

# NFC Envirothon Operating Committee

## July 23, 2016 Summer Meeting Minutes

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

**Staff: NACD:**, Peggy Lemons; Debbie Waycott

**Absent:** Rich Duesterhaus, Clay Burns, Peggy Lemons.

**Guest:** Melissa Augusto, Lorelle Steach, Rob Keen, Irvil Kear

Burch opened the meeting at 9:16am EST.

Roll Call by Folger

Minutes: The minutes of the June 27th meeting were reviewed

Motion to accept by Lowrance, second by Dryburgh vote unanimous.

### NCF Updates: Augusto reported:

- She attended the NACD summer meeting in Minnesota.
- She is working on funding opportunities, including former Ethon students.
- NCF looking at a possible raise in annual dues
- Discussion on cost recovery for team registration. Ontario costs are \$400 per person, Maryland costs are \$2300 per team. Concern on balancing costs with states/provinces ability to raise \$\$ for registration, travel. Concern on losing teams due to increased fees.
- Discussion on dues deadline to be held firm
- Discussion on consistency between the host and NCF on what sponsors are provided.
- Augusto would like any potential funding opportunities forwarded to her.

### Public Relations Update: Waycott reported:

- 51 teams, plus the Chinese team are registered.
- 59 guests are currently registered, half are staying on campus.
- Registration went well. 15-20% had some issues, but most were from not reading the info provided.
- Issuing of checks could be a challenge due to internal communication failures. More follow-up by local Reps is needed.
- Website – local programs section has had about 40% of the teams contributing. Lots of time spent chasing people. Front page will be changed today for the competition.
- The Learning Management System (LMS) will be changed to make it more interactive.
- Statistics: 22 replies from states/provinces. Reminders will be given out at the reg. table to encourage more entries.
- Student/Advisor surveys were sent out to teams after registration, we have received about 100 responses.
- Smithfield food confirmed the cash awards. Met with them to access their needs as a sponsor. Some states had a challenge to get their local Smithfield companies involved.
- Smithfield comments on the lack of social media mention of their participation.
- Media outreach: More presence on facebook and twitter this year. Press releases went out to all states and provinces.

- Question on when to post the learning objective from Maryland

**2016: Ontario – Kaknevicus and Keen reported:**

- The final event program was reviewed.
- Keen reviewed the budget:
  - Registration is below expected so the commitment to the college was short.
  - Lack of name recognition of Ethon was a challenge for sponsors.
  - Expectation of sponsors between NCF and host was worked out in the MOU.
  - There is a perceived lack of NCF's role in supporting the program.
  - \$\$ for food and accommodation is not popular with sponsors.
- Promotion of the North American program helped to expand the provincial Ontario program.
- Need for all players to understand their roles and responsibilities..
- A revised scoring rubric was handed out for review, it clarifies some items over the established one.

*Motion to accept the revised rubric for use at the Event;*

*By Pohrebniuk, second by Hume. Vote: unanimous.*

Discussion on point deduction for less than five team members. Current standard 2 point deduction on the oral score. Teams this year were told they could participate with no deduction

**NCF sanctioned programs, North American and International**

- Discussion on the recognition of the title “North American” vs “NCF”.

*Motion to change the official name of the program to the “North American Envirothon while recognizing and maintaining the NCF’s ownership and oversight of the program” by Hellstern, second by Lowrance.*

Discussion on including “NCF” in the description of the program or the tag line.

Discussion on preparing a recommendation to the NCF on including the words “North American”

Positives: marketable; funding; logo; instant recognition; growth; communications(social media); improve sustainability and continuity; brand equity.

How to include the NCF? Why do other countries “want in”?

Submit to the NCF in September. Look for a decision at the winter meeting in Denver.

Table the Motion

**Sanctioning Teams from other countries. Questions and Discussion**

- Registration for a country
- Scoring the first year or just an observer.
- Membership Dues?
- Sponsoring organization.
- Publishing China’s scores?
- Look at similar programs that are international for rules like “Destination Imagination” or “Science Olympiad”
- Chinese delegation: mentors for the training day to assist the team
- The Chinese students will be separated to go to multiple training sessions simultaneously. Let the Chinese kids just participate and blind in. The same for oral prep day.
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Operations Committee Expiring Terms:

- Expiring this year: Nordlund, Folger, Burch, Lowrance. Let Rich know if you're willing to continue.

