



Kentucky Environmental Education Council (KEEC)  
Strategic Planning Work Session Minutes  
July 25-26, 2017

**Meeting Location:** Shaker Village at Pleasant Hill, Harrodsburg, KY

**Meeting Time:** July 25, 4:00 p.m. Eastern; July 26, 8:30 a.m. Eastern

**Council Members in Attendance:** Chair Billie Hardin, Vice Chair Marc Norton, Lona Brewer, Karin Ceralde, Karen Reagor

**Absent Members:** Horace Brown, Gordon Garner, Greg Higdon

**Staff in Attendance:** Billy Bennett, Wesley Bullock

**Others in Attendance:** Kevin Osborne, Staff Attorney, Education and Workforce Development Cabinet

Call to Order

The session was called to order by B. Hardin at 4:00 PM.

Motion to Approve Agenda for Strategic Planning Work Session

⇒ At 4:02 PM, L. Brewer moved to approve the agenda for the Strategic Planning Work Session. K. Ceralde seconded. All were in favor; none were opposed. The motion passed.

Strategic Planning

Council Members began strategic planning by discussing what the agency would do if it were unconstrained by budget concerns, and what the ideal Council would look like. They then reviewed the strengths and weaknesses in the agency's approach to meeting the requirements of KRS 157.915 and the KEEC Master Plan. During the discussion, it was noted that KEEC should serve as an umbrella organization for environmental education. The guiding questions for the planning session included:

- What role should KEEC play in advancing EE in Kentucky?
- If KEEC had unlimited resources:
  - What would it look like?
  - In what activities would the staff engage?
  - What functions would the council fulfill?
  - In what areas of environmental education would it lead, and how would it lead those areas?

Motion to Adjourn Temporarily

⇒ At 6:45, L. Brewer moved to adjourn the meeting until morning. K. Reagor seconded. All were in favor; none were opposed. The motion passed.

### Call to Order

The session was called back to order by B. Hardin at 8:43 AM.

### Strategic Planning Continued

Council Members continued discussion of the requirements of KRS 157.915, then identified stakeholders listed directly or indirectly in statute as well as others the agency serves. It was noted that there is little documentation or heralding of progress occurring in environmental education or how environmental education contributes to STEM education and workforce development.

Break from 10:33-10:54 AM.

### Strategic Planning Continued

Council Members discussed potential mission statements for the agency. K. Osborne noted that the statement should reflect the Council's purpose as described by statute, but it need not be an exact duplicate of the statutory wording. Council Members drafted two variations, to be titled "Mission Statement of the Kentucky Environmental Education Council":

- To promote learning and skills that result in a sustainable and economically healthy environment, or
- To promote learning and skills for a sustainable and economically healthy environment

The proposed revised mission statements will be considered during the November 2017 Council Meeting, along with a discussion of goals and stakeholders.

Break from 12:20-1:50 PM

### Strategic Planning Continued

Council Members briefly discussed value identification (accountability, metrics, and marketing and communication) and work Plan Development. The topics will be discussed more extensively at a future Council meeting.

Before adjourning the meeting, the Council requested that KEEC staff work on the following before the November Council Meeting:

- Send, by the end of August 2017, the Council Members:
  - A summary of the AmeriCorps grant
  - A position description for the KEEC AmeriCorps Program Director
  - Goals of AmeriCorps grant
  - A detailed budget of the AmeriCorps grant
- Identify a date for a special meeting to discuss the AmeriCorps Grant
- Request Council vacancy to be filled
- Conduct onsite brainstorming sessions with each Center for Environmental Education, identifying local and regional strengths and developing goals
- Identify how capital gains from PRIDE funds are invested or reinvested
- Meet with state government agency leadership to identify environmental education initiatives conducted by the agencies
- Continue cataloging environmental education initiatives conducted by public, private, and nonprofit entities

- Work toward reestablishing the council as a resource/service agency
- Provide an update on the centers and interagency community
- Listing of EE – inventory of where to look, put something on web – help form. Put self in middle
- AmeriCorps
- Meet (Billy Bennett) with Cabinet Secretaries, especially Energy and Environment Cabinet and Education and Workforce Cabinet, to nurture relationship, offer assistance, and discuss synergies
- Apply for grants
- Work with Mardi Montgomery to establish protocol for Council members (two or three designated members) to talk with legislators
  - Educate who we are and how strapped we are in terms of how statute is written
  - How we impact WFD

#### Motion to Adjourn

⇒ At 2:45, L. Brewer moved to adjourn the Strategic Planning Work Session. M. Norton seconded. All were in favor; none were opposed. The motion passed.