

# Environmental Educators of North Carolina

## 2014 Annual Report

*January 1<sup>st</sup> - December 31<sup>st</sup>*



*Empowering Educators For A Healthier Environment*

[www.eenc.org](http://www.eenc.org)

# Table of Contents

<u>Table of Contents</u>	<u>Page</u>
About EENC	3
President's Letter	4
2014 Board of Directors	5
Executive Summary	6
Environmental Summit	7
SEEA Conference	8
Conference Sponsors	9
Annual Award Recipients	10
Treasurer's Report	13
Donations	16
Board of Directors Meetings	17
2015 Board of Directors	18
2015 Aspirations	19
EENC Supporters	20





## ABOUT EENC



Environmental Educators of North Carolina (EENC) is North Carolina's affiliate of the North American Association for Environmental Education (NAAEE), an integrated network of professionals in the field of environmental education with membership throughout North America and in more than 55 countries.

EENC's mission is to promote excellence in professional development and facilitate networking opportunities, inspiring educators to create an environmentally literate citizenry.

EENC's vision is to connect diverse professionals and organizations to each other and to high quality environmental education materials and programs, demonstrating leadership in North Carolina and beyond.

EENC is an entirely volunteer run, membership-based organization. To meet the needs of smaller groups throughout the state, North Carolina is organized into three sections: Western, Central, and Eastern. Committee & section meetings and retreats occur throughout the year and culminate at the statewide annual conference.



[www.eenc.org](http://www.eenc.org)

# President's Letter

Dear EE Colleagues,

On behalf the EENC Board of Directors, I'd like to thank you for your continued support of environmental education in North Carolina. EENC is our state's professional organization for environmental educators. Your efforts provide opportunities for strong professional growth and networking among your peers. Our 500+ members include classroom teachers, museum educators, nature center staff, park rangers and other professionals working to provide environmental education opportunities.



Environmental  
Educators of  
North Carolina

2014 was an exciting year for EENC. In September, we hosted the 3<sup>rd</sup> Annual Conference of the Southeastern Environmental Education Alliance (SEEA) at Caraway Camp and Conference Center in Asheboro, NC. The three day event highlighted the many successful environmental education programs and activities that are taking place throughout the southeast region. The theme drew on the pronunciation of the mountains around Caraway – the Uwharries. The theme was “You are EE: One from Many, Stronger Together.” The Annual Awards Ceremony recognized talented educators and outstanding programs. In October, EENC was named the *NAAEE Affiliate of the Year*. The *Executive Summary* in this document lists other major 2014 accomplishments. 2015 is going to be a great year. Our Board is dedicated to constant improvement and 2015 President Sarah Fuller has some exciting ideas for the organization.

I would like to say a special thank you to two groups. First, the EENC Board members and volunteers that worked very hard to make the organization stronger. I want to acknowledge the contributions of outgoing board members Bill Crowell, Chip Freund, Kellie Lewis, and Holly Denham. Thank you for your service, your creative energy, and your collaborative spirit! A special thanks also goes out to our partners that work so hard to move EE forward in North Carolina and the Southeast region. Lisa Tolley and Marty Wiggins at the state office, the North Carolina Association for EE Centers, and Ashley Hoffman and her team at SEEA were wonderful collaborators.

We live in a time when environmental education is needed more than ever – education that engages the heart, stimulates the mind, and nurtures the spirit. It is a privilege to engage in this work together. Thank you for the opportunity to serve as your President.