### **Updates from Committees:**

- Education Committee – Recruit science teachers. The National Science foundation continues to promote STEM. Possible partnership with the National Wildlife Foundation. Discussions on preparation of oral presentations by students before their arrival to the event.
- Diversity Grant Committee – UFSF will contribute \$19K in 2016-2017 with an emphasis on reaching Hispanic students/schools.
- Scoring Committee – The scoring room is reserved. Ready to go.
- CAT team – Seven people helping out at the training/testing days. It has been a smooth interaction with the Ontario folks and materials.
- Logo Re-Design Committee: The decision was made to extend the submission deadline until December 1<sup>st</sup>. Sixteen submissions to date. All of the submissions will be displayed at registration and throughout the week.
- Rules and Regs –  
Eligibility requirements:  
Discussion on “good standing”. Having paid their dues? Paid by the deadline as determined by the Ops Comm.?  
Team members or substitutes must have competed in their local competition and be from the same school/organization.  
Draft changes to the eligibility requirements were reviewed.  
The issue: should the Ops comm. Govern the substitution of alternates prior to state/province certification?  
Allowance of less than the three original members.  
Allowance or registered alternatives regardless of participation in their competition.
- Edits to the draft will be submitted to the Ops Comm. at a future date.

### **Future Competitions:**

2017: Maryland – Burch reported:

- Fund raising going well approx \$60K short to target at this time. \$430K total target
- Partnering with NRCS, Districts, DoAg, and others.
- Testing day, take the teachers out to the training site for a soil health workshop.
- Washington DC day and Sandy Point crab fest for the big activity.
- Shuttles will be available from the BWI airport for one day only. Approx a 1.5 hour trip.
- Reviewed a tentative schedule.
- Power Point presentations: Students will be given a flash drive with all of the info they will need to create a presentation.
- Possible donation of laptops by MicroSoft.
- The Oral scenario will be presented to the students only off site.
- The sign up for the training stations will be on the on-line registration form.
- Study time will include advisors.
- The learning objectives will be available by mid-August.
- Event guide to be drafted.
- Discussion on the listed learning objectives.

2018: Western Hosts: Idaho

- Reviewed a written report.

2019: North Carolina – Langley reported:

- They are working on receiving a letter of intent from NC State in Raleigh.
- Will provide a proposal at the winter meeting.
- A schedule will be ready for the winter meeting.

2020:

- Possible site in Lincoln.
- A proposal will submitted at the winter meeting in Denver.

2010: Canada

**New Business:**

Dues deadline is February 1<sup>st</sup>.

Student evaluations.

Ops Comm volunteers for the registration table from 2:30 to 4:00.

Winter meeting: January 28-February 2<sup>nd</sup> at the Sheraton Hotel in Denver.

Adjourn – 4:08am

**Next Meeting September TBD**

**Operations Committee Supplemental Meeting July 27**

**Burch convened the meeting at 2:10pm**

**Augusto's guidance:** Her priority is on the Ethon program. Her goal is to pursue six asks, one for each of the stations. In the next 6 to 12 months, a big push on fund raising.

**Name Change:** The Board of Trustees would like to use the name “Envirothon”. NCF would like some sort of recommendation at their September meeting on the discussion on the name change. All agree that “NCF Envirothon” doesn’t work for name recognition.

Franchising: A world-wide set of guidelines needs to be developed that is broad enough to apply to different cultures, countries, etc. How do we tell the world who we are?

*Motion: Nullify the former Motion of changing the name to “North American Envirothon” by Nordlund, second by Hume. Vote unanimous.*

Recommend to increase the membership fee to \$350.00, Team registration to \$1800.00 and Guest registration to \$800.00.

Discussion on using the STEM acronym in Ethon descriptors. All agreed, Ok the use.

Adjourn 3:10pm