

Outdoor Education For All! Steering Committee

DRAFT MEETING MINUTES 6/21/15

Tuesday, June 9 - 4:00-7:00 pm

CSU CHICO CAMPUS, Room 461, across from Main Library

Attending: Tony Catalano, Marti Leicester, Nate Millard, Jeff Mott, Lucas RossMerz, Lisa Speegle

Unable to attend: Debbie Chakarun, Shannon Johnson, Mary Anne Pella-Donnelly.

Proxy: Mary Anne gave her proxy vote to Tony Catalano so we had more than the required quorum for voting.

Attachment: **APPROVED** final Steering Committee Recruitment Guidelines.

I. Welcome, agenda review

Marti called the meeting to order at 4:10 pm. Thanks to everyone for figuring out the room change!

Thanks again Nate for getting us the room and conference call set up.

Review and approve April Steering Committee minutes and May OEFA meeting summary

Marti noted she had added the missing names from the May 12 General OEFA Community meeting summary.

Both sets of meeting minutes were unanimously **APPROVED**.

II. OEFA Core Values

A. Review and discuss draft

1. Agreement that draft core values that Mary Anne worked on were excellent and helpful.
2. Agreement most organizational core values shorter, more succinct.

B. Chart next steps

1. Nate agreed to do an edit. The group selected the key words they felt were most important to keep from Mary Anne's draft. Discussion on meanings for "mindfulness."
2. Nate will send edit to all on the Steering Committee asap.

III. Steering Committee Recruitment

A. Final review and approval of recruitment guidelines. **APPROVED. Final attached.**

B. What are our recruitment priorities for 2015? Expertise, passion, connections, and representation?

1. We agreed that expertise was the most important priority as well as connections to community leaders to help raise the visibility of OEFA in the community in the coming year. Representation of various categories was not as important in the coming year as it had been for the initial start-up of the Steering Committee.

2. Based on the Action Plan goals, the Committee members agreed on the following expertise priorities to guide our selection of whom to recruit to expand the Steering Committee:

- a. Fundraising
- b. Community Leaders. Teachers (especially elementary and also Spanish bi-lingual) TIED
- c. Communications and Marketing
- d. Providers
- e. Legal
- f. Non-profit organization and management
- g. Tribal Representation

3. Initial selection in those categories: - no priorities yet: **CONFIDENTIAL**

4. Review prospect list; confirm invitations and who will do what by August 1. Goal: Confirm 6-7 new members to reach Committee parameter of 15. - Final priorities for invitations and who will invite: CONFIDENTIAL:

C. Steering Committee recruitment package: What is included, what is needed and who will do what?

1. "Recruitment is friend-raising and can set the foundation for future fundraising." Barbara
2. Best if an invitation is extended in person.
3. Format what is needed so a nice presentation package.
 - a. Vision, Mission, 5 year Goals, Core Values, List of Accomplishments, Current Steering Committee members, Steering Committee Charter. Can send latest e-newsletter as a follow up if it seems appropriate.
 - b. Marti and Barbara will format informational materials by about June 18.
4. Some suggested talking points for invitation:
 - a. We are looking for Committee members to help the organization move forward, evolve
 - b. Review the packet informational materials.
 - c. OEFA as a partner/leveraging organization, not programs: If you want to go fast, go alone. If you want to go further, go together! Will you join us and help us take OEFA further?

IV. Fundraising Strategy

A. Strategic planning product /report overview

1. Barbara provided an orientation to purpose of the draft case statement Marti drafted.

2. **Comments on Case Statement DUE BY June 17th (all steering committee members)**

Specifically section H!

3. Barbara requested Marti to redraft section on Action Plan goals and budget goals - they aren't aligned. Marti to get to group asap.

4. Discussion on Case Statement on June 22 Steering Committee CALL IN.

5. Timeline will be presented in call and Marti and Barbara will continue to work on editing.

6. Funders outreach for 2015:

- a. Begin in summer?
- b. Jeff commented he is ready to begin talking to some funders as soon as the informational materials are formatted and finalized. (See draft fundraising plan.) Lucas suggested what the Rose Foundation might fund.
- c. Outreach may not begin until August. Most Committee members will be taking vacation in July.

