

AEE Board of Director's MINUTES

NAME OF COMMITTEE/MEETING: Annual General Membership Meeting (AGM) CHAIRPERSON/FACILITATOR: RECORDER:	DATE: November 10, 2007
IN ATTENDANCE: Jess Barrie (JB), Andrew Bobilya (AB), Laurie Frank (LF), Jeff Jacobs (JJ), Jeff Liddle (JL), Maurie Lung (ML), Tom Lindblade (TL), Steve Pace (SP), Jennifer Payne (JP), Rob Rubendall (RR), Bob Stremba (BS), Pat Hammond – exificio (PH)	
ABSENT:	

TOPIC	DISCUSSION/OUTCOME	ACTION/FOLLOW UP
Welcome	(SP) welcomed those in attendance, introduced Board Members, and reviewed agenda.	
Overview of the Past Year From the CEO	(PH) shared her excitement with the energy of the association she has felt over the past year of members and groups coming together for a variety of purposes and at a variety of places. (PH)'s report was based on 3 themes; visible, credible and viable. VISIBLE: A new logo and refining key messages, bringing consistency to the use of this new image; all regions, PGs and AGs will be using the same logo. The new logo includes an apple which symbolizes education (US based meaning) and the blue and green colors remind us of our outdoor roots. A new website is being designed for the association which will be launched in the upcoming month or two. Lots of great templates. Web developers are responsible and responsive and attuned to our needs. Received a grant from Coleman Foundation for technology which is being spent on updating hardware and the developing the website. Working on ways he public can find us better through website; one way is through less code so web searches identify the association more frequently. Working to create better directories that are user-friendly to all those that come to the website. Reaching out to other organization; shared examples of new brochures. Have been talking to Sierra Club, Child and Nature Network figuring out how to collaborate, with Board looking at coalitions. Also looking for public policy collaborations so our strength is increased in numbers and our EE voice is heard. The AEE listserv is up and running again on the AEE website. Working with AEE leadership and learning how best to communication with each other; blogs, group listservs, we have all these capabilities CREDIBLE: Accreditation is growing, Dept. of Education of AR was a big part of this conference and gave teachers credit for attending the conference as well as funding. Instituting new council called CORE, the Committee on Research and Evaluation (which includes SEER, Santa Fe, Betty Vandesmitiesen Fund and more	

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<p>Treasurer's Report (See attached PowerPoint document)</p> <p>Annual Agenda Board Report (See attached PowerPoint document)</p> <p>Farewells to Board Members Ending Their Service</p> <p>Welcome New Board Members</p>	<p>to come). Through the website want to become a better resource so pass on any electronic resources (websites, articles, etc. that would be useful and resourceful to our members) to Boulder.</p> <p>VIALE: Ended in the black by \$10,000. Ending in the black can be attributed to the great work of the regions and their conferences and Coleman Grant the Association received. Committed to building reserves and meeting our 5% reserves ratio. Membership is down by 100 this year compared to this time last year. New initiative to increase membership is regions will get 3% revenue of any new memberships in their region. Two new affiliation groups (not regional groups) are in the final stages of being approved – Canadian and International Affiliation Groups.</p> <p>(RR) provided an overview of how the Board looks at the finances of the Association. Please PowerPoint document for details.</p> <p>(AB) reviewed the purpose of the Annual Agenda in Carver Governance. The Board looks at the Vision and direction of the Association and re-explores that purpose on an annual basis. The Board evaluates the Ends not the Mission or Vision, we work to match the Ends with the Mission and Vision. This year we are closely examining the Ends and clarifying if they not only match the Association's Vision and Mission but what the owners of AEE want and what they value in EE. If all these aspects do not complement each other or share parallel thoughts and directions we will need may need to change some of these big-picture pieces. The Board has been collecting data from the owners in a variety of ways:</p> <p>(JJ) reviewed the Means/End Research process, a description of respondents, Hierarchical Value Map, and initial findings. The Board plans to continue working with this data.</p> <p>(LF) described the Focus Group process and highlighted thematic results. The Board will continue to analyze this data.</p> <p>(AB) reviewed the process from here on out.</p> <p>(SP) acknowledged the hard work of Jeff Jacobs and Jeff Liddle as they were presented blue fleece vests with the new logo.</p> <p>(SP) passed the torch to the new President (LF). (LF) welcomed new board members Mike King and MaryPat Sullivan.</p>	

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