davis
SEEA Chair



SEEA Conference Updates



SAVE THE DATE

SEPTEMBER 24-26, 2020



Columbia, South Carolina
EdVenture & SC State Museum

Hosted by:



**ENVIRONMENTAL LEGACY: IT'S OUR STORY.
PAST, PRESENT, AND FUTURE.**

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

We are also accepting conference sponsorships and silent auction item contributions. Funds raised through the silent auction will go to support SEEA and EEASC initiatives.

<https://eeasc.wildapricot.org/Silent-Auction>

<https://eeasc.wildapricot.org/Sponsor>

The call for proposals for the 2020 SEEA/EEASC Conference General Sessions and Research Symposium is now open! Submissions will be accepted through March 15, 2020. The conference will be held September 24-26 in Columbia, SC. We hope to see you there.

<https://eeasc.wildapricot.org/CFP-Research>

<https://eeasc.wildapricot.org/CFP-General>



Membership Bootcamp

The SEEA Membership Bootcamp is 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.

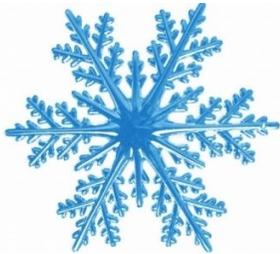
- Homework: Analyze your organizational future health and see if it is aligned with the future trends.

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.



NAAEE Updates

Greetings Affiliate Leaders!

Wow, I cannot believe it's been two months since the conference! The Steering Committee has been busy at work reflecting on learnings from the conference as well as planning for our upcoming retreat in early January which will be NAAEE's offices in Washington, D.C.

A link to our meeting notes is below and what we've mostly been in dialogue about is trying to figure out the big questions that need to be explored by Affiliates and NAAEE to help move the Network forward to be able to accomplish more. Here's a quick look at the questions we've drafted thus far:

- 1) What do we want the relationships between Affiliates, the Network, and NAAEE to be? What are the expectations we're holding for one another?
- 2) How do we create guiding principles of the Network in the most inclusive way?
- 3) How do we balance the needs of individual Affiliates with the needs of a Network?
- 4) What kind of Network do we want to be (e.g. information sharing, collective impact)?
- 5) How do we make decisions as a Network? What kind of governance model do we want to have? What is the role of ANSC and how do we create operating procedures with an equity lens to reflect the answers to the previous questions?

Here's a link to the google doc where we keep notes from our monthly meetings:
https://docs.google.com/document/d/1Mk0fQ9_luVII5tLaz3DKyBdxiToMpKkSEdFw...

Thank you all for everything you do to support the Affiliate Network!

Eileen Everett

Chair, Affiliate Network Steering Committee

2020 Guidelines for Excellence Small Grant Opportunities: Application Deadline February 5, 2020

We are pleased to announce two, *Guidelines for Excellence* small grant opportunities.

Grant #1 provides funds to help defray the cost of sponsoring one or more *Guidelines for Excellence* workshops. The award (\$500 - \$1000) is meant to defray costs of organizing and holding the workshop(s) (e.g., staff time, advertising, facility rental, supplies, coffee breaks, lunch). 4-8 grants will be awarded. Please see attached RFP and application form for details.

Grant #2 is intended to facilitate the development of Affiliate level Guidelines Trainers' Bureaus, building capacity at the state and regional levels for offering on-going support and training for Guidelines Trainers' Bureau members. The award (\$1000) is meant to defray costs of organizing and holding workshops (e.g., staff time, advertising, facility rental, supplies, coffee breaks, lunch) as well as staff time and other costs of creating a long-term plan for hosting an Affiliate sponsored Guidelines Trainers' Bureau. Three grants will be awarded. Please see attached RFP and application form for details.

How to Apply? See the link below

Deadline? February 5, 2020

Questions? Please contact Bora Simmons at borasimmons@gmail.com

<https://naaee.org/eepro/groups/affiliates/discussions/2020-guidelines-excellence-small-grant>



NAAEE 2020 in Tucson, Arizona!

