**RCE Coordinating Committee**

**Meeting Minutes**

**Thursday, October 17, 2013**

**3:00 - 5:00**

**PCC CLIMB Center Rm. 300**

**1626 SE Water Avenue**

**In attendance**: LeRoy Patton, Martine Roberts Pillon, April Ann Fong, Brady Moss, Kim Smith, Amy Higgs, Bruce Podobnik, Cassie Bellamy, Judy Walton

1. **Check-in**

1. Assign note taker (Amy), facilitator (Kim)
2. Approve minutes from last meeting – approved.
3. Review agenda - agenda approved, no additions.
4. Kim announced that in November, the Ubuntu Council will complete the final review of our application, and we will receive word of our official acceptance in December. We have already been receiving RCE newsletters and Kim will be attending the RCE Conference in Nairobi at the end of November. So, our focus is to move into the implementation of our objectives.
5. **Committee reports**
6. **Outreach**
7. Elevator Speech: Outreach Committee would like to create a standard elevator speech so any of us can use it to guide our conversations with people new to the RCE. We want it to be simple and clearly identify how we are unique, but also building on existing coalitions in the community. They drafted a few sample sentences to be straight-forward and easy to understand: “There is a lot of exciting work going on in Portland around the issue of sustainability, but it seems like we often work in some degree of isolation. This RCE project is dedicated to fostering more collaboration between all kinds of groups – including formal and informal education, government, and private sector groups – who work on sustainability education.” Potential slogans include: “educate, empower, engage” or “educate, engage, and inspire.” The committee is invited to keep working on this statement.
8. Pledge Form: The pledge form needs to be revised and made live (online). Revisions have been made in the coordinating committee and now will be made online by Melissa Aaberg, through PCC. We need to make sure that all of the committees and interests align with our agreed-upon revisions and that we will have a clear process on linking members with the appropriate point people for committees.
9. Web page: A request was made for all of us to review our web page and suggest ideas for improvement.
10. GIS Map: Providers can enter their details to be added to our list. Christina Friedle is going to update our GIS map.
11. **Professional development and Programs- T**he professional development committee agreed that the first task should be to identify providers of ESD professional development in the region and to create an online catalogue of these providers, searchable by specialty, target audience, etc. They are not interested in creating new sustainability curriculum, but we can support events/trainings where instructors develop curriculum, similar to the AASHE trainings hosted at different colleges. Briar Schoon is the point person for this subcommittee.
12. **Education and Research** (now Curriculum and Research): No report
13. **Policy Dialogue** - This subcommittee is planning a policy dialogue event for this Spring that will be facilitated by PCC’s Center for Civic Participation, allowing participants to deliberate on a chosen sustainability issue and find common ground.
14. **Zoo** –We have submitted our letter of interest for becoming a partner and have space in their new education center. We are awaiting approval.
15. **Committee Objectives and Action Plans**
16. **Discuss name, slogan, and logos**

1. Kim presented our need to choose a name and a logo to the PCC Graphic Design Studio class. The students will give us many options to choose from by the first week of December. The committee reviewed the suggested names so far and cut some of the recommendations. Other RCEs use the UNU’s name formula: “RCE … place,” which we will use in a formal context, but we want to have a shorter, clearer name to use locally. Using “Oregon” in the title is too broad, given that we do not represent the state –Greater Portland is preferred. “Alliance,” “Coalition,” or “Collaborative” are preferred over “Association.” We tried to come up with some decent acronyms. Request to think of relevant names or slogans and to share them with Kim. Martine feels our materials should define sustainability as clearly including environmental, social, and economic aspects. LeRoy is concerned with the continued lack of clarity on social sustainability.

2. A variety of taglines have been suggested. We are considering two slogans: “Educate, Empower, Engage” and “Educate, Inspire, Engage.” Integrate was also recommended.

3. Potential logos should capture the essence of Portland and our efforts to build relationships: A bridge, with a river flowing beneath; trees; salmon; the four counties; a hand and leaf; sustainability education; something that captures sustainable development and the triple bottom line (but not that phrase); something that shows present and future generations. The logo will be used for: webpage; marketing; letterhead; email; newsletter; and tabling displays

**B. Review of Goals and Objectives (See handout)**

1. Concerns were raised about the wording of Goal 1, Objective A: Establish partnerships that facilitate collaboration across “nontraditional” lines. We agreed to revise it to: Establish partnerships that facilitate inclusive and diverse collaborations across traditional and non-traditional lines

2. In the spirit of inclusiveness, we have been hesitant to revise individual’s wording in documents. Bruce suggested that the opinion of multiple people might override the contribution of one.