7. Lucas asked Barbara for clarification on how OEFA Steering Committee could do fundraising without at least a bank account if we were not going to move into establishing a 501.c.3 status right away.

- a. Marti has information from Golden Valley Bank on setting up an account.
- b. We still need to meet with North Valley Community Foundation - high priority to do soon.
- c. Barbara has other examples of how this might work. Memorandum of Understanding. Being written into another Partner's grant.
- d. One of the already established non-profits in the network acting as fiscal agent for OEFA. Example: we are doing this now with the Fox Foundation money which is being held at CCNC.

V. Reports: Outreach, Providers and Other Activities

A. BCOE

1. Marti and Tony met with Christine McCormick and Gretchen Bender in May. They agreed to work with OEFA to convene a meeting of Providers, Teachers, and other partners to plan how to integrate the formal education and informal provider educators timelines to arrive at implementing NGSS to meet Common Core Standards over the next 3-5 years. This may become a sub-committee of teachers, Providers, CREEC and others working in partnership with OEFA on professional development issues
2. Provider Activities and Follow-up from June 8 meeting
 - a. Marti and Toni need to meet with Penny Chennel, Oroville City Elementary School District Supt. and Principal Patty Garrison in June about fees for Providers - is there any way for more standardization? -and liability concerns for classes coming to the Forbear Aquatic Center.
 - b. Excellent Provider meeting on June 8 (day before Steering Committee meeting). Notes will be sent to Steering Committee.
 - c. Providers set priorities on funding ideas in draft Action Plan.
 - i) Support the organizational development and fundraising
 - ii) Establish a PLACE, address to convene all OEFA partners and share space to reduce overhead costs. Gloria Halley, BCOE, suggested she knows contractors that would contribute labor and materials.
 - iii) Establish an OEFA grant program for the partners.
 - iv) Fund the Assessment and research efforts of OEFA (Nate doing terrific job)
 - v) Felt that many of the professional development goals could be covered in the organizations themselves as they often do that already and working with CREEC and CCNC is core.
 - d. The next Provider meeting will take place in August.
 - e. Providers agreed interested in working with Stanford Avenue again, but may be too much of a stretch to expand to another school. To be discussed further
 - f. CREEC -Tanya Heaston and Shannon Johnson - are planning a professional development series for Providers on how to get their programs to meet NGSS standards. Providers expressed interest in a series of trainings for Monday nights in Fall (Sept.?)
 - g. Tony Catalano will offer to host next provider meeting at the Forebay.
3. Community Outreach priorities for June-September. Many ideas - to be determined in August for coming year. (North Valley Community Foundation, Tehama County, Lassen Park Foundation, Boards of Directors of the organizations in the OEFA network, etc.)
4. The McConnell Foundation has requested a grant submission from the North State counties that is based on the Collective Impact model but Butte County not included. Some are working on seeing if Butte might be included. Marti will follow up with BCOE and Lassen Park Foundation.
5. CSUC Outdoor Nation - didn't discuss at this meeting. Topic for August meeting - find out more from Nate who initiated participation by CSUC. Anyone can log in and claim points for this "contest" to make CSUC a winner in this national competition!
6. Other May 5 OEFA Meeting Follow-up
 - a. Emilyn Sheffield thought the break and meeting and time for all to share information and ideas informally was critically important. Always important to keep the community meetings going so this can happen.
 - b. Marti pondering when to send out meeting minutes?
7. Marti reported there is an opportunity called an Encore Fellowship for people who start organizations after they retire that contribute to communities, using skills learned in a career. Marti

plans to apply for this and asked if there were any problems or issues to consider? The group agreed they supported this application.

VI. Next steps and next meeting/topic

A. June 22, 3-4:30 pm - Call in meeting to review revised case statement.

B. Goal: no Steering Committee meetings in July. Many will be on vacation. All have earned a break!

VII: MEETING ADJOURNED @ 6:38pm

Attached: Approved Steering Committee Recruit Guidelines from this meeting.

lrossmerz & mleicester 6.21.15

OUTDOOR EDUCATION FOR ALL

REVISED 2015 STEERING COMMITTEE SELECTION & RECRUITMENT 6/21/15 V.3 TELEPHONE CALL NOTES: MKL REVISED WITH CORE VALUES

BACKGROUND

A Steering Committee has been working together collaboratively for over a year resulting in the production of a strategic framework including vision, mission, purpose, core values, five year goals, and 2015 actions. In addition Steering Committee members have led or participated in a host of projects delivering programs, building partnerships, and developing tools for outreach.

