

MAMEA Board Meeting – Corrected Minutes

March 28, 2009, Lake Anna, VA

Roll Call: Carol Hopper-Brill (President), David Christopher (Past-President), Tami Lunsford (President Elect), John Lunsford (DE Rep), Chris Witherspoon (VA Rep), Bill Simpkins (DC Rep), Jackie Takacs (Treasurer), Kathy Fuller (Secretary), Dawn Sherwood (Mentor Committee), Ruth Gourley (on phone) (NC Rep), Chris Petrone (on phone) (Masthead Editor), and Allison Besch (on phone) (Awards Committee).

Call to order at 12:35pm by Carol Hopper-Brill.

MAMEA Board Member Reports

I. State Representative Reports

Delaware (Submitted by John Lunsford)

DE News

- Sent emails to all the science teachers in DE with my contact information and information on the October conference and MAMEA membership.
- Emailed all DE members (all 5 of us) to ask for help with MAMEA and the conference.
- Helping the president elect with the 2009 conference planning.

Maryland (Submitted by Jen Durkin)

- “Impacts of Climate Change on Maryland” MAMEA Maryland Mini Conference: 3/13-3/14/09
On Friday, March 13, fifty teachers joined the MAMEA MD Representative, eight National Aquarium staff members, and four presenters for the annual Teacher Overnight and MAMEA MD Mini-Conference at the National Aquarium in Baltimore. Presentations focused on climate change in Maryland with esteemed speakers Dave Nemazie of the University of Maryland Center for Environmental Sciences, Zoe Johnson of the Maryland Department of Natural Resources, Mary Jane Rutkowski of the Maryland Department of the Environment, and Nancy Hotchkiss of the National Aquarium. Teachers received a reusable lunch bag, reusable water bottle, Compact Fluorescent Light bulb, Global Warming poster (from UMCES), “Down to Earth Guide to Global Warming” book, “Global Warming and the Free State” report, and various handouts related to NMEA, MAMEA, and Global Warming. In addition to the presentations, the event included behind the scenes tours, dolphin show, 4D movie, snack, bag raffle, night dive presentation, night tour of rainforest exhibit, breakfast, and morning guided gallery tours. The mini conference added 46 new and renewing MAMEA members.
 - Kathy commended Jen Durkin on her work on the mini conference.
- Jen D. applied for MAMEA mini-conference grant and was awarded \$300. Funds were used to cover the poster printing & CFLs for all attendees. Her final report has been submitted and approved by the Treasurer & President.

North Carolina (Submitted by Ruth Gourley)

- January 23-24 NC mini-c was awesome.
 - Allison B organized a great conference, happy to see about 30 people in attendance and I think we even made \$2.87 (which was sent back to MAMEA). It will be hard to top this next year! Sustainable seafood meal was served.
 - Allison B. applied for MAMEA mini-conference grant and was awarded \$300. She used the funds to cover food and supply costs. She submitted her final report and it was approved by the Treasurer & President.
- Went on the hunt to encourage delinquent memberships to renew. Contacted them and reminded them. Will check with Kathy if I need to poke again.
- NC Members are busy as the spring turns into summer

- Some sad environmental education news, the Governor might do away our NC office of Environmental Education Office and leave many educators without some professional development opportunities. I will keep us posted on this development.

Virginia (Submitted by Chris Witherspoon)

- The Virginia Aquarium hosted the annual state mini-conference on Saturday, Feb 28, with the theme “Getting Conservation into the Classroom.” Of the 33 participants, 23 are now new members of MAMEA. Highlights of the day included the opportunity for a conference participant to handle Owlex, the great horned owl, and the keynote session by Susan Barco, the Aquarium’s Senior Scientist and Stranding Response Coordinator. Susan provided insight into how she analyzes data to develop conservation questions for further investigation. ~~Great follow up report and evaluation.~~
 - Chris applied for a MAMEA mini-conference grant and awarded \$300 which was used to cover food and supply costs. She submitted her report and it was approved by the Treasurer & President.
- The winning *Blue Crab Bowl* team from Bishop Sullivan Catholic H.S. in Virginia Beach is hard at work preparing for their NOSB competition. On April 3, team members will spend the day with Virginia Aquarium staff, who will help them get ready for the big event.

Washington, DC (Submitted by Bill Simpkins)

- Not much happening in DC.
- Many of the “DC” MAMEA members actually come from states outside DC. Bill asked if we might have a chance to get those members from just outside DC together.
- Getting teachers to participate from DC public schools is very difficult.
- Schools can’t use Metro for field trips any longer, making it more difficult for teachers to conduct fieldtrips.
- Teacher Open House recently that was attended by MD and VA teachers, but DC teachers didn’t show up.
- NADC making plans to renovate the Aquarium.

II. Officer Reports

President (Submitted by Carol Hopper Brill, for October 2008 – March 2009)

A. MAMEA Board business & documentation:

1. Issued MAMEA Board notebooks for new Board members:
State Rep notebooks to: Chris Witherspoon; John Lunsford
Board & Committee Member notebooks to: Tami Lunsford
2. Updating the report for MAMEA Conference 2008

*Conference stats:

Attendance & Registrant breakdowns: 73 attendees, 4 plenary speakers, 5 guests

-New members: 24 (~30%) of registrants

-By state: 42 from VA, 10 from NC, 13 from MD, 2 from DC and 1 from TN.

-By position: 32 classroom educators (1 ES, 3 MS, 26 HS, 2 University); 13 aquarium/museum educators; 18 agency & non-profit educators; 5 other.

-Inclusive registration = 62; One-Day registration = 11

Presenters:

-Over 40% of the attendees were presenting either concurrent session or poster session – a good indication of the membership’s level of activity and willingness to share with colleagues.