Research Symposium: October 13–14, 2020

Conference: October 14–17, 2020

EE: Inspire Change!

Start thinking about proposals for NAAEE 2020; Call for Presentations coming soon!

NOAA-21st Century Community Learning Centers Watershed STEM Education Partnership Grants

<https://naaee.org/our-work/programs/eeblue/21CCLC>

Apply for STEM Education Grant

Apply by: Feb 6



NOAA-21st Century Community Learning Centers STEM Education Partnership Grants will fund after school programs that educate students about watersheds.

Southeasterly Winds: News from the SEEA States

GA -

Registration Open for the 2020 EEA Annual Conference, March 6-8, Villas by the Sea in Jekyll Island, GA

Are you creating an environmentally focused culture within your community? What have you found to be the best ways to make environmental education more accessible? How should environmental educators engage with partners and stakeholders in their communities? Please share your answers to these questions and your expertise by attending the 2020 Environmental Education Alliance (EEA) Annual Conference.

The Annual Conference offers educators the connections, tools, learning opportunities, and strategies they need to understand and implement effective environmental education within their classrooms, schools, organizations, and communities.

The theme for the 2020 Environmental Education Alliance Conference is **"Splashing into EEA: Making Waves within Your Community."** We invite you to share how you, your school, or your organizations make an impact in the community by making environmental education more accessible to a diverse audience.

MS –

Greetings from Mississippi! Hope everyone had a great holiday season. MEEA hopes that 2020 will bring excitement to our fledgling organization. For January we are starting off by sending invitations to individuals we are interested in joining our board. Hopefully by the end of February, 2020 we will have a complete and working board. MEEA will also be submitting their documentation to become a Charity so that by this spring we will be able to accept donations. We will let everyone know when you can send us money!

AL -

EEAA Annual Conference
Join EEAA at
Joe Wheeler State Park
4401 Mclean Dr. , Rogersville, AL 35652
February 27-29th, 2020
To Celebrate
PLANET, PLACES, PEOPLE

NC-

- EENC raised \$36,881 in our annual crowdfunding campaign. Mud flop video coming soon!
- January 25, EENC is working with grad students at UNC Greensboro to debut a new "Culturally Responsive EE" workshop
- We are also making plans to launch two new events in 2020: a mini-conference for college students in March and a classroom teacher field day in August.

FL -

LEEF is planning for our spring conference March 27-29 in Florida Elks Youth Camp in Umatilla Florida. Our Keynote Dr. Main is a Professor in the Department of Wildlife Ecology and Conservation at the University of Florida. Dr. Main's research has been broadly focused on behavioral ecology, human-wildlife conflict, and conservation and management of wildlife habitat and has included studies of coyotes, the Florida panther and of jaguars in Central and South America to name a few. Marty is best known for developing the Florida Master Naturalist Program, which includes a suite of natural history and conservation education courses taught by a statewide network of certified instructors. The FMNP has won many awards, including the Eugene P. Odum Award for Excellence in Ecology Education from the Ecological Society of America.

For more information - <https://www.leef-florida.org/2020-annual-conference>

Executive Director Position:

LEEF is seeking an enthusiastic and creative person with a passion for our mission and a desire to help us grow as an organization. If you would like to be constantly challenged, learn a lot, have fun, be inspired, have a significant impact and work with an amazing team, we encourage you to apply!

We are looking for a part time executive director to contribute and continue the great work and inspire and represent the organization. This person will be responsible for the daily operations and supporting the organizational goals and work plans. The Executive Director will serve part-time, approximately 15-20 hours per week, performing duties assigned by the executive board. The position is for a six-month term, with the opportunity to extend that term and hours if agreeable to all parties and funding availability.

For more information: <https://naaee.org/eepro/jobs/leef-executive-director>

LEEF Crowdfunding was a success. Thank you to our out of state friends that also supported our cause - Thank you!. We raised over \$2000.00, more than last time and encouraged by it and excited to do it again soon. We are getting ready for our January 11 meeting so we will have more to share in the next newsletter.

