

January 18, 2010

Proposal to the EEAW Board to host a joint conference with WSTA in March 2011

The conference committee (including Jessica Aronson and Laura Tyler of EEAW; Chris Stark, Lois Sherwood, and Laura Tyler of WSTA) propose to host a joint conference at Fort Worden in Port Townshend March, 2011.

I. Benefits of hosting a joint conference:

- 1) Fun for everyone
- 2) Expanded exposure of both associations' membership
- 3) Bridge the gap between formal and informal education
- 4) Environmental education has had a past reputation of being a "soft" science (hippie and tree huggers, not "real" scientists). This conference will help break that myth.
- 5) Both the science standards and Sustainability environmental standards focus on systems. What a great way to showcase this approach to learning
- 6) Teachers and Informal educators could learn the field investigation format that the science standards team is using and reinforce it on field trips and other events
- 7) Good environmental practices are based on good science. Let's show teachers and practitioners those connections.
- 8) Teachers could benefit from the EEAW vendor information.
- 9) Science teachers often struggle to make connections of their science to the real world. This conference could show them that relevancy.
- 10) Teachers could also learn the importance of connecting kids to the outdoors. "Leave no child inside" legislation has not impacted the classroom immediately. Let's get it started.
- 11) We know kids thrive in outdoor learning experiences. Let's help the networking process between the informal science educators and the classroom
- 12) Social justice issues can be a great way to engage students in environmental challenges their communities face that directly impact them and make their learning real. This could be a great topic for a joint conference that would directly engage the often-disenfranchised communities.

II. Conference Site: Fort Worden, Port Townshend, WA

- a. Affiliated with Marine Science Center, in line with missions of EEAW/WSTA
- b. Good field trip sites nearby (Elwha dam, Olympic National Park, tidal power demonstration sites)
- c. Sleeps ~600 people on site, with a variety of accommodation options (dorm, apartment, house)
- d. ~\$105/person/day including food and accommodation (banquet not included)

- e. Off-site hotel coordination
- f. Local shuttle services
- g. Beautiful setting
- h. Cooperation with school district
- i. They take care of registration and other logistics (they've been very easy to work with so far and have already given the conference committee a tour of the facilities)

III. Committees

All committees will consist of 1 chair at least 1 member from both organizations. Committees will meet monthly and will report progress to the conference chairs after each meeting.

a. Conference Co-chairs (representative from each organization) (Laura and Lois)

- i. Meet regularly with WSTA president and EEAW ED to track progress on timeline and deliverables
- ii. Coordinate with each committee chair to ensure that timeline is being met
- iii. Ensure that the conference program is current, relevant and true to the mission of EEAW/WSTA
- iv. At conference warmly welcome and engage participants and serve as MC's as needed along with President and Executive Director.

b. Budget Chair (Karen Madson and Kara?)

- i. develops conference budget, including participant cost and organizations' profit
- ii. works with conference co-chair to ensure that conference is within budget

c. Program Chair (sessions) ???

- i. solicits and selects conference sessions
- ii. develops schedule of sessions

d. Field Trip Chair (Jessica A. and Dave Reid)

- i. Identifies possible field trip opportunities and present to committee
- ii. Confirms field trips and all logistics

e. Keynote Speaker Chair (Lois, Jessica)

- i. Identifies possible speakers with the help of the full committee
- ii. Reviews and select from abstract submissions with help of the full committee

- iii. Coordinates AV requirements and room assignments
- iv. Selects speaker gifts with committee and budget approval

f. Auction and Entertainment Chair (Jolynne, ??)

- i. Coordinates with Conference Chairs to select day/s and time/s for the Auction and entertainment.
- iii. Decides what type of auction will be held.
- iv. Brainstorms and get costs/availability of entertainment
- v. Identifies possible sources for auction items.
- vi. Secures auction items.

g. Banquet Chair (Jolynne, ??)

- i. Plans banquet, including all logistics

h. Marketing/Promotion Chair ??

- i. Develops conference logo with help from full committee
- iii. Provides web site content to Conference Chair
- iv. Provides print material content to Conference Chair
- v. Develops promotional schedule
- vi. Develops email promotions

i. Awards and Scholarships Chair (Brooke?)

- i. Creates a timeline for selecting and notifying awardees
- ii. Selects and notify (or have EEAW ED notify) awardees
- iii. Communicates selected awardees to Conf Committee and staff
- iv. Works with Conference Committee to plan awards ceremony

j. Vendors Chair ??

- i. Contacts previous year's sponsors/exhibitor
- ii. Identifies possible new sponsors/exhibitors
- iii. Drafts initial solicitation to past and potential sponsors/exhibitors
- iv. Develops an FAQ for exhibitors/sponsors

k. Food and Local Contact Chair Lois

- i. Coordinates food logistics with conference facility
- ii. First point of contact for conference facility regarding registration, etc.

II. Next Steps

- a. First committee meetings: February