-Several presenters were new to MAMEA, it was gratifying that they chose the MAMEA conference and as a venue for reporting their work. Session attendance ranged from 5 to 31 (only 2 drew less than 10 folks, average = 16.

-There were 7 Poster and Share-A-Thon offerings. No attendance data for this, but it appeared underutilized.

Auction:

-Very successful, thanks to many folks (Lisa, Chris, Jackie, donors, bidders). Made ~\$2800.

-Note: Auction solicitations and follow-up was very time consuming. While this was a rewarding experience, I recommend to other Pres-Elects that you delegate this to a committee of ~2-3

people and line up many more volunteers for the actual event.

Evaluations:

-Very positive overall. Some new to MAMEA said it was one of the most worthwhile events of its kind in their experience. Two of the three guest speakers received very high marks; there were several favorite concurrent sessions, folks liked the venue. Several mentioned that more volunteers would have been helpful for registration.

***Conference Budget**

-It took continued communications with Jackie to settle late accounts. Fortunately, I can revise.

-Working Budget presented at the October Board Meeting, which predicted a \$1,000 shortfall.

Thanks to the auction, the auction came out ahead (see Treasurer's report).

***Follow-Up**

-Thank you letters to guest speakers, auction donors, venue, hotel and other supporters were issued in October.

-I sent the electronic version of the existing Conference Cookbook on to the President Elect. But, need to add my input to it. David has just added his. My Auctions Subcommittee has recommendations to add concerning auction procedures.

-A final thought: The conference is a member benefit and a recruiting tool, this is one reason we work to keep costs down. Considering the current robust state of MAMEA's financial situation, it seems that we could plan on breaking even, rather than trying to make money. We might even decide on a level of acceptable loss (to be reviewed annually), as long as it is justified in the service of our members.

-Discussion followed: Some board members feel that the conference should not have an acceptable loss, but the budget should at least break even. Others feel that there may be years in which we have to augment the conference budget and could take this on a case-by-case.

3. Submitted Board and other updates for MAMEA website.
4. January Masthead articles: conference wrap-up, updated Board roster, acknowledge outgoing Board members, promote MAMEA benefits, outline key initiatives for 2009; announce Mid-Atlantic regional NOSB competitions (MD, VA, NC)
5. Awards Committee notebook – updated based on John Chubb's notebook, issued as .pdf to current Committee members
6. Generated MAMEA promo – based on Masthead article. This could be a jumping off point for a MAMEA promo brochure. Would like to update the MAMEA membership form as well.
7. Andrew Wilson received the renewal notice for the domain registration for MAMEA's website URL. Lee's name is registered, but Lisa was able to accomplish this for us, 5 years. Need to get this on the master MAMEA calendar. Treasurer will reimburse Lee Larkin for the cost of renewal.
8. Followed up on Andrew's posting of a MAMEA Facebook page, asking him to be the Manager of this feature (to assure appropriate postings), conferred with Board re: promotional value of the page, posted a welcome statement. Facebook Manager added to "Publications committee."
9. Issued a reminder to Board members re: important resources and references available on the MAMEA website board page. This reminder should probably be done on a regular basis.
10. Input to State or National education standards:
 - *Dawn Sherwood cued us up re: opportunities for input into VA Standards of Learning. Did anyone respond? Also opportunities to review VA Environmental Education Natural Resource Guides for teachers.
 - *Opportunities and input for other states? DE just did an update. MD not updating, but are addressing the "No Child Left Inside" initiative.
 - *Opportunities for input to NMEA, Sea Grant, NOAA, other national efforts in marine education? Getting information from Adam Frederick.

B. MAMEA Mini-Conferences

1. Initiated mini-conference grants process in November:
 - *Carol Hopper Brill developed the application form based on the mini-grant model.
 - *Through discussion with Exec.Board members, we developed the keystone criterion for how funds are used. This information needs to be communicated to applicants early and clearly. It will be added to the application form.
2. Attended NC and VA mini-conferences. All were well-attended, well done and very positive,
 - *Great responses from attendees. Many thanks to Allison, Ruth & JoAnne (NC); to Chris Witherspoon, Liz Miller & Dawn Sherwood (VA).
 - *Welcomed (mostly) new members, promoted MAMEA benefits (based on Masthead article). For VA mini-conference, I had the promo handout as well.
3. Provided David C. with promo handout and talking points for the MD Mini-Conference. Many thanks to Jennifer Durkin and the National Aquarium staff!
4. We gathered feedback from mini-conference attendees on what kinds of offerings would keep them active in MAMEA. Carol will compile a list from all 3 mini-conferences and survey other members via Masthead and the website.

C. MAMEA support for NOSB Regional Competitions

1. Wrote 2 Masthead articles to promote regional NOSB competitions in MD, VA and NC. Will submit a follow-up article to the April issue to announce regional winners.
2. Sent multiple e-mails to MD and NC Regional Coordinators, informing them of the MAMEA membership offer to their new coaches, asking them to add MAMEA as a Bowl sponsor.
 - *Received response from MD Coordinator, they asked to apply the membership as a prize for one of the top 4 placing teams. Exec. Board ok'd this. Waiting for contact information for this teacher.
 - *NC Coordinator has shared new coach information for their Bowl.
 - *Carol will contact these coaches with a MAMEA packet and provide Kathy with their contact information.
 - *Board suggested that to raise the RC's awareness of MAMEA, the State Rep could contact the RC or present at their Bowl.
3. I hosted the VA Regional competition at VIMS. Over 220 attending, including 73 volunteers. Special guests included Congressman Robb Wittman & VA Sea Grant Director Troy Hartley. MAMEA was featured as a competition sponsor in the event PR and program, all coaches received information about MAMEA. There were 4 Coaches new to the competition this year, I will submit their information to Kathy.

