

NFC Envirothon Operating Committee Winter meeting, Sheraton, Denver, CO

January 28, 2017 Meeting Minutes

Attendees: Committee Members: ,; Barry Burch; Jeff Folger; Jessica Kaknevicius; Jeanne Dryburgh, Patricia Pohrebniuk; Wendee Zadanski, Millie Langley; Ron Hellstern; Sid Lowrance; Kerin Hume; Shonny Nordlund; Dana Collins

Staff: NACD: Rich Dueterhaus, Debbie Waycott, Melisa Augusto

NCF: Peggy Lemons; Tim Reich

Absent: Clay Burns;

Guests: Linda Dee, Irval Kear; Ashley Peebles; Chris Kane; Joe Gunn; Courtney Slable; Catherine DeLong; John Redding; Erica Hill

Langley opened the meeting at 8:30AM MT.

Roll Call by Folger

Minutes: The minutes of the December meeting were reviewed

Motion to accept with revisions by Burch, second by Helstern, vote unanimous.

NCF Updates: Dueterhaus and Augusto reported:

- Seeking to fill vacant Ops Comm. positions; asking for appointment names.
- Augusto introduced the NACD Stewardship/Education team.
- Update from China – developing a franchise model adapted to China’s education system. They have asked to send two teams to Maryland this summer. This is associated with expanding the program within China. The Committee agreed that multiple teams are allowed ideally from different provinces as with any country.
- Motion by Helstern, second by Nordlund: China can continue to participate as a guest but they would not be eligible to receive prizes or scholarships. Vote unanimous.
- China’s representative has asked for access to State/Provincial programs for him to visit/view.
- A draft budget will be approved by the NCF on Monday or Tuesday. Final budget to be placed on the list serve.
- Augusto continues to meet with the funding committee to strategize sponsor outreach.
- The NCF budget was reviewed. There were comments on the lack of marketing, advertising, and communications in the budget. It is hard to build a brand without those items being supported in the budget. Agreement that there is a need to increase communication.

Public Relations Update: Waycott reported:

- Membership dues receipts are ahead of last year.
- There have been 30+ responses to the “intent to participate” request.
- Registration will go live in March for Team Certification and Team registration. There is still a concern about disconnects between State reps and their constituent teams. Payment should come from the State Reps. This is not always the case. Fees can be paid by check or PayPal. Pay Pal charges a percentage, which comes off of the top, but better for Canadian exchange rates. Registration funds go to the host. The process has improved greatly since Montana
- Conf calls with the host committee to Maryland have started. Lorelle Steach is chairing those.
- Twitter folks can use #envirothon for best info.

- Check out the NCF Envirothon facebook page.
- Smithfield Foods is sharing appropriate info with their folks.
- The 2017 Diversity grant requests have been sent out with \$14K available. Three Provinces have made requests. Requests have been submitted from SD; GA; MS; TX; VA; WV; Ont.; NB and Man.
- 2016 Final reports have been slow to come in.
- Maryland test reviews are commencing, outside reviewers are being used.
- Study guide requests are coming in.
- Waycott has met with the Idaho presenters.
- Some Provinces are in doubt on attending the event in Maryland. NS, Alb, NF.
- Discussion on challenges individual programs face with funding, participation, etc.
- The NACD E-Resource newsletter has an Ethon section and there is a call for Alumni Stories which resulted in 10 responses so far.

Committee Reports:

- Diversity Grant: applicants will be notified by Feb 15th.
- ED Committee: Hellstern – discussion on school groups, community groups, etc and creating “All Star” teams. STEM tie in to the program.
Orals: scenarios generally have a theoretical solution. Is there a possibility of the total enrollment to adopt real, action orientated, project that would be implemented in the two countries? He proposed that a subcommittee be tasked to develop a template. Ron (chair), Trish, Melisa, Jeff.
- Scoring: No report
- CAT: Pohrebniuk: working with Maryland and look to incorporate State/Prov reps onto the CAT team. Desire to send the word to the Reps asking for volunteers. Discussed method to communicate to volunteers “Remind, What’s App” are possible methods.
- LOGO: Folger - 48 submittals received. He handed out a page with color images of the 12 that were selected by the subcommittee. He asked for everyone to select their top three and will revisit on Sunday to select the top one.
- Past Host report: Kaknevicius handed out a detailed report and analysis of the 2016 Event in Ontario. She reviewed the final budget and provided comment on the positives and challenging aspects of the planning and execution of the event.
A discussion ensued on the future role of the program. Comments were made in support of expanding the role of the Ethon to include educational outreach outside of scope of the summer competition.
The committee discussed the possibility of hosting webinars, promotional booths, a more organized social media outreach i.e. Ethon Spirit Day to flood social media with Ethon images, add Ethon to professional media i.e. Teacher Magazines.

