

ACTION: APPROVAL OF BIENNIAL EXPENDITURES

**KEEC Council Meeting
Agenda Item B-2
September 12, 2018**

Recommendation

That the Kentucky Environmental Education Council approve the below proposal (page 2) for allocation of additional Pride Fund interest as a guide for agency expenditure priorities in Fiscal Year 2019 and Fiscal Year 2020.

Rationale

- Rent: may be required by the Education and Workforce Development Cabinet
- AmeriCorps member support: may be greater than budgeted if costs for health insurance, background checks, and travel exceed original projections
- Certificate frames: KEEC is about to run out of recycled circuit board frames for PEEC diplomas and left out the cost of replacements in the original budget projections
- Re-branding: If significant time and money will be spent updating agency marketing materials, a consultant could improve the design and cohesion of those materials
- Branded materials: new materials could better reflect the agency's involvement in new programs
- Model KGHS flags: In the Kentucky Green and Healthy Schools program, flags have been given to schools that complete projects in all nine categories, but the agency has run out of flags, and new flags could be re-branded and be more durable
- Communications intern: See below (pages 3-4) for the position description
- Grants to University EE Centers: this would fulfill the original purpose of the Pride Fund interest and support our legislative mission
- 2019 NAAEE Conference sponsorship: the conference will be held in Lexington and provides an opportunity to showcase the uniqueness of the Council
- 25th anniversary event: the conference could provide an occasion for promoting the 25th year of KEEC's permanent existence
- Design and printing: the annual report could reach more people in printed form
- Stakeholder meetings and writing retreat: the master plan process could be more inclusive with in-person events to gather input and craft the final product
- Website upgrade: most agencies have upgraded to a new mobile-friendly platform
- Certification reunion: promotes networking and collaboration among key partners
- KGHS/KY NEED speaker: funding could supply speaker who would bring more attention
- Grants to KGHS schools: funding encourages participation, as seen with EPA grants
- Increased printing: resources for exhibits and other outreach about new programs
- PSA or ad campaign: would build support for EE in the general public

PROPOSAL FOR ALLOCATION OF ADDITIONAL PRIDE FUND INTEREST

Council Priority	Item	Cost 2018-2019	Cost 2019-2020	Total
n/a	Rent	\$8,100	\$10,800	\$18,900
Programs	AmeriCorps member support	\$12,000	\$3,000	\$15,000
Programs	Certificate frames for PEEC graduates (4 years)	\$3,500	\$0	\$3,500
Programs	Temporary KGHS Coordinator (\$3,800 per month)	\$11,400	\$0	\$11,400
Communications & Marketing	Re-branding	\$10,000	\$0	\$10,000
Communications & Marketing	Branded materials (banners, nametags, table cover)	\$1,500	\$0	\$1,500
Programs	Model KGHS flags	\$3,125	\$0	\$3,125
Communications & Marketing	Communications intern (\$150-\$200 per week)	\$7,200	\$7,200	\$14,400
EE Master Plan	Grants to University EE Centers	\$0	\$25,000	\$25,000
Communications & Marketing	2019 NAAEE Conference sponsorship	\$0	\$2,500	\$2,500
Communications & Marketing	25 th anniversary event in conjunction with NAAEE conf.	\$0	\$5,000	\$5,000
Annual Report	Design and Printing	\$0	\$1,500	\$1,500
EE Master Plan	Stakeholder meetings and writing retreat	\$0	\$2,500	\$2,500
Communications & Marketing	Website upgrade	\$0	\$5,000	\$5,000
Programs	Certification reunion	\$0	\$3,000	\$3,000
Programs	KGHS/KY NEED Summit speaker	\$0	\$500	\$500
Programs	Grants to KGHS schools (20 @ \$500)	\$0	\$10,000	\$10,000
Communications & Marketing	Increased Printing	\$0	\$2,000	\$2,000
Communications & Marketing	Public service announcements or advertising campaign	\$0	\$5,000	\$5,000
Total		\$56,825	\$83,000	\$139,825



Intern Job Description: Marketing and Communications Intern

The Kentucky Environmental Education Council (KEEC) is a State Agency administratively attached to the Education and Workforce Development Cabinet in the Commonwealth of Kentucky. Its mission is to promote learning and skills for a sustainable and economically healthy environment. To reach this goal, the Council coordinates environmental education (EE) across the Commonwealth, by:

- Serving as a resource to any entity or individual interested in environmental education.
- Administering the [Kentucky Green & Healthy Schools](#) program.
- Offering a biannual [Professional Environmental Educator Certification](#) program.
- Updating the [EE Master Plan for Kentucky](#) every 5 years.
- Conducting [surveys](#) and research on Kentucky citizens' knowledge, attitudes and beliefs about the environment and publishing reports on the findings every five years.
- Working to promote environmental literacy in Kentucky through regulatory, legislative, and other means.

Position: Marketing and Communications Intern

Description: The Kentucky Environmental Education Council seeks a dynamic, self-starter to assist marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing while working for an established state government agency.

Responsibilities:

- Update and maintain KEEC's social media presence, including Facebook, Twitter, and Instagram accounts.
- Assist in planning, writing and managing a quarterly newsletter
- Draft news releases, media alerts and other stories
- Collecting data for the Annual Report
- Designing flyers, graphics, and other marketing material for major events hosted by KEEC
- Update the KEEC website when needed
- Reach out to the community organizations, general public and donors with the message about KEEC's mission.
- Collaborating with staff on new ideas, directions, and venues for marketing and communications

Qualifications:

- Firm grasp of available tools and platforms in the social media space
- Must be working toward a college degree, in a related field (e.g., Marketing / Communications, or Public Relations) and applying the internship for academic credit.
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).

- Knowledge of HTML and graphic design a plus
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of the Kentucky Environmental Education Council and the populations we serve

Start Date: Position open until filled, requires 3 – 6 month commitment.

Hours: 8 – 15 hours/week, preferably once a week in the office. Up to 10 hours can be completed at home.

Compensation: This is a **\$10.00** an hour position with no benefits

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