D. To-Do List for Spring – see March Meeting Agenda

1. Complete procedural changes needed for MAMEA electronic voting
2. Complete procedural changes needed to restructure MAMEA's NMEA representation
3. Website redesign – help facilitate adaptation to new template format
4. Clean-out and Re-Boot MAMEA e-Mail Discussion List
5. Plan, generate MAMEA promotional materials
6. Update/augment Board Officers' Task List, how-to documents or notebooks for individual Board positions, Committee, etc.
7. Assist 2009 Conference Chair by helping re-establish Conference Advisory Team
8. Start a tracking list/calendar of MAMEA's required "corporate" tasks
9. Revise Mini-Conference Grant policies & procedures based on this year's lessons learned
10. Work with Board to review Discretionary Membership policy & procedure – to improve accessibility and equitability.
11. 2009 NMEA Conference: MAMEA representation, meeting, auction basket

Past-President (Submitted by David Christopher)

A. NMEA Representation

- I have attended all of the Chapter Rep Phone Calls and Board Phone Calls
- I attended the NMEA Board Meeting in Savannah, GA as a visitor
- I attend the NMEA New Board Meeting in Savannah as MAMEA Representative
- Attended the NMEA Board meeting at NSTA in New Orleans on March 18th
- Organized the MAMEA booth at the NSTA Share-a-thon in New Orleans on March 19. Other MAMEA members at the event were Bill Simpkins and Christopher Petrone. Beth Jewell organized the event.
- The 2010 NSTA Conference will be held in Philadelphia, we may be asked to help with the MAMEA Share-A-Thon

Here are some of the major things going on at the NMEA Board

- NMEA has supported the republishing of the text book *Life on an Ocean Planet* by correlating its chapters to ocean literacy standards. NMEA will receive a small percentage of the sale.
- Planning for future NMEA conferences is going well. At this time, the future conference schedule is
 - 2009 - Monterey California
 - 2010 – Gatlinburg, Tennessee
 - 2011 – Boston, Massachusetts
 - 2012 – Anchorage, Alaska (tentative)
 - 2013 – TBD
 - 2014 – Mobile, Alabama (tentative)
- 20% of MAMEA members are NMEA members. As always, we are encouraged to have more of our members become NMEA members.
- The NMEA Membership fee will most likely be raised beginning January 2010.
- NMEA has a new promotional ruler that we can use to give out at events as long as it is accompanied by a brochure.
- The NMEA awards committee has only received one nomination for any of the Awards. We need to check to see if we have submitted something. The awards process is now electronic and nominations are due April 1.
- NMEA news is now electronic and no longer printed. This was big cost savings for the organization.
- Scholarships applications or due by April 1.

President Elect (Submitted by Tami Lunsford)

Conference 2009 Planning

Here is what I have so far for the 2009 MAMEA conference.... if anyone has any comments, suggestions, or things I definitely should have done by now that I don't, please let me know! Based on the "cookbook" I think I am doing well, but I want to be sure.

1. The dates are firm: October 2-3 at the Virden Center, University of Delaware, Lewes www.udel.edu/conf/lewes.htm. Theme "Re-inspire Yourself So You Can Better Inspire Others"

2. Here is the plan:

- Friday:
 - day- optional field trips (potentially kayaking, fishing, tour of labs, Cape Henlopen wetlands hike, beach combing, etc.)
 - night- dinner welcome reception (cash bar) and speaker potentially speaking about the history and importance of Delaware Bay (Venue is the Harbor room)
- Saturday:
 - food - breakfast, snack, lunch, snack, dinner and cash bar with DJ
 - Sessions
 - use of Harbor Room (breaks into 2, 50-person rooms), Windjammer (30 seats with sink) and Lighthouse (seats 30-40)
 - AM- 2 blocks of time with UD researchers presenting research
 - followed by break-out sessions with educators facilitating discussions of how we could use

- that research in our classrooms
- PM - normal member concurrent sessions
- 4-6 pm - share-a-thon
- dinner and cash bar, auction, and DJ? (adds about \$250-\$300)

3. Costs based on breaking even with 75 participants.

Costs:

Registration options

FULL \$210

Includes housing, registration, meals (Friday night, Saturday all)

PARTIAL \$130

Includes registration and all meals (no accommodations)

SATURDAY ONLY \$90

Includes registration and meals Saturday

CONFERENCE ONLY \$70

Includes concurrent sessions, breakfast, and lunch only

4. Tami has assigned jobs to folks who can help with the conference committee. (David doing concurrent sessions. Ruth doing auction. Dawn doing share-a-thon.) Tami contacting folks about specific jobs.

5. Board meeting will be Friday in the morning/early afternoon.

Secretary (Submitted by Kathy Fuller)

Reflects NC, MD, and VA Mini Conference Registrations.

Non-renewals from 2008: 102

Active Members: 211 as of 3/16/09

New: 123

Renewals: 79

Lifetime: 9

State-by-State Breakdown:

6 Delaware

64 Maryland

1 DC

91 Virginia

45 North Carolina

2 Pennsylvania

1 West Virginia

1 Tennessee

1 Wisconsin

Membership Dues Breakdown:

56 Conference

119 Mini-Conferences

36 Check

9 Other (Lifetime, gift, etc.)

From the Secretary:

- Renewal reminders went out very close to the January 1st. Letters were sent instead of a postcard with no cost to MAMEA.
- State Reps were very good about getting mini conference registration information together and to me. Thank you!
- Renewals are still coming in.
- Membership lists to be distributed to Board members.

- The suggestion was made to give an option of multiple year memberships so folks don't have to renew as often.
 - Discussion followed: Multiyear memberships may be a way to keep more members on the rolls. But, members may forget whether they are active or not.
 - Dawn said that it is easier to do a 2 year membership.
 - Carol made the suggestion to follow up on this discussion in October.
- Chris W. mentioned that there should be more membership perks like discounts at regional businesses and organizations, e.g. museums, aquariums, education resource vendors, others).
- Carol following up with options for discussion at the fall Board meeting.

