

Saint John's ~~Arboretum~~ Outdoors Advisory Council Meeting
Monday, August 5, 2013
Natural History Museum, SJU

Council Present: Mike Connolly, John Benschoter, Glenn Miller, Tom Haeg, Steve Saupe, Bob Russell, Lew Grobe, Scott Daninger

Staff Present: Tom Kroll, John O'Reilly, Sarah Gainey, MJ Bach

Opening Prayer Br. Lew Grobe

Introductions Introductions of council members and staff; Welcome to MJ Bach, 2010 CSB graduate and former Arboretum student employee. MJ will be the environmental education fellow now through May 2014.

New Name/New Logo

- Background: "Saint John's Outdoor University" was chosen by staff, but already copyrighted somewhere else. Our second choice and new name is officially, "Saint John's Outdoors." Now we need a logo!
- Announcing New Name
 - o Revisions:
 - Original plan to announce new "brand" on August 15th for the new academic year, but don't have a logo yet
 - Lori Gnahn in Institutional Advancement is working on logo concepts
 - Plan to have logo decided by October 7th (next council meeting)
 - Rather than a "soft launch", we plan to roll out the new name and logo at Arboretum Open House (December 6th)
- Discussion:
 - o On waiting to launch new name:
 - Pros:
 - We can agree on a logo that we love instead of deciding today
 - Launching name without logo is confusing
 - Cons:
 - Confused incoming first year students/missed opportunity
 - o They'll be confused either way; announce that we're going through a name change
 - o Thoughts on logo ideas (*see attachment*):
 - Keep it!
 - Tree is comforting and familiar to Arboretum members
 - Tree in current logo is "barren"
 - Twist on the tree theme (climbers, different style tree, etc.)
 - Change it!
 - Complete logo change fits with mission change from focus on land management to focus on education
 - Other thoughts:
 - "3" tree theme has symbolism (trinity, balance)
 - "Golden Ratio" and aesthetic balance of image with text

- Propaganda for CSB/SJU students and members
 - Magnets, pens, lanyards, pins?
- New Website:
 - St John's Outdoors will be linked to Arboretum so folks can find us
 - Suggestion: Reorganize and make Maple Syrup easily accessible

Revised Mission/Vision

- Background: Original vision to be a shared vision with St. John's Abbey Arboretum; Original mission now St. John's Abbey Arboretum's adopted mission; New mission reflects focus on education and programming (written using "Logic Model" ideas)
- Discussion:
 - Differentiating between mission, vision, goals and objectives:
 - Shared vision shows our partnership with Abbey Arboretum
 - Mission should be lofty and highlight what we seek to do
 - Goals and objectives outlined in "Logic Model" (attached). Goals and objectives should be measurable/testable; mission doesn't have to be
 - Define 4 components of Saint John's Outdoors Program:
 - Education: Environmental literacy and emotional connectedness
 - Education: Leadership and personal growth
 - Land stewardship
 - Partnership with Abbey
 - Language:
 - Strong, active verbs
 - Simplify – tighten up bullet points
 - More editing/crafting is necessary to get it right
 - Plan to finalize new mission:
 - Short term: Staff will take next 6 weeks to tune it up for roll out
 - Long term: Committee retreat at Lake Trails (Fall 2014) to develop it further

Evaluation and Discussion of FY2013 Work

preK-12 Educ.

Success & Progress:

- 8,428 Student visits to Arboretum
- New winter and late fall classes
- More schools scheduling full day trips or multiple trips
- Continued partnership with ISD 742 (St. Cloud School District)

Challenges & Improvements

- Student staff availability with new CSB/SJU schedule
- Risk Management (safety concerns, staff trainings, waivers)
- Options for High School students
- Increase in class sizes coming from schools

Priorities

- Surviving spring semester without John O'Reilly (Australia)
- New partnerships with other schools

-Evaluation of Outcomes

Discussion

-Corporate Sponsorships (donations, not grants) from local businesses

-Legal concerns with Risk Management

Schedule meeting about waivers from an insurance standpoint;
invite Mike Connolly

Revising transportation waiver to also include outdoor risks and
to make it clear that adult chaperones are to supervise

Community Educ.

Success & Progress

-Addition of successful new events

Kidstock, Skiing with the Stars

-New Improvements to Challenge Course

3 new elements, began discussions for high ropes

-Sponsorships from Subaru, Rhino Deck, Blattner Energy and Third Street
Brewing

-5,528 participants!