Dr. Brad Daniel  
EENC President, 2014





# 2014 Board of Directors

- President ..... Brad Daniel, Montreat College  
President-Elect ..... Sarah Fuller-Allman, Randolph County Schools  
Past-President ..... Bill Crowell, Albemarle-Pamlico National  
Estuary Partnership  
Treasurer ..... Renee Strnad, NC State University  
Secretary..... Lauren Pyle, WNC Nature Center  
Communication Chair ..... Chip Freund, Savvis Company  
..... Jonathan Navarro  
Education Co-Chairs ..... Eric McDuffie, CW Stanford Middle School  
..... Kathryn Stevenson, NC State University  
Membership Chair ..... Michelle Pearce, The NC Arboretum  
Partnership Chair ..... Keith Bamberger, NC Division of Air Quality  
Policy Chair ..... Holly Denham, Project WET NC Coordinator  
Eastern Section Chair ..... Kellie Lewis, NC Museum of Forestry  
Central Section Co-Chairs ..... Mir Youngquist-Thurow, Agape Center for EE  
..... Beth Cranford, NC Museum of Natural Sciences  
Western Section Chair ..... Jonathan Marchal, The NC Arboretum  
SEEA Liaison ..... Mickey Jo Sorrell, EENC member



# 2014 Executive Summary

- EENC named 2014 *NAAEE Affiliate of the Year*
- Planned and hosted the 3<sup>rd</sup> Annual SEEA Conference
- Hosted our first Annual Research Symposium
- Hosted a Summit of NC Environmental Organizations
- Participated in the NC EE Certification Ceremony in Raleigh
- Conducted a Board Retreat
- Raised more money than all other NAAEE affiliates in the Razoo fundraiser (second in total donors)
- Developed a 2014 action plan that included items from our strategic plan that was approved last year
- Expanded our Social Media Presence (447 to over 1500 likes)
- Developed a database of SEEA Colleges & Universities with EE programs
- Redesigned and launched the EENC website
- Secured conference locations for the next two years
- Fundraising for various initiatives raised over \$15,000.00.
- Increased Membership to 500 members → 75 New members this Year
- Administered 2 EPA mini-grants
- Awarded \$1350.00 in conference scholarships



# 2014 Summit of EE-related North Carolina Organizations

In March, EENC hosted a one day summit of EE-related North Carolina Organizations at the Nature Research Center in Raleigh. The purpose was to promote communication among the organizations, to increase understanding of the various niches that each organization fills, and to discuss ways to collaborate.



## Participating Organizations and Representatives

Brad Daniel, Renee Strnad, Beth Cranford (EENC)

Beth Cranford, *Southeastern Environmental Education Alliance (SEEA)*

Kathy Bull, *The North Carolina Children and Nature Network (NCCAN)*

Jason Urroz, *Kids in Parks*

Jason Urroz, *The National Association for Interpretation (NAI)*

Lisa Tolley, *The NC Office of Environmental Education and Public Affairs*

Charles Yelton, Jesse Pope (by phone),

*NC Association for Environmental Education Centers (NCAEEC)*

Stephanie Schweickert, *NC Conservation Network*



## 3<sup>rd</sup> Annual Southeastern Environmental Education (SEEA) Conference

In September, the Environmental Educators of North Carolina hosted the 3<sup>rd</sup> Annual Southeastern Environmental Education Alliance conference at Caraway Conference Center just outside Asheboro, North Carolina. The conference theme was ***You are EE***, a play on “Uwharrie Mountains.” Participants from eight states gathered for four days of keynotes, workshops, field trips, conference sessions, roundtable discussions, food, and networking. Friday, participants became more familiar with the region through various field trips. The opening dinner and Awards Ceremony at the Cetwick in Asheboro featured an insightful keynote by Dr. Louise Chawla of the University of Colorado at Boulder, followed by the annual Awards Ceremony and a live auction to benefit conference scholarships.





## 2014 Conference Sponsors

Aerin Benavides	The University of North Carolina Greensboro	Conference Sponsor \$200
Brad Daniel	Montreat College	Conference Sponsor \$200
Stephanie Avett	Volunteer Environmental Educator	Day Sponsor \$100
Charlotte Clark	Duke University	Half-Day Sponsor \$50
Chip Freund	Marketing Director, CenturyLink, Inc.	Half-Day Sponsor \$50
Terri Kirby Hathaway	North Carolina Sea Grant	Half-Day Sponsor \$50
Mary Jo Deck	Staurolite Resource Group	Supporter \$25



# Annual Awards

Each year the Environmental Educators of North Carolina publicly recognizes environmental educators, EENC members, organizations, and partners for their valuable contributions to EENC, the North Carolina community, and to the field of environmental education. EENC Members, Annual Conference Attendees, Award winners, and honored guests gathered for the 2014 EENC Annual Awards Program at the Cetwick in downtown Asheboro.