The Steering Committee has provided essential leadership to the developing Outdoor for Education collaboration. One goal for 2015 is to continue to build this talented team as OEFA tackles the next steps in its evolution. Participation of current members may include ongoing involvement on the Steering Committee and/or adoption of a project or two as team lead, recruiting the involvement of others building organizational commitment and capacity. Exact transition time for those preferring to work at a project level will likely be August 1. The ideal number of Steering Committee participants is 15. In 2015 the Steering Committee agreed to evaluate its composition, identify strategic needs and to continue to build this OEFA leadership team (Steering Committee).

The charter defines the basic framework for Steering Committee participation:

The Steering Committee is made up of a diverse mix of individuals with specialized expertise from a broad spectrum of outdoor education partners from both the public and private sectors.

These members guide organizational planning, development and management; support provider delivered programs; and build participation and engagement by a diverse range of participants. Steering Committee members share OEFA core values, mission, and vision and work towards the good of the whole, as well as represent their specific interests. They commit time and expertise to building a strong leadership team that can support the development of a growing organization (OEFA).

EVALUATION, RECRUITMENT, AND SELECTION

To guide recruitment and selection of Steering Committee members, the Steering Committee developed the following guidelines building from the charter. Overall Steering Committee recruitment should respond to the importance of leadership and capacity to achieve OEFA five year

goals and related action plans. Ideally Steering Committee members serve as both leaders and doers to accomplish OEFA goals and strategic actions.

EXPERTISE

To achieve a diverse mix of individuals with specialized expertise geared to the most pressing strategic priorities (see action plan), the Steering Committee will consider individuals with expertise in the following areas:

- Non-profit organization development
- Business experience
- Fundraising/philanthropy
- Legal & finance background
- Leadership development & facilitation
- Communications & marketing
- Community service experience, high school and college age work and/or internships
- Curriculum development for outdoor education or other related skills
- Natural resource/park and recreation management (parks, forest service, wildlife refuges, etc.)

REPRESENTATION

To achieve participation from a broad spectrum of outdoor education partners from both the public and private sectors the Steering Committee will evaluate key candidates and possible representation with some of these suggested as possible priorities:

- Geographic distribution (Chico, South County, North Sate)
- Local, regional, state, and national parks and preserves, both public and private
- Higher education
- Elementary, middle school and/or high school teacher and/or principal/administrator with strong interest in experiential or outdoor education
- Providers, both large and small, public and private
- Educational organizations
- Conservation organizations, including hunting and fishing interests
- Agricultural interests
- Tribal Communities
- Potential funders
- Young, current and emerging community leaders
- Underserved community perspectives
- Health and wellness organizations, public and private

PASSION & COMMITMENT

All candidates should reflect core values. These are the Core Values that inform our work together.

- **PARTNERSHIP:** We work together to leverage our collective efforts to bring greater benefits to all.
- **STEWARDSHIP OF NATURE:** Our future depends upon people who respect and protect our natural world.
- **AWARENESS:** We welcome all the varied ways we make connections to the natural world.
- **COMMUNICATION:** Open, regular, and transparent communication allows OEFA partners to work together while continuing to do what each does best.
- **COMMITMENT:** All involved in OEFA have strong commitments to learners of all ages, to the organization, and its mission and vision.
- **INCLUSIVENESS:** We provide quality experiences to all learners and honor the diversity of all who wish to experience the natural world.
- **KIDS:** Children are our future.
- **HEALTH AND WELLNESS:** We encourage a sense of public stewardship by connecting people of all ages with open space through recreational and educational opportunities that are

convenient and improve health and vitality. (Suggested edit: We encourage a sense of public stewardship by connecting all ages with open space opportunities that improve health and vitality. Discuss)

and demonstrate:

- Ability to work as part of a TEAM.
- Availability to commit TIME
- Action oriented

Welcome packet completed 6/16/15 which includes: Steering Committee Charter, Five Year Goals, list of accomplishments, list of current Steering Committee members/backgrounds, Stakeholders list, invitation letter (optional - can be customized for each invitee), brochure,