Challenges & Improvements

-Maple syrup season without John

-Being able to handle larger groups on the challenge course

-Pricing for events

Suggested donations, Avon Hills Conference

Priorities

-Promoting membership benefits of OLC

-Preparing for time away (John)

Discussion

-Kidstock concert: money was lost overall, but event drew a
crowd=Marketing Expense

CSB/SJU Educ.

Success & Progress

- Increase in the number and diversity of student trips and events

CA, CO, many MN

Swayed Pines

-Starting to record levels of engagement to more accurately portray
Numbers (*see attachment*)

-Increased training for facilitators

More affordable Wilderness First Aid, retreats

-Student Senates and Student Development continue to be friendly to
OLC and PRP

Challenges & Improvements

-Low enrollment for Collegebound

-Low engagement by male students

-Lower numbers of outdoor enthusiasts

-Background checks on all OLC/PRP

-Continued Cross-training

Priorities

-Spring Semester

-Staying connected and removed

-Will continue to consult with students from Australia, will hand off more

day to day logistics

Fundraising

Success & Progress

- \$772,000 from LCCMR for Avon Hills conservation and education
- \$61,000 Estate gift from Fr. Jack Conway
- Sponsorships - \$7,000 in support of Avon Hills conference

Challenges & Improvements

- Long-term solution for \$40,000 annual need for fellowship and bussing...always
- Grant-writing continues to be a challenge - finding, writing, and receiving
- Applied for \$59,700 in grants, received \$1,000
 - Gannett Foundation - \$3,000 - bussing - denied
 - Irwin Andrew Porter - \$50,000/2yrs - fellow - denied
 - Wal-Mart - \$5,700 - bussing - denied
 - St. Cloud Optimists Club - \$1,000 - received
- We are meeting and exceeding our annual budget needs, even with the challenging fundraising environment.

Priorities

- Looking into funding opportunities from Legacy amendment
- Other fundraising/partnership ideas?

PR & Membership

Success & Progress

- Highest total donation value from members ever: nearly \$27,000
- Sustaining Membership campaign - 16 sustaining members, \$1,900 annual commitment

Challenges & Improvements

- Announcing/explaining upcoming name change
- Maintaining and growing sustaining memberships
- Membership base has been steadily hovering around 600 for the past 3 years - continue to maintain and grow

Priorities

- Promoting/working with new names (if interested, join the committee!)
- Maximizing opportunity from the name change to more clearly promote education
- Social media presence

Administration

Success & Progress

- A new name! A lot of great work and discussion helped us really hone in on who we are and who we want to be.
- AmeriCorps Promise Fellow for FY14
 - Half time at St. John's Outdoors, half time in St. Cloud schools

Challenges & Improvements

- A new name! A lot of great work and discussion is ahead to figure out who we are and who we want to be.
- Staffing: Fellowship/Promise Fellow, study abroad, just keeping up with the day-to-day.

Priorities

-A new name! A lot of great work and discussion is ahead to figure out who we are and who we want to be.

Abbey Arb. Lands

Updates

- A significant logging season from January through mid-July focused again on salvage of the wood brought down by the August 2, 2011 storm. We are about 70% done with the salvaging.
- We completed 2 prescribed burns in late June that were very effective at setting back the invading willows.
- Maple Syruping in 2013 was nearly an all-time record, making nearly 600 gallons of syrup!
- The AmeriCorps NCCC crew has done a fantastic job of installing 3,000+ feet of deer fence to protect 19 acres.
- There will be an archery deer hunt in fall 2013. Interest has been overwhelming.
- \$22,000 committed for a new Chapel trailhead by Schwietz family

General/Wrap Up

Volunteers needed for Orientation Walk on Saturday, August 24th from 3-4:30 pm.

Collegeville Colors is Sunday, October 13th, volunteers needed then too!

Annual open house is Friday Dec 6th

Next Advisory Council meeting: Monday, October 7th

Two preliminary logo concept ideas: (by Lori Ghnan)



Levels of Engagement (5,008) CSB/SJU

Level 1: Informal, little engagement from participants 2,118

Examples: booths at events, marketing events, Orientation hike?

Level 2: Prepared program but short or shallow engagement 2,702

Examples: 1-2 hour Arboretum tours, library programs

Level 3: Facilitated experiences, in-depth information 1,064

Examples: Challenge courses, lecture series, consultations

Level 4: Intensive, life-long impact, mentorship 224

Examples: employees, interns, wilderness trips