## **Outstanding Practitioner Award**

**Anne Ellis**

The recipient of the Outstanding Practitioner Award leads a program that is a living example of the mission of environmental education in North Carolina. Anne Ellis seeks to inform and inspire her students, and to encourage them to be responsible and productive members of society. As one student noted, "When you come away from her class, you leave with a whole new perspective on nature and the environment."

## **Outstanding Service Award**

**Lauren Pyle**

Lauren Pyle has served as EENC Secretary for two years. She is meticulous and thorough and has a keen eye for detail and organization. She is dedicated to the work of EENC and has demonstrated this in many ways, most of all through her outstanding service. Her productivity is infectious!

## **Outstanding Newcomer Award**

**Jonathan Navarro**

The Outstanding Newcomer Award is given to an EENC member of five years or less who has made significant contributions to the organization within that relatively short time. Jonathan's dedication to the mission of EENC has given him a position on the board that has helped move the organization forward in communications and technology. He spent countless hours working on layout design for the SEEA conference program. He has been a great collaborator and he has made multi-hour tasks more pleasant with his sense of humor.



# Annual Awards

## Partner Awards

Two organizations also won 2014 EENC Awards. Outstanding Partner recognizes a business, non-profit, or governmental agency that has partnered with EENC to support the mission and growth of EENC, and the Exceptional Environmental Education Program recognizes a program, education center, organization, partnership or educational system that exemplifies excellence in environmental education.

### **Outstanding Partner Award**

#### **The NC Arboretum**

The NC Arboretum has offered multiple in-kind services over the last few years including multiple staff members serving on the EENC board of Directors, providing a beautiful facility for the 2013 Annual Conference and serving as a key center for EE events in the western section! They have fully supported the mission and efforts of EENC.

### **Exceptional Environmental Education Program Award**

#### **The HERP Project (Catherine Matthews)**

Few EE programs can say that the leaders have over 70 years of cumulative experience. Despite a small staff, the HERP project hosts community wide events. EE summer programs get high schoolers involved in citizen science, and professional development for educators including a free online curriculum which they developed.

# Annual Awards

## **Environmental Educator of the Year Award**

**Jennifer Brooks**

Environmental Educator of the Year recognizes an educator who stands out among environmental educators as a professional who exemplifies excellence in environmental education and lends credibility to the field. Through valuable contributions and professionalism, the environmental educator is regarded as an ideal example that other EE practitioners should strive to emulate.

Jennifer Brooks has a clear passion for her job and her community. Since joining their organization, they have expanded EE in Durham county to reach a wider and more diverse audience, engaged the digital audience through the use of social media and websites to spread the word of EE, and shown a commitment to EE in not only Durham County, but the whole state of North Carolina

## **Melva Fager Okun Lifetime Achievement Award**

**Renee Strnad**

Renee Strnad has been a dedicated member of EENC for many years. Over that time she has served in a variety of leadership roles including President-elect, President, Past-President, and most recently, Treasurer. She has worked on EENC's behalf with many agencies to move environmental education forward in the state of North Carolina. She recently completed her MS in Environmental Education from Lesley University.