Treasurer (Submitted by Jackie Takacs)

- Finances run the calendar year
- 2008 budget ended with a profit
 - mostly from under spending (Masthead expenses, reimbursement not requested for past president to attend NMEA meetings, only 1 scholarship was awarded, etc.)
 - Still some income due – A. Frederick is delinquent on his auction purchase
- 2008 conference made a profit without auction funds
- Jackie moved the Money Market account to the checking account
- Income from interest (nominal), auction, membership, and conferences
- Website domain relicensing fee due this year. Lee Larkin paid and will be reimbursed. The renewal is for 5 years.
- Jackie suggested that we keep a record of this and other important association annual or multi-year renewals with the Archivist to ensure continuity.

III. Committee Reports

Awards

Awards Committee (Submitted by Allison Besch)

- Ruth Gourley was MAMEA's Informal Education award winner at the 2008 Conference. We did not have any Classroom Teacher awardees in 2008.
- Typically, MAMEA nominates their regional award winner(s) for the NMEA awards the following spring.
- This year, Ruth has declined to be nominated for a NMEA award this year. She'll be building her portfolio for a submission in the future.
- Since we are very close to the NMEA submission deadline of April 1, and the nomination packet is a substantial one, it may not be feasible to look for a replacement nominee at this time.
- I e-mailed Ann Coopersmith about the possibility of an extension to April 15, but realistically, I am thinking that we will not be sending in a nominee for NMEA awards this year.
- We will be prepared to start much earlier on nominees for the NMEA 2010 awards.

Grants (Submitted by Susan Haynes)

- Website has been updated to reflect two \$1000 grants, one for formal educators, one for informal educators.
- The grant deadline for 2009 is September 21.
- Is this web info still accurate? My committee for 2008 consisted of the past president, the president and the treasurer.

Evaluation of Proposals:

The Grants Committee consists of 3 - 5 individuals appointed by the President with staggered 3-year terms. The Grants Committee evaluates proposals according to the guidelines presented in the Grant Application and will notify the awardees at the time of Fall MAMEA Conference. The recipient will be announced at the Fall Conference (October of each year).

Jackie said that the Treasurer should be on the committee. David also suggested that the state rep for the application should review the grant.

- From 10.08 report: Was this done?
The By Laws need to be updated to reflect when a recipient can reapply. David and Adam informed me that the wait period to reapply is two years. This needs to be stated and posted.

Motion by David Christopher to add to the standing rules (Section 208) that a member can be awarded a grant every other year. 2nd Carol Hopper-Brill. Motion passed unanimously.

- Susan will be moving to Rhode Island in May (Yep! Pending an appraisal and a satisfactory inspection, she bought her first house!) She is willing to follow through with the reporting from the 2008 grantee. It is probably inappropriate for her to manage the fall 2009 grant process; however, if it is needed she is happy to help this fall. Susan recommends this Committee as a good one for bringing in members new to the Board – it allows familiarization with MAMEA and the Board, and makes a good stepping stone for further Board service.
- Dawn suggested that the past winner might be a member of the committee since they are not eligible for an award 2 years in a row.

Scholarship Committee (Submitted by Amy Sauls)

1. Committee membership: Amy Sauls, Chair, and Jenifer Hoskins and Dia Hitt (NC Aquarium at Roanoke Island) & Sarah McGuire (CBNERR-VA) have been on the committee for the past 2 years.
2. In 2008: In the absence of any scholarship applicants, Amy asked David Christopher to temporarily replace her as Chair (to assure no conflict of interest). She submitted an application and was awarded a scholarship by the committee.
3. We would like the Board to address the issue of offering leftover scholarship money to members that have had recent awards, but still might need the money. Currently applicants are eligible every 3 years; perhaps this could be changed to every other year. But, ONLY when we have money left over from the previous year (s).

President's Note: We may need to consider the composition of this committee to assure that there can be no impression of conflict of interest. The Chair and Committee members might need to come from institutions that can be counted on to fund their attendance at Conference. When Committee members need the Scholarship Funds in order to participate, this may create the impression that funding is only recycled among Board members and Committee Members.

Board discussion followed and consensus was that there is no concern at this time about Board conflict of interest with regard to conference scholarships under these conditions.

Publications: Masthead Editor, Newsletter, WebKeeper, Facebook Manager

Masthead Report (Submitted by Chris Petrone, Masthead Editor)

1. January Issue of digital Masthead:

■ Sent by email on 22 January, 2009

- 22 pages
- 15 authors
- Emailed to 211 members (received list from Kathy on 1/8/09); Hardcopy mailed to 1 member
- 24 fatal email bounce backs; includes 2 addresses that had recognizably incorrect spellings (“fulco” instead of fluco and “wheelocl” instead of wheelock).
- Emailed to 30 existing/new members post-NC mini-conference (some overlap with 1/22 mass email, e.g. Allison Besch, Joanne Powell, etc.; Received list from Carol on 2/2/09)

- No email bounce backs from these addresses
- Response
 - 1 email concerning difficulty utilizing links in the PDF document
 - 1 email correcting an incorrect email address in the MAMEA Board listing
 - 12 respondents (5% of issue receivers) to January Masthead Survey Monkey
 - Respondents evenly distributed across career stage
 - 50% were classroom teachers
 - 100% read it via computer (vs. printing and reading)
 - 0% had difficulty accessing the document
 - Most features/articles were deemed “Informative”
 - State reports and budget received highest numbers of “Did not read”
 - Hypothesize that readers did not read out-of-state reports
 - When asked if they were interested in submitting a feature/article to Masthead, 25% responded “Yes;” 50% “Not sure;” 25% “No”
 - Some commented that the issue was too long; Editor agrees
 - Most commented that they liked the digital format and having imbedded links to additional resources/information