3. Goal 1, Obj B: Judy asked if we should use the word “stakeholders.” This is the commonly used term with the UNU, but we broadened it to include: “Convene regular events where everyone is welcome to discuss and share ideas related to ESD and social equity issues”

4. LeRoy recommended that we clearly define the acronym ESD. That has been included at the top of the document, along with the definition of sustainability.

5. Goal 2, Obj A – Suggestion to delete the word “quality” of ESD information. In the same objective, suggestion to clarify the source of information, so changed the text to read: “Develop and provide easy access to an array of ESD information and resources through our regional online center of ESD information.”  
6. Goal 2, Objective D: Suggestion to change “identify and secure funding sources to support resource development and staff capacity” to: “identify and secure funding sources to support our mission.” Kim suggested this wording: “Identify and secure funding sources to support resource development and staff capacity to achieve the mission of the RCE.”

7. With above suggested revisions, the goals and objectives were approved and will be included in updates the outreach letter and webpage.

**C. Prioritize projects and Action Plans (see Excel spreadsheet)**

1. With limited time, the committee reviewed the summarized lists created by Judy, Amy, and Kim and the Action Plans created at the last stakeholders meeting. Projects are organized by committees, priorities, and timeline, with objectives and challenges noted for each. We also need to check on the project charts in the application to assess their progress.

2. Bruce felt we would benefit from narrowing our prioritized projects.

3. We checked whether some of the priorities should be rearranged.

* Amy recommended that creating an RCE framework needs to be a short-term goal, as it will help us assess the success of our different projects.
* LeRoy suggested changing “conduct cross-sector audit of regional ESD strengths and weaknesses” to Priority #1.
* Kim noted that our current website does not have a calendar feature. If anyone knows how to integrate a Google calendar or similar tool, let’s get that done asap.
* It was recommended that we host networking socials bi-monthly, not monthly.
* The Annual Summit was changed to a Priority #2, given our staff capacity and focus on the AASHE conference next year, hosted in Portland. It was also recommended that we help with an Intertwine Summit.
* Judy noted that it is important to have awards to recognize partners. Kim has a template from the Green Gown Awards in Australia.
* We want to partner on existing professional development workshops for now. Agreed to change “*develop* ESD professional development workshops, to “*support* ESD professional development” Need to contact Jake, at UO.
* The facilitated discussions will include regional issues and policies.
* “Develop youth projects” was upgraded from a 3 to a 2. LeRoy would like to emphasize these and we are already working with Hands On Greater Portland to build a Teamworks model, combining education and volunteerism.
* Resource development needs to emphasize in-kind resources as well.

4.This conversation will continue. To fully process our project chart and action plans, more time is needed. A strategic planning retreat was proposed, so we have enough time to work through ideas and get to know each other.

**D. Connect Projects with Committees and Point People**

1. Committees: The group revised the proposed committees and agreed on the following arrangement, with corresponding working groups (formerly task forces) in parenthesis:

* + - Coordinating Committee (Governance, Evaluation, Resource Development)
    - Curriculum and Research
    - Outreach and Communications (Marketing, Policy)
    - Programs and Events (Programs and Professional Development)

2. Point People: We agreed to make sure that there is at least one representative from the coordinating committee on each of the working groups. The “bottom liner”, or point person for each committee is responsible for writing up the terms of commitment for that committee, including the roles and responsibilities, scope, decision-making, etc. LeRoy suggested we invite people to be leaders and members of each committee in an open forum, such as a stakeholder meeting. For now, the proposed point people for the committees and working groups are as follows:

* Governance: Judy/ Kim
* Evaluation: Bruce/Amy
* Curriculum: Angela ?
* Research: Marion
* Outreach: Jamie/Bruce
* Professional Development: Briar

**E. Upcoming Events:**

1. October RCE Networking Social: Monday, 10/28, 4-6, HUB on N Williams

2. Friday, November 13, our RCE will speak at the social sustainability colloquium. Kim, Cassie, Amy, and LeRoy will present together, with Marion and Angela convening the colloquium.

3. Tuesday, November 18, the RCE has been invited to present to the managers of the City of Portland’s Bureau of Planning and Sustainability. Would anyone like to join Kim in this presentation?

4. Kim will send a Doodle survey to schedule the next RCE Coordinating Committee Meeting. Should we establish a consistent date and time like we did when we were writing the application?

1. **Feedback**

Committee Guests: Brady- It was good to observe the process of building an organization from the ground up. Martine- Will consider where best to fit, given interests and skill sets. April – suggests we might alter language to create an obvious spot for scientists to fit into our efforts. Each discipline and organization speaks a different language.

**V. Meeting Adjourned: 5:10**