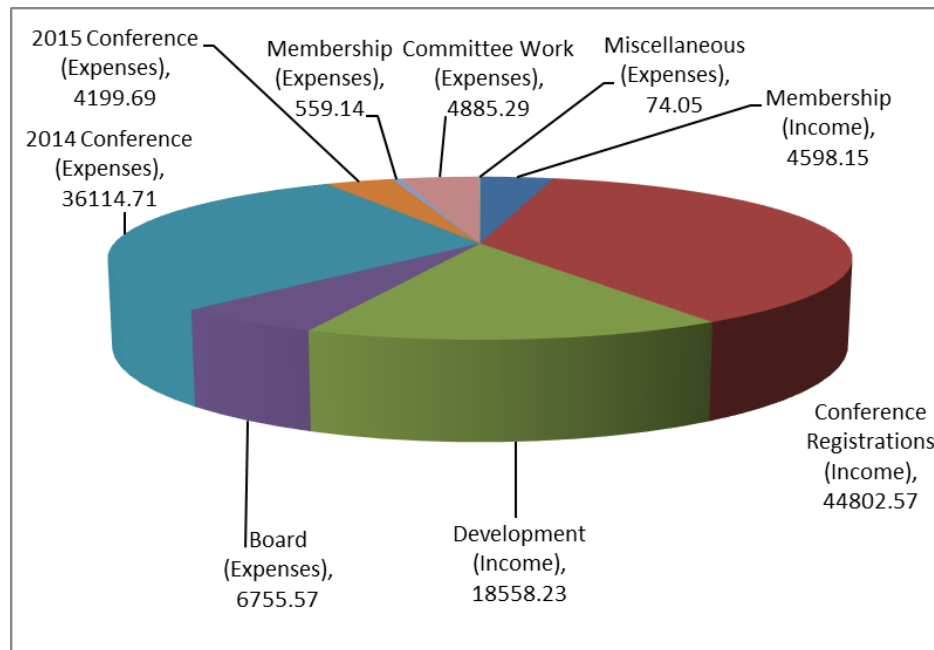
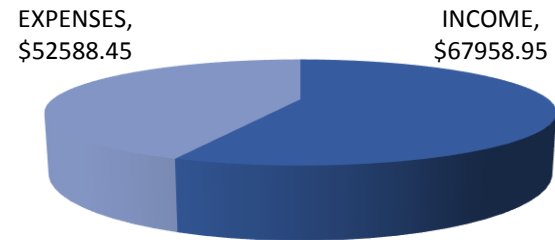


# Treasurer's Report

## 2014 Income vs Expenses

INCOME 67,958.95

EXPENSES 52,588.45

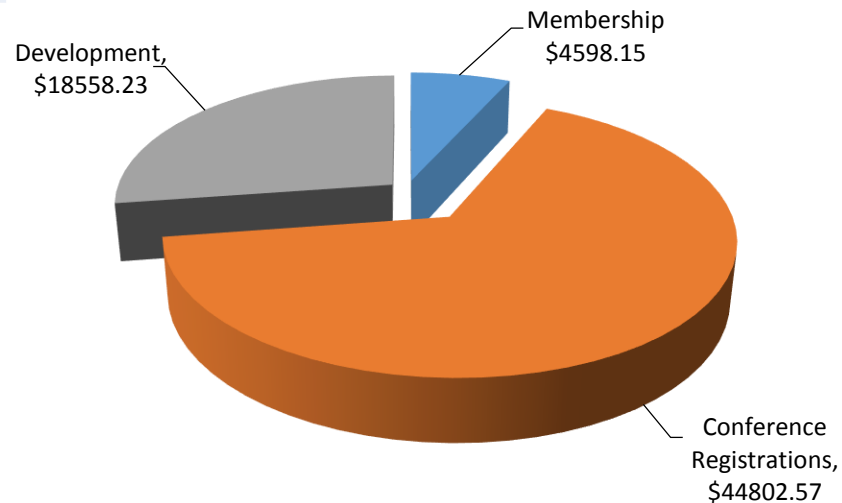
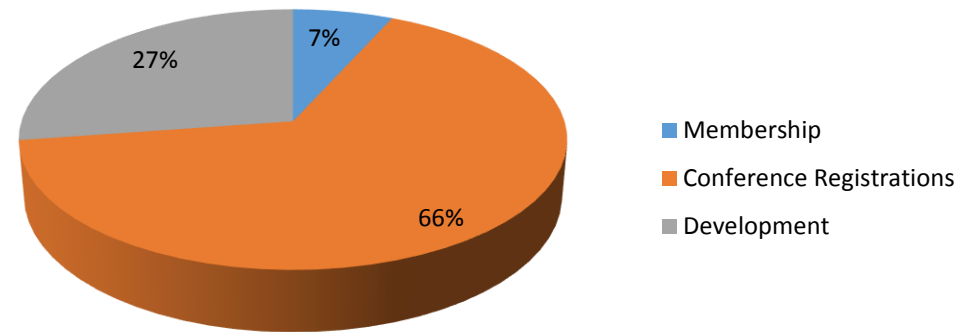