2. Request for Articles (RFA) for April Issue

- Sent by email on 25 March, 2009
 - Emailed to mamea@vims.edu, plus 252 members; Hardcopy of RFA not sent
 - 20 fatal bounce backs
 - Possible “retirement issue” with focuses on longtime members Lee Larkin, JoAnne Powell and Barry Fox
 - Hope to include a detailed 2009 conference announcement article
 - Will include another Survey Monkey link, however, expecting an even lower response rate

3. August Issue planning

- One article already lined up: A recap of David Wehunt’s Toyota International Teacher Program trip to Costa Rica (late April to early May)

4. Other

- Since the newsletter is electronic, Chris would like to do 4 issues a year.
- Distribution schedule change to November, February, May, and August to better time articles and happenings.
- Board will determine if this requires a change to Standing Rule 104.2(a) and 301.4 and 301.5.

MAMEA Website Report (Submitted by Lisa Lawrence, Webkeeper)

www.mamea.org

1. The Virginia Sea Grant Marine Advisory Program at VIMS continues to host and conduct routine maintenance of the website as a free service to the organization. The maintenance includes a quarterly link check and update, posting conference news, sponsoring the MAMEA email list and monitoring usage statistics.
2. Throughout 2007, Carol Hopper Brill spearheaded the task of updating the content of the website. We also created a more extensive conference section of the website. MAMEA has indicated it would like to update the graphic design of the website using the Allweb Design Co. design “PsychChrome” (<http://allwebcodesign.com/templates/T27dChromePsych/>). This template is the same as the one used for the Blue Crab Bowl (<http://web.vims.edu/adv/bcb/?svr=www>). This project would be outside the scope of the free services provided by VIMS. Lisa Lawrence will submit to the MAMEA Board a proposal and projected timeline for this work. Once the website has been migrated to a new design, VIMS will continue to provide hosting and updating services.

3. MAMEA website statistics

MAMEA Website Statistics Summary

	<u>2007</u>	<u>2008</u>	<u>Change</u>
Web visits	14,283	16,247	+ 13.8%
Page accesses	20,687	27,851	+ 34.6%
Email subscribers	493	651	+32.0%

The 2008 website visitation was up 13.8% from 2007 and the number of pages accessed was up nearly 35%. This indicates that not only are we having more visitors, but each visitor is looking at more pages within the site on each visit. MAMEA@vims.edu, our email Discussion list, has 651 subscribers, which is an increase of 32% from 2007.

4. Website Graphic Re-Design Proposal

-Submitted by Lisa Ayers Lawrence

-*Project Summary:* Update the graphic design of the Mid-Atlantic Marine Education Association (MAMEA) website. A pre-built Dreamweaver website template selected by MAMEA will be purchased and customized for MAMEA. The existing website architecture and content will be migrated to the new design. The new graphic design will give MAMEA a fresh, updated look, but still enable users to navigate the website in the user-friendly manner to which they are accustomed.

-Project Timeframe: April 1, 2009 – June 1, 2009

-Project Cost:

Template (purchase PsychChrome template from AllwebcoDesign)	\$110.00
Graphic Design (customize template with MAMEA font, colors and logo) (Replace template images with MAMEA's images)	\$250.00
Website Content (migrate existing content from the 30+ pages)	\$750.00
TOTAL	\$1110.00

-Scope of Work:

-Website Graphic Design: The AllwebcoDesign template PsychChrome will be used to create the new MAMEA website graphic design. The colors, fonts, logos, and images on the template will be customized for MAMEA. The new site will implement a Cascading Style Sheet (CSS) to ensure that the font color, size, and style are consistent throughout the site. Once the graphic style is finalized, the website architecture and content will be migrated from the old design.

-Migrate Content: The existing MAMEA website architecture will be replicated in the new graphic design. Headers, footers, menu buttons, and page names will be updated in the template. The 30+ pages that make up the MAMEA website will be re-created in the new design using the existing text. Once the entire site is replicated in the new graphic design, the old site will be archived, and the new version will go live at the existing www.mamea.org/ URL.

Tami Lunsford moves to approve the website graphic re-design proposal as stated. 2nd bill Simpkins. Motion passed unanimously.

Facebook Page Report (Submitted by Andrew Wilson)

1. The Facebook page was put together on 11/18/08 by MAMEA member Andrew Wilson, after noticing that many colleges, NPOs, and aquariums had pages. To this date, there are a few other NMEA chapter pages but still no NMEA page. I have e-mailed Adam Frederick concerning this but have not heard back.
2. It is an open group (anyone can join) with 34 members currently. A general e-mail was sent to members of the MAMEA listserv announcing that the page exists. Perhaps a second e-mail should be sent soon, as well as a mention in the newsletter.
3. A few postings have occurred (10) and recently (on 3/20) we got an inquiry from a GoMMEA member about how our page works and its goals.
4. The Facebook page offers an opportunity to advertise MAMEA for free. Details on how it can be used to promote our organization are still being explored and thoughts are welcome!

CHB suggestion re: overarching “Communications Committee” to encompass all these functions. See post-meeting note below.

Rationale:

- MAMEA now has several electronic “publications” for communicating with our Membership: the Masthead, website and Facebook page. The Membership Secretary maintains the contact information for members and so contributes to distribution of MAMEA communications.
- Rather than have these as separate committees, and to promote greater coordination between them, Carol Hopper Brill proposed that they be grouped within an overarching “Communications” committee.
- No single Chair was proposed for the committee, but communication and coordination is expected between the newsletter editor, webkeeper, Facebook page manager, and Membership Secretary (who has all member contact information).