Future Competitions:

2017: Maryland – Burch reported:

- Registered teams will be staying in a different dorm than Guests
Motion by Burch that Guests and spouses can stay together for the Maryland event. Second by Hume. Vote unanimous
- The Shuttle from BWI will be available on Sunday, July 23rd from 10am to 4pm only. The price will be \$40 per person round trip. The trip will take 90 minutes. The shuttle will be accessed off of the baggage area. The Ops Comm. will be able to get transportation up to three days prior.
- Sat, July 2s will be a recreational meeting of the Ops Comm and will involve water.

- Sun July 23rd CAT team visit to testing sites
- Thurs July 27th Rep meeting; War Room located on the Knott Auditorium.
- Registration in the Memorial Gym; \$1800 reg. fee covers 60% of the cost.
- Training Day: sign up by June 10th on line. Student can attend 3 of the 5 stations. Maryland will select stations for students not signed up by the 10th of June.
- WiFi and air-conditioning onsite
- Education day to DC: drop off at the Lincoln Memorial then to Chesapeake Bay then back to campus around 10pm.
- Oral presentation: *current format*. Couldn't acquire needed equipment in sufficient numbers to accommodate all.
- Scenario will be given off campus then return to prepare presentations.
- There will be a flag ceremony

2018: Western Hosts: Idaho: Chris Banks reporting

- The event will be at Idaho State Univ.
- Separated dorms for boys and girls
- Working with the city of Pocatello to assist with transportation on site.
- Idaho State will be a sponsor to facilitate use of some of the facilities.
- The opening ceremony will include a Shoshone ceremonial dance.
- Airport transportation will not be provided
- Airports at Salt Lake, Boise, and Pocatello. There are express bus services from Salt Lake and Boise.
- Estimate 2.5 hr trip to Pocatello from Salt Lake
- They are working on tours and workshops.
- Off campus accommodation are available.

2019: North Carolina – Langley reported:

- The core planning committee has been formed.
- The NC State Association met for funding. They are asking for pledges from each District.
- The site will be North Carolina University in Raleigh. They will be signing a contract in May.
- They will have a formal presentation at the summer meeting.
- Tentative current issue: Sustainable Ag.

Recess 2:45pm

Sunday January 29, 2017

Langley reconvened the meeting at 9:38 AM MT

Future Competitions

2020: Nebraska – Jeanne Dryburgh and Erica Hill reported:

- They presented a proposal to host the 2020 North American Envirothon at the University of Nebraska downtown campus in Lincoln.
- The campus has instituted new construction including a new assembly building.
- The dorm and the cafeteria will be in the same building.
- Proposed current issue topic: Groundwater Management – Irrigated Ag
- Possible fun day at the Henry Doorly Zoo

Logo Presentation:

- The image pages were collected and tabulated. The #1 selection amongst the Ops Comm and the NCF was image #1. This image was submitted by Aileen Zhang, 8510 Hatton St, Houston, TX
Folger will contact the winner and the NCF will issue her a check for \$100.00
Discussion on the target audience for the logo, appropriate recognition words, possible submission of the top images to a graphic artist to create a logo. Augusto will present the results to the NCF.

Other Business:

- Discussion on Native American and First Nation participation. There are challenges with the oral presentation portion of the competition.
- Manitoba and nova Scotia allow a ½ credit toward graduation
- Kaknevicus initiated a Strategic Planning session focusing the discussion on “beyond the competition”.

Adjourn – 11:45AM

Next Meeting TBA