# Treasurer's Report

## 2014 Income

INCOME	67958.95
EXPENSES	52588.45
Membership	4598.15
Conference Registrations	44802.57
Development	18558.23
Board	6755.57
2014 Conference	36114.71
2015 Conference	4199.69
Membership	559.14
Committee Work	4885.29
Miscellaneous	74.05

2014 EENC Income (%)



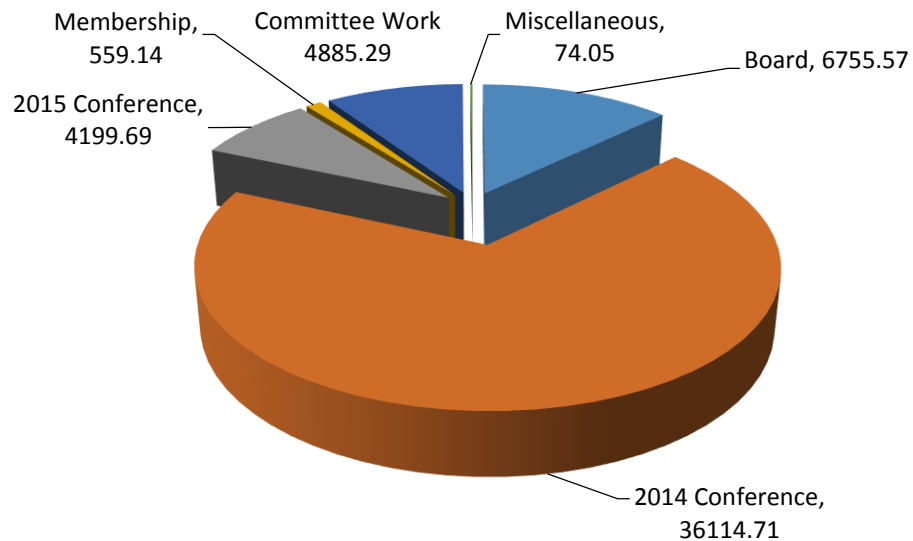
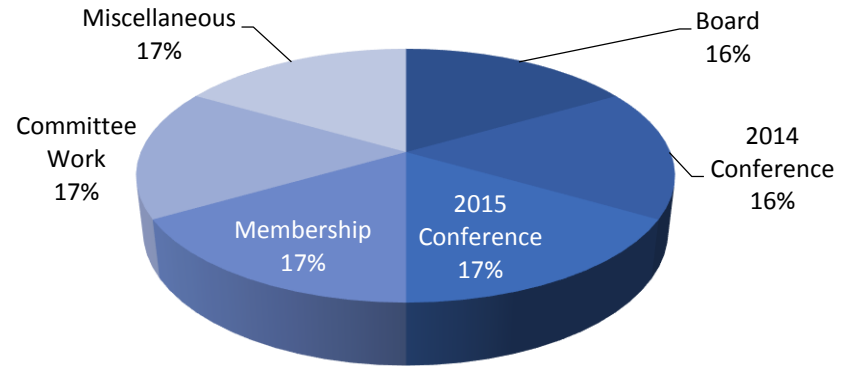


# Treasurer's Report

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Committee Work	4885.29
Miscellaneous	74.05