SC-

The Environmental Education Association of SC (EEASC) raised \$3,285 in its first online fundraising campaign and filmed an "embarrassing music video" to celebrate its achievement during the 2020 board retreat. Footage from the video production will be forthcoming.

Three board members have received /The End of Membership as We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century/ and are prepared to participate in the SEEA bootcamp.

Nine EEASC board members participated in the 2020 EEASC board retreat at Bethel Christian Camp January 3-4, 2020. During this time, we reviewed 2019 programs and progress, enjoyed fellowship and networking, and made plans for 2020 programs--including the SEEA/EEASC Annual Conference!

The call for proposals for the 2020 SEEA/EEASC Conference General Sessions and Research Symposium is now open! Submissions will be accepted through March 15, 2020. The conference will be held September 24-26 in Columbia, SC. We hope to see you there.

[Call for Proposals – Research Symposium](#) (Thursday, September 24, 2020)

[Call for Proposals – General Sessions](#) (Friday-Saturday, September 25-26, 2020)

We are also accepting conference sponsorships and silent auction item contributions. Funds raised through the silent auction will go to support SEEA and EEASC initiatives.

Conference registration is expected to open in spring 2020.

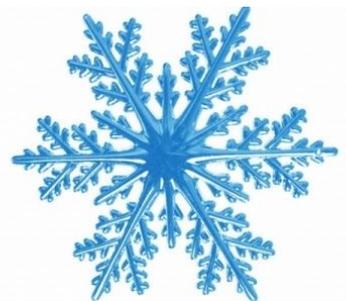
A postcard with the save the date and session proposal information is attached. Please share these announcements with your networks!

NAAEE Affiliate News

From Affiliate Network Coordinator Bruce Young:

I hope you are all well and had a restful holiday weekend. As you may know, the application window for the 2020 ee360

Community EE Fellowship Cohort began this week and, we would like to ask our Affiliates to join us in spreading the word about this awesome program to your members. To make this request simple and easy for you NAAEE Staff members Colby Parkinson and Anne Umali have put together an excellent promo kit. In the promo kit, you will find copy for newsletters or social media posts, graphics, and branding



information ready to be uploaded or cut and pasted into your member communications and makes promoting the ee360 Fellowship program a breeze!

Thank you in advance for helping us to promote this amazing opportunity for leaders in our field and as always please do not hesitate to contact me if you have any questions.

eePRO Highlight: **Affiliates**

Not sure how to work with your state affiliate? Looking to network with other affiliates in your region? This group provides opportunities to discuss the Affiliate Network, maintain working relationships, build partnerships, network, and collaborate to enhance EE capacity. Jump into the conversation to improve our effectiveness and build a stronger and more unified voice for EE!

<https://naaee.org/eepro/groups/affiliates>

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-nJZDBCX6OuBFOz0GDV2hHvdrSITqMuh9V79Pw/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-2yosIEF75XRvVu6RZT3Uw82-ncr54ZpPRU/edit?usp=sharing>.
- **ZOOM Video Conferencing Available to all SEEA States (DBM).** Please email Ashley (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 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:

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



Here's how to get your board members off on the right foot, and focus them on positive action for the new year. It's sort of a how-to guide and also offers some positive reminders of what your board is really here for.

Share this with your board members for a bit of motivation, a dose of abundance thinking, and a boost of optimism for 2020.

[New Year's Resolutions for Board Members](#)

It's the New Year – and it's a great time to make smart resolutions for the future!

This post is updated from posts I wrote in 2018, 2017 and 2015. It's a perennial favorite with my readers – so we've updated it again for 2020!

Here are some ideas for nonprofit board members – to help everyone get started on the right foot for the year and keep on track as we launch into the new year.

You might find that these ideas will open up some interesting discussions – about expectations, attitudes and actions needed from ALL board members.

How about these for a list of New Years Resolutions for Board Members? Here's what board members might want to resolve for the coming year.

1. I will encourage everyone to think big.

As a board member, I know that thinking small will not get us where we want to go. We are not going to change the world, save the environment, feed the hungry, change our community, find a cure – by thinking small.