Standing Rule Change required:

Dissolve the Masthead and Editorial Committees and form a single Communications Committee that would oversee the Masthead, the website, social networking site (Facebook), and any print media.

David Christopher motioned to accept the stand rule change as stated. 2nd by Chris Witherspoon. Vote passed unanimously.

President’s Post-meeting Note: I realize that our task is not complete here. There are some decisions we still need to make with regards to this change:

*We would need to erect a new standing rule, #104.11 for the Communications Committee.

*The duties outlined in 104.1 for Editorial Committee Chair, in 104.2 for Newsletter Editor would be nested within the new 104.11.

*We need to decide if the Editorial Committee Chair would assume the Chair of the Communications Committee, or if a separate Chair would be appointed to coordinate the members of this committee.

I propose that we keep discussion open on this issue until we have completed the planning for this change.

Mentoring Committee – Submitted by David Christopher

1. The mentoring Committee currently includes Dawn Sherwood and David Christopher (Past-President & Chair).

Our goal at this time is to better define what the mentoring committee is. The committee was started as action item from the strategic plan (2003). This is what the strategic plan states about mentoring:

6. Mentoring

Establishment of a mentoring program to help both new and existing members was a need identified by several of the focus groups. The Board will create a standing committee to design, implement and evaluate a mentoring program. Costs are estimated to be approximately \$200 per year. Implementation by the beginning of the 2004-2005 school year is desired. A “MAMEentoring” Program Committee needs to be established to gather information from potential mentors and those who feel they could benefit from this program. The committee needs to clearly define the responsibilities, tasks and time requirements for participants.

2. Carol spoke to the participants at the North Carolina and Virginia Mini Conference and I spoke to the participants at Maryland Mini Conference and surveyed them on what kinds of things would keep them involved in the organization. This information will hopefully be used to help direct the future of the mentoring committee.

3. Carol has reports from each mini conference participants to share with the Board. Elements of these will be included in the April Masthead and on the MAMEA website.
4. David suggested that we run a buddy program at the regional conference similar to the NMEA buddy program.
5. Chris W. added that we may want to focus on adding scout leaders, home school leaders, etc that we are not currently being served.

OLD BUSINESS

1.MAMEA Elections – re: voting and election timing prior to NMEA summer conference. Requires By-Laws & Standing Rules changes

By Law Changes

*Proposed in Nov. 2008 by D.Christopher, Past President 2009, to:
* allow electronic voting for MAMEA officers.*

First By Law Change – Requires a Member vote

From: (note highlighted Sections)

ARTICLE V. ELECTION OF OFFICERS

Section 1A. Member of the Corporation shall be notified by the secretary no later than 60 days before the annual meeting that nominations are being accepted.

Section 1B. Thirty (30) days prior to each election, the Nominating Committee shall name candidates for each elective office incorporating all mail-in nominations.

Section 1C. Prior to the Annual Meeting, Nominating Committee will contact each nominee to determine his/her willingness to serve.

Section 2. Elections will be held at the Annual Meeting; nominations will be accepted from the floor.

Section 3. Three tellers shall count all ballots.

Section 4. The candidates who receive the highest number of votes shall be elected.

Section 5. The incoming Officers shall assume office for the ensuing year at the time designated by the Outgoing President at the Annual Meeting of the Corporation.

Section 6. President, President-elect, and Past-President will have terms of one year. Secretary and Treasurer will have staggered terms of 2 years. State representatives will have staggered terms of 2 years with 2 or 3 representatives elected each year.

To: (see wording changes in red)

ARTICLE V. ELECTION OF OFFICERS

Section 1A. Member of the Corporation shall be notified by the secretary no later than 60 days before election ballots are distributed that nominations are being accepted.

Section 1B. Thirty (30) days prior to election ballots being distributed, the Nominating Committee shall name candidates for each elective office incorporating all mail-in nominations.

Section 1C. Prior to the distribution of ballots, Nominating Committee will contact each nominee to determine his/her willingness to serve.

Section 2. Elections will be held by mail-in ballot and/or online voting; write in votes will be accepted. Voting will be open for one month and will close two weeks before the MAMEA meeting at the National Marine Educators Conference.

Section 3. Three tellers shall count all ballots.

Section 4. The candidates who receive the highest number of votes shall be elected.

Section 5. The incoming Officers will be announced at the MAMEA meeting at the National Marine Educators Conference. Officers shall assume office for the ensuing year at the time designated by the Outgoing President at the annual meeting of the corporation (MAMEA).

Section 6. President, President-elect, and Past-President will have terms of one year. Secretary and Treasurer will have staggered terms of 2 years. State representatives will have staggered terms of 2 years with 2 or 3 representatives elected each year.

Second By Law Change – Requires a Member vote

From: (note highlighted wording)

ARTICLE XIV. AMENDMENT TO THE BY-LAWS

These By-Laws may be amended by one-half plus one vote of the membership present at a duly constituted meeting of the Corporation or by a one-half plus one vote of all members responding by mailed ballot.

To: (see wording changes in red)

ARTICLE XIV. AMENDMENT TO THE BY-LAWS

These By-Laws may be amended by one-half plus one vote of the membership present at a duly constituted meeting of the Corporation or by a one-half plus one vote of all members responding by mailed or online ballot.

Bill Simpkins motioned to pass amendments with included changes to the membership for a vote. 2nd from Chris Witherspoon. Motion passed unanimously.

2. NMEA Representation Committee. Requires Standing Rules Committee change.

Proposed in Nov. 2008 by D.Christopher, Past President 2009, to:

**restructure duties of Past-President & establish a NMEA representation committee;*

**to assign Mentoring Committee Chair & Nominating Committee Chair duties to the Past-President.*

**reorganize MAMEA committees related to publications.*

Discussion: Crucial change is the extension of tenure as NMEA Rep to 2 years. Objective is to allow our Rep to better learn NMEA Board procedures and improve continuity of representation.