### 2014 EENC Expenses



# 2014 Donations

<b><u>RAZOO DONORS</u></b>	<b><u>Board &amp; In Kind Donations</u></b>
Aerin W Benavides	Renee Strnad
Amy R Christiansen	Chip Freund
Ann E Walter-Fromson	Mir Youngquist-Thurow
Brad Daniel	Keith Bamberger
Callie Stevens	Brad Daniel
Colleen R Strnad	Lauren Pyle
Dorothea K. Shuman	Shannon Culpepper
Elizabeth Cranford	Beth Cranford
Emilee Mroz	Jonathan Navarro
Eric McDuffie	Kathryn Stevenson
James O Harlow	Eric McDuffie
Julie Hall	Lauren Pyle
Dorothy Holley	Bill Crowell
Katharine Scala	Donation in Memory of Jewell Daniel
Kathryn Stevenson	NC Museum of Natural Sciences
Keith F Bamberger	NCSU Extension Forestry
Kelley D. McCarter	
Mir Youngquist Thurow	
Mary Carlisle Rankin	
Renee Strnad	
Sandra Ruble	
Sarah Holshouser	
William Freund	
Libby Wilcox	



## Board of Directors Meetings

For each meeting, a brief overview of the major topics is listed below. To obtain the full agenda or minutes, please contact the EENC Secretary or President.

### **February 7-9**

#### **Board Development Retreat and Strategic Planning, Caraway Conference Center, Asheboro**

Strategic planning, new member orientation & policy review, budget review and planning, introduction to EENC Board Google site, EENC website, NCSU EE Club, 2014 & 2015 conference site selection

### **May 17**

#### **Education Studio, Discovery Place Charlotte**

Conference planning, website updates, membership 2014 conference planning, logo, strategic planning, SEEA discussion

### **August 23**

#### **WNC Nature Center, Asheville**

3<sup>rd</sup> Annual SEEA Conference Planning

### **November 22**

#### **Pressley-Strnad Home, Durham**

Conference review, committee reports, membership, website, 2015 conference planning, end of year business, new Board member welcome

## Incoming 2015 Board of Directors



The 2015 EENC Board of Directors: Back Row L-R: Cat Dillard - Membership Chair, Brad Daniel - Past President, Beth Cranford - Central Section Co-Chair, Jonathan Marchal - Western Section Co-Chair, Keith Bamberger - Partnership Chair, Jonathan Navarro - Communication Co-Chair, Pat Curley - Eastern Section Chair, Eric McDuffie - Education Co-Chair.

Front Row L-R: Sarah Fuller - President, Michelle Pearce - President-Elect, Kathryn Stevenson - Education Co-Chair, Shannon Culpepper - Policy Chair, Lauren Pyle - Secretary, Karan Barber - Communication Co-Chair, Joy Shuck - Western Section Co-Chair, Renee Strnad - Treasurer.

Not Pictured: Mir Youngquist-Thurow - Central Section Co-Chair,  
Elissa Riley - Resource Development Chair

## 2015 Goals



- Create committees that better utilize more of our members' talents.
- Identify and cultivate leaders within the EENC organization.
- Revise EENC Policies to better meet present and future needs.
- Continue to grow SEEA while working towards strong relationships with SEEA states.
- Increase our presence on Social Media.
- Continue facilitating a research symposium at the annual conference.



## EENC Supporters

**EENC would like to thank the following organizations for donating staff time for their employees to serve on the EENC Board of Directors:**

Agape Center for EE  
Albemarle-Pamlico National Estuary Partnership  
CW Stanford Middle School  
Montreat College  
NC Division of Air Quality  
NC Museum of Forestry  
NC Museum of Natural Sciences  
NC State University College of Natural Resources  
Randolph County Schools  
The NC Arboretum  
Western NC Nature Center

### NOTES:

An audit was conducted on EENC Finances in 2013. The findings were favorable. The next audit is scheduled for 2016.

## EENC Supporters

Help support environmental educators and the work they do by making a contribution to EENC or becoming actively involved in the organization. Monetary donations are essential for running the organization and its annual conference. Donations can be made online at [www.eenc.org](http://www.eenc.org).



Environmental  
Educators of  
North Carolina

EENC is an all-volunteer professional membership organization run by environmental educators for environmental educators; no matter what stage of their career they find themselves. You can help your professional organization by helping to plan and participating in local or sectional EENC events. You can also help the Board plan and conduct the annual conference, or join one of the standing committees. And though it may seem daunting, serving on the Board of Directors is an excellent way to learn about your organization.