So I will think big. I understand that there is great power in a big, wildly exciting vision. Because a big juicy vision will help attract people – and financial resources – to our cause.

2. I will have a bias towards action.

Knowing that my organization needs more than talk out of board members, I will focus on positive actions that I can take.

I refuse to be one of those board members who thinks their job is simply to come to meetings and just offer an opinion.

I will ask the ED and our staff what they need the board members to actually DO this month, this quarter, this year.

Taking action will be more fun and will create much better results!

3. I resolve to understand our numbers.

I promise to spend some time understanding the data about how we raise money and how we spend it.

I want to learn more about where our money really goes.

I want to learn about my organization's fundraising plan and our funding/business model.

Like Tom Peters said,

'Without data, I'm just another person with an opinion.'

I will learn more about my role as a fiduciary guardian of our nonprofit.

4. I will support our fundraising program and our annual fundraising plan.

I understand that there are many ways I can support fundraising and help celebrate our donors.

Since fundraising is not just about asking for money, I know I can play a valuable role even if I am not out there soliciting – (by opening doors, making connections, meeting prospects, thanking donors, involving new people, etc)

I understand my various fundraising responsibilities as a board member.

I will help foster an organizational culture that will support philanthropy .

I'm interested in educating myself about fundraising – how it works today and what works best for us.

I won't suggest a new fundraising idea or project without first understanding its potential impact on our staffing and volunteer resources.

5. I will be optimistic, no matter what!

I will be the board member who believes in abundance, and sees the glass half full.

Knowing that negativity is self-defeating, I will discourage everyone from handwringing and naysaying.

I know that negativity wipes out all our energy and passion.

I resolve to be the board member who has the point of view of abundance rather than scarcity.

And I hope to influence the rest of my fellow board members.

I will encourage a positive, can-do attitude – because THAT is what can change the world.

6. I will go back to my vision again and again.

I know that my vision of a better world will help to keep me energized, focused, passionate, and results-oriented.

So I will stay focused on my vision of what's possible and how our organization is making it happen.

If any of our board members feel jaded or bored, I'll encourage them to remember why they really care about this cause and our organization.

I'll do my best to keep the fires of passion and energy burning brightly.

7. I will dare to challenge the status quo.

Knowing that change is hard for all organizations, including ours – I will be open to new ideas and new ways of doing things.

I will encourage my fellow board members to be willing to let go – no matter how threatening change is.

I will remember Jack Welch's famous quote:

“If change is happening outside the organization faster than it is on the inside, the end is near.”

I resolve to be willing to ask, “Why are we doing this?”

8. I will make my own proud, personal gift to support my organization.

AND I will encourage the other board members to give.

I understand that if we don't put our money where our mouth is, we have absolutely no credibility.

I resolve to set an example by giving cheerfully and generously.

9. I will support our CEO and staff.

I will not ask the staff to overwork themselves, or sacrifice their personal lives in the name of our cause.

Understanding that they carry enormous responsibility on their shoulders, I will support paying them competitive salaries, and giving them a healthy, happy workplace.

I resolve to support an appropriate boundary between board members and staffers. This means that I will not attempt to direct individual staff members. Instead I will deal with their boss, our CEO.

I resolve to show up. To return their phone calls and e-mails. And help out when asked.

10. I will be a “sneezer” and advocate for our cause wherever I go.

Knowing that ideas can be contagious and spread among people like viruses — I will “sneeze” wherever I can, and share good news about our work when I meet a potential supporter.

Above all, I want to help create an epidemic of buzz about my organization all around.

I resolve to be a terrific personal advocate for our organization and our cause. And I'll have fun doing it!

Bottom Line on New Years Resolutions for Board Members:

I don't want to mess around as a board member. Certainly, I don't want to waste time in meaningless meetings that are all talk and no action. For the coming year, and all years, I dedicate myself to making my service on the board meaningful.

Gail Perry
MBA, CFRE
gail.p@gailperry.com
firedupfundraising.com