Standing Rule Change

Eliminate NMEA Representation-from Past President required duties [103.2a (1.-5.)] and establish a NMEA Representation Committee to assume responsibility for these duties. (see below).

104.11 The **NMEA Representation Chair** is appointed by the President and shall serve as MAMEA Chapter Representative to the National Marine Educators Association for 2 years. The MAMEA Chapter Representative is a full voting member of the NMEA Board. The duties of the chair are as follows

1. Represent MAMEA at the mid-year and annual NMEA Board meetings, or appoint a proxy. (09/05)
2. Provide the editor of NMEA NEWS with relevant information concerning MAMEA events and activities.
3. Report to the MAMEA Board at each Board meeting, and at other times if necessary, on the activities of NMEA.
5. Prepare and submit to the MAMEA membership at the annual MAMEA conference an NMEA Conference Report; submit a written summary of this report for publication in the MASTHEAD; submit other NMEA news for publication in the MASTHEAD as appropriate. Distribute each new issue of MASTHEAD to all NMEA Chapter Representatives.

Tami Lunsford motioned to accept the stand rule change as stated. 2nd by David Christopher. Vote passed unanimously.

Related Standing Rule Change

Remove duties a (1.-5.) from the required responsibilities of the Past President as stated in Standing Rule 103.2.

Jackie Takacs motioned to accept the stand rule change as stated. 2nd by Chris Witherspoon. Vote passed unanimously.

Standing Rule Change

From:

- 104.10 The **MENTORING COMMITTEE CHAIR** shall: (03/05)
- a. Provide coordination and guidance for activities of Mentoring Committee.
(additional details will be added after Mentoring Committee establishes guidelines)

To:

- 104.10 The **MENTORING COMMITTEE CHAIR** shall: (03/05)
- a. **Be filled by the Past President**
 - b. Provide coordination and guidance for activities of Mentoring Committee.
(additional details will be added after Mentoring Committee establishes guidelines)

Dawn Sherwood and David Christopher are working to define committee's role.

-Suggestion to have informal and informal educator on committee

Tami Lunsford motioned to accept the stand rule change as stated. 2nd by Carol Hopper-Brill. Vote passed unanimously.

3. Website Update

- Lisa recommends keeping the current architecture (topics and organization). But, the Board could suggest/agree on any topics that are missing or structural issues to address
- Board considers if only Webkeeper should be able to make changes to website or if selected others can edit via Contribute software.
- Lisa integrates any further approved requests and Board will approve new design.
- Lisa requests updated photos for use in re-design.
- Webkeeper purchases template and begins process of adaptation.

4. MAMEA support for Regional NOSB competitions

- Review Board discussion and decision to provide up to 4 memberships for each competition annually. Specified for new coaches or others with permission.
- Determine who is responsible for communicating the opportunity to NOSB Regional Coordinators (Pres or Mentorship?)

5. MAMEA Promotional Materials

- Review current promotional materials: give-aways (pens and rulers); flyer CHB produced
- Discuss proposed promotional materials
 - Refreshed MAMEA membership application
 - Brochure
 - Exhibit
- Tami attempting to update materials as part of annual conference marketing
- David to check into National Aquarium publications staff designing new pop-up display
- Jackie Takacs asked if we want to continue to offer MAMEA promo items for conferences? Could build in a field in the reg form so we have an accurate count ahead of time, or could have an order form & samples at the mini-conference and folks sign up then. Jackie will look at items and make suggestions.

6. Past-President's role in Mentoring Committee – Requires Standing Rules Change

*Proposed in Nov. 2008 by D.Christopher, Past President 2009, to:
to assign Mentoring Committee Chair duties to the Past-President.

Standing Rule Change

From: 104.10 The **MENTORING COMMITTEE CHAIR** shall: (03/05)
a. Provide coordination and guidance for activities of Mentoring Committee.
(additional details will be added after Mentoring Committee establishes guidelines)

To: 104.10 The **MENTORING COMMITTEE CHAIR** shall: (03/05)
a. **Be filled by the Past President**
b. Provide coordination and guidance for activities of Mentoring Committee.
(additional details will be added after Mentoring Committee establishes guidelines)

Dawn Sherwood and David Christopher **are working** to define committee's role.
-Suggestion to have informal and informal educator on committee

Tami Lunsford motioned to accept the stand rule change as stated. 2nd by Carol Hopper-Brill. Vote passed unanimously.

7. Past-President's role in Nominating Committee – Requires Standing Rules Change

*Proposed in Nov. 2008 by D.Christopher, Past President 2009, to:
to assign Nominating Committee Chair duties to the Past-President.

Standing Rule Change

Past-President becomes Chair of Nominations Committee.

From: Standing Rule 103.2

The immediate Past-President shall

c. Serve as an ex-officio member of the nominating committee (By-Laws, Article VIII. Section 5.)

To:

c. Serve as Chair and an ex-officio member of the nominating committee (By-Laws, Article VIII. Section 5.)

Note: Since the Past-President is already designated as an ex-officio member of this committee, elevating the Past-President to Chair of the committee should be consonant with the exiting By-Law and create no conflict. No change to the By-Law appears necessary.

David Christopher motioned that the Past-President becomes chair of the Nominations Committee and to change the related Standing Rule. 2nd by Chris Witherspoon. Vote passed unanimously.

