

**Minutes**  
**Saint John's Arboretum Advisory Council**  
**Monday, June 14, 1:00—5:00 p.m.**  
**Natural History Museum, New Science 150, SJU**

Present: Tom Kroll, Sarah Gainey, Jenny Kutter, Bob Russell, Greg Miller, Glenn Miller, Steve Saupe, Terri Barreiro, Tom Haeg, Bryan Sieh, Chris Morgan, Ellory Eggermont, Stephanie Theobald

**Fiscal Year 2010 (July 1, 2009-June 30, 2010) Evaluation Discussion**

**Fundraising**

Highlights:

- Bus Campaign!
  - One year ago we asked members to help us raise \$7000 (44 buses) for our bus reimbursement program for K-12 field trips.
  - With just 2 weeks to go, we only have 8 buses to go (\$1280), nearly all donations were made by current Arboretum members
- MaCleod Grant - \$3500
  - CSB/SJU Sustainability year during 2010-2011.
  - Arboretum will hire a student employee to coordinate program and will purchase materials to facilitate nature journaling/connections to the land in 50% of all first-year seminar classes
  - We hope it will be a great way to make more connections with first-year students and professors this year

Challenges:

- TIME to research and write grants
- Bus campaign future?
- 2011-12 fellowship funding

Discussion:

- Bus campaign: keep a good thing going – 2-3 more years?
  - Concrete, visible way to reach people
  - Look into changing shape/color of bus slip
  - Community sponsors of buses? (local businesses, etc.), expand beyond members
  - Make a line item on membership form
  - Continue to send notes in renewal forms, stop the newsletter inserts
  - Create a map showing which schools come to the Arboretum, give a regional/community focus for individuals
  - Donation information on bottom of school form, create packet about Arboretum for parent chaperones?
  - Include bus form/article about field trips in school newsletters?

**Identity**

- New building to incorporate environmental/outdoor programs is now in the campus master plan
- Next step: fundraising – will be handled through Institutional Advancement
- Identity committee's work is finished – thank you!

## **Community Education**

### Highlights:

- 4396 participants (estimate) – a slight increase from FY09
- Big events...getting bigger!
- Solar farm – tours, interest is high

### Challenges:

- How to increase or obtain consistent participation in smaller events
- When is an event too big? (Open House, MS Festivals, etc)

### Discussion:

- MS Festival is never too big – need to brainstorm ways to get people to/from the festival (charge for horse rides, get buses, raise price to \$5/member, \$10/nonmember)
- Develop a solar tour brochure
- Continue expanding advertising for events – have done more this year and we continue to have more contacts for advertising

## **Administration**

### Highlights:

- Hired new full-time educator – John O'Reilly – starts in mid-July
- Volunteer coordinator now official with division of labor between John & Sarah:
  - John – community ed and CSB/SJU ed
  - Sarah – preK-12 and Volunteer coordination
- Adventure Programming (Peer Resource Program, Outdoor Leadership Center, Collegebound, Challenge Course) are now all part of the Arboretum

### Challenges:

- Adventure Programming – how to effectively manage and organize additional programs/staff within the Arboretum structure while maintaining individuality of each program
- Space issues in Science Center – EE Fellow's office is now in the Annex building across the parking lot from the Science Center

### Discussion:

- Measurement of effects of new position after 1 year
  - Want to grow smart, be effective
- Approach Adventure Programming like a merger to coordinate changes
  - Joe Mucha – helps in Institutional Advancement, has experience with mergers, might be able to give advice
  - Hold a monthly meeting (different from staff meetings) to evaluate transition process
- Ed committee recommended a well-defined, concrete split between Sarah's and John's duties – especially for events/programs that could fall under either job description
  - Sort early, make it clear
  - Evaluate
- New staff/programming should help increase visibility/identity of Arboretum and outdoor programs on campus (important for Admissions)
- Changes could enhance student memberships and engagement

## **PR & Membership**

### Highlights:

- 86 new members (\$2300) – steady from FY09
- Slight increase in donation total from renewing members with approx. same number of renewals from FY09 (plus \$6000 from bus campaign!)
- New web site – cleaner look, better organized

### Challenges:

- Member benefits – update or improve message
- Lapsed memberships – making personal contacts
- Improve member ask (think bus campaign success)

### Discussion:

- Try doing a blanket mailing to all CSB/SJU/OSB faculty and staff every couple of years, discussing Arboretum events and membership
- Offer option of email newsletter

## **CSB/SJU Education**

### Highlights:

- 3663 participants - estimate (up 1300 from FY09)
- Maple Syrup campaign to get students more involved in the syrup season
- Orientation walk – taking all 1000 first years on a walk in the woods during orientation
- Hired intern from the School of Theology to help further develop the “spiritual renewal” aspect of our mission

### Challenges:

- Incorporating Adventure Programming (see Admin)
- Encourage more students to participate in events – they’re busy and there are MANY campus events to choose from
  - Learn from the Maple Syrup campaign to come up with creative ways to get the word out

### Discussion:

- Opportunity to work more with professors – FYS classes (MaCleod grant)
- Learning curve to navigate the many new programs we’re handling in Adventure programming
- Improved data collection on student involvement (survey sent to students after maple syruping got 400 responses and some great ideas for how to reach students)

## **Lands**

### Highlights:

- Developed and passed a number of formal land policy documents on invasive species, pets, land use, water, etc.
- Committee approved recommendation to Abbey to allow development of a Frisbee golf course near the sledding hill/oak savannah
- Began restructuring Arboretum lands committee and Abbey Forest & Lands committee into one entity to make more efficient

### Challenges:

- Deer are a big problem – oak regeneration is essentially nil except in the deer exclosures where many young oaks are thriving
- Turkey manure facility across the freeway from SJU has requested permission to dramatically expand their storage

Discussion:

- Wind farm – Abbey is working on potential installation of a 2.5MW wind turbine near the solar field
  - If all the pieces fall into place, could be completed this year

**preK-12 Education**

Highlights:

- Just under 7000 students served
- More 6-8<sup>th</sup> graders (thanks to ELM grant programs)
- More high school students (thanks to interest in solar farm)

Challenges:

- Weather contingencies
- Explore contracts with more schools/districts, similar to contract with ISD 742
- Re-evaluate curriculum to align with new science standards going into effect this year

Discussion:

- Need to find ways to facilitate middle and high school schedules better
  - Difficulty in scheduling means we were unable to spend all of the ELM grant money (but we're working on a extension)
  - Combination of teachers and administrators willing to make the extra effort
  - High school teachers don't need us as "experts" as much
  - Go to high schools instead of bringing them here?
  - More teacher training/workshops

**Other:**

Steve Saupe nominated Terri Barreiro to serve as council chair for FY11, Bob Russell seconded. All in favor. Terri accepted!

**Big things to focus on for FY11?**

- Adventure programming merger and incorporation of new staff
- Fundraising – continuing bus campaign, funding for fellowship, more time for grant writing

**October Council Meeting: Long-term planning (3-5 years out) – questions to address**

- Where are we with the merger?
- Long-term plans/goals/evaluation?
  - From October 2009 Minutes – Key directional priorities through 2013:
    - Do more to develop CSB/SJU relationships
    - Solve office/meeting space issues
    - Add staff to support growth (spiritual renewal, paid volunteer coordinator, CSB/SJU community outreach)
    - Add big grant fundraising

- Protect land and Arboretum status long-term
  - Assessment/accountability
  - Strategic partnerships with more groups on campus
- Identify upcoming issues/opportunities