8. Budget Accounts – already handled with Treasurer's Report

NEW BUSINESS

9. 2009 Conference Planning and Reestablish Conference Advisory Team (CAT)

- President Elect reviews conference planning and needs
- Review objectives and tasks of a Conference Advisory Team
- Call for volunteers to serve. They work with the President-Elect to draft a division of labor that covers all tasks involved.
- CAT includes Past President, Treasurer, and State Rep from hosting state.
- Carol Hopper Brill will work with Tami Lundsford to help move this forward.

10. Tracking MAMEA's Required "Corporate" Tasks

- Compile list of all "corporate" tasks/requirements/licensing with timing and contact information so this passes from one President or Officer to the next. E.g. NP corporate filing with VA; domain registration for URL; IRS tax filing, law firm and accounting firm contact information, etc.
- Carol Hopper Brill works with Jackie Takacs and Kathy Fuller. Carol will begin the process, assembling a list to be added to the MAMEA calendar and filed with the Archivist.

11. Update Current Officers Task Document and Any Guidelines to Be Communicated to New Officers

- Board members were asked to review the current document from CHB, located on the website's Board Page
- Determine if more detailed guidelines are needed for specific offices
- Collate list of suggested changes, additions
- Identify volunteers to help flesh out "best practices" and draft guidebooks needed.
- CHB asked Board to review and report in one month.

12. Updating the State Rep "How To" Document

- Includes past recommendations for Mini-conferences
- Board Members were asked to review the current document from CHB, located on the website's Board Page
- Suggest changes, additions to make more complete document, to incorporate common/historical practices
- President is responsible for making sure new State Representatives are familiarized with the document.

13. Mini-Conference Grant Policies and Procedures

- Board was requested to evaluate policy and procedure established for early 2009
- Suggest changes for most consistent, equitable, and streamlined administration of grants
- Review who should sit on this grant review committee
- Feedback from State Reps for the 2009 grant included:
 - *Getting paperwork was difficult for first Mini-Conference since forms were in development
 - *There were questions on what exactly the money could be used for. Concerns about equitable benefit for all members attending.
 - *Chris W wasn't aware of the grant money when she set up the mini-conference
 - *Virginia Aquarium absorbs most of the cost of the mini
 - *Fluctuating participant numbers can makes budget planning difficult
 - *Carol suggested for one more year that grant used for food, give-aways, speaker fees, etc. that benefit all. Board to re-evaluate with input from State Reps.
 - *David recommended that there be a procedure in place for the re-allocation of funds to allow Mini-Conference chair flexibility if needed to meet budget realities.

14. Discretionary Membership Policy and Procedure

- Reviewed current Standing Rule 204.6, criteria and past practices.
MD has well-established practice of offering gift memberships to mini-conference guest speakers. No information on other state's using this option.
- Discuss methods for assuring equitable availability to State Reps for mini-conferences, membership promotion, etc.
- It was determined that the President does not need to consult with the Board or Mentorship Chair for the award of complimentary memberships.
- Need to include appropriate information in State Rep and Mentorship chair manual/guidelines.
- Any Board member or Association member may recommend an individual to the President for a discretionary membership - generally, these are individuals whose participation would benefit the Association.

15. Awards Committee Guidebook is now digital

- Using John Chubb's notes, CHB updated the Awards Committee guidebook and it is now available as a .pdf. The Awards Committee members have received copies.
- Board members are welcome to review this document and make suggestions for additions
- CHB will offer a suggestion for our 2010 nominee for either the Marine Educator Award or NMEA Honorary Member Recognition.

16. E-mail Discussion List "Re-Boot"

- CHB to send e-mail to all on discussion list with explanation of this updating operation.
- Lisa will provide a link for those who want to stay on the list
- CHB (with Lisa's assistance) will purge all inactive names from the list
- Lisa will be the new List Manager (replacing Lee)

17. Establish Coding for Tracking MAMEA's Lifetime Members

- Review membership files and identify Lifetime members
- Develop a coding that will follow them through the renewal cycle
 - Kathy added that Lifetime members are coded with an "L" as their "member type" and have an expiration date of 1/3000. When information is sent to the members, any updates that come back are entered.
- It was noted that some early MAMEA records were lost and some information on the Lifetime members is missing. The Board recommended that we talk with Terri Kirby-Hathaway, Lee Larkin & Vicki Clark about other individuals who may have been Life members.

18. NMEA Auction Basket

- Review the relative success of MAMEA's basket in 2008: How big, what kinds of items?
 - Big baskets with big ticket items don't usually get top bids – members looking for bargains & something they can transport home from the conference.
 - Basket needs a theme.
 - Board members usually purchase core items
 - Wine/alcohol is a hit
- Open to additional ideas for 2009
 - Suggestion to put together a wine basket with wineries from each state in the region.
 - Wine charms from each state also included.
 - Board needs to send DC ideas by late May
 - John L is driving across country, so get basket to him by end of May for delivery

D.Christopher proposes spending \$50 from our budget to pay for the items. 2nd Bill Simpkins. Motion passes unanimously.

19. Scholarship Policy & Procedure Review

See additional discussion points in Scholarship Committee Report.

- Discuss Amy's request to change policy re: repeat application for scholarships in years where surplus exists.
- Discuss a possible concern: Do we risk creating the impression that scholarship committee and board members have "inside track" on scholarship funds. If so, what procedures are needed to avoid this?
 - The opportunity is posted for everyone through the Masthead, website, and annual conference marketing.
 - Board members and the Scholarship Committee are not given preference if other applicants are presented.
- Tami mentioned that NMEA has a Board scholarship
 - Discussion should continue about Board travel support
 - Tami checking into NMEA program
 - Jackie at look at financials.

Motion by ????? to make scholarship eligibility every other year. (Did this get a 2nd or a vote?)

Carol's notes don't show results of a vote either, we may need to vote on this via e-mail.

Motion to close the meeting at 6:05pm from Bill Simpkins. 2nd Tami Lunsford. Motion passes unanimously.