

EnviroAlums
Steering Committee Meeting
December 3, 2016: 1:00 p.m Eastern.

Present: Andrew deCoriolis, Abe, Peter, Meredith, Susan, Hanni, Anders, Walt, Molly

Absent: Andrew Barnett, John Petersen, Tim Ballard, Kristen Brazunas, Paul Safyan

Agenda

1. **Discuss Friends of the Oberlin Project** donating to the hotel in EnviroAlums name.
2. **Membership drive.** Now that we have a membership form and process in place we need to plan and launch a membership drive.
3. **Discuss changing our name.** There have been two suggestions that we consider changing the name to broaden the appeal of the group.
4. **Nominate a secretary.** I'd like support keeping track of our budget and finances and making decisions about expenditures. If you would like to nominate someone, including yourself, please email me ahead of the call.
5. **Steering Committee additions.** Time requirements?

Action Items

1. December membership drive. Each Steering Committee member is tasked with trying to recruit ten alumni to join EnviroAlums. Membership form below. Peter will send a template email that you can customize and send to your network.
2. We are going to send a "2016 year in review" email as a first communication in January to our expanded membership. We need volunteers to draft this email. I'm willing to support but someone needs to spearhead. Any takers?
3. Peter is going to lead a subcommittee who is going to draft a short working one page description of the short and long term goals of EnviroAlums. We will discuss that goal statement and at the same time consider changing our name to reflect a broader mission for the group. If anyone is interested in helping Peter draft or edit the goal statement please email him.
4. We to meet again in February to discuss the group mission and name.

Minutes

General Updates

Attendees went talked about something they were excited for in 2017. Walt on the Alumni Leadership Council. Anders is celebrating 10 year anniversary of his firm. Abe is getting married. Molly's hired a new executive director to support her nonprofit.

1. Friends of the Oberlin Project

Friends of the Oberlin Project wanted to give EnviroAlums credit for the donation that they made to the Oberlin Project. Walt says that the donation was already made in the name of Friends of the Oberlin Project and cannot be changed. No action.

2. Membership

- We have a new membership form. You can find it at: www.EnviroAlums.org
- We need to add the link to our EnviroAlums affiliate page.
- We are asking all Steering Committee members to send an email to Oberlin network asking them to join the group.
- Peter will write a template that we can customize and send out.
- We'd like 100 new members before the end of 2016. In five years we'd like to have membership closer to 1000.
- Andrew is going to investigate whether we can get information for people who've created accounts in Tappen and signaled that they are interested in the Environment. He will check with the Alumni office.
- The college is investigating a new software to connect students with alumni. Walt will reach out to Peter Macalanie to ask about the software.
- Abe suggested that we need a plan to engage people that sign up in 2016 and suggested that we write a short "year in review" newsletter in January as a follow up.
 - We need volunteers to write that.

3. Name Change

- We discussed changing our name from EnviroAlums, to something that captures a broader mission for sustainability.
- The group agreed that the name is less important than our long term goals for EnviroAlums.
- We discussed that we have both longterm and short term goals. Some of those goals include:
 - Raise money for progressive sustainability work on campus
 - Create opportunities for student career development
 - Foster students that are better prepared to get sustainability jobs
- There was a question about how we make this group applicable to people who aren't involved in sustainability day to day. Similarly, how do we make EnviroAlums appeal to people in arts, economics, and other disciplines so there isn't a question about why other fields matter to sustainability.

Molly – like the narrow goals for the group because it's achievable for a volunteer group. Environmental Studies department should be responsible for incorporating sustainability more broadly on campus.

Susan – how can we make the group applicable to everyone on campus?

Walt – not an either/or discussion. A goal of ours should be to broaden the definition of sustainability. We can have a broad goal around sustainability and do some specific things that build on what we already do (support careers). Less about dividing stuff up and then deciding what we're doing.

Molly – agree that it can be both goals.

Anders – how we talk about the group will make a difference as to who it's applicable to. Having a view and a vision for what sustainability can look like at Oberlin is very important and having alumni involved in that vision is important. Our ability to raise money for it will make it important.

Hanni – broad goals get dropped and pushed because they are hard to tackle. Each year we should have specific goals and impact that we're going to have each year. Find specific ways to act.

Susan – should we have a group talk about how to broaden our appeal to students on campus and within alumni.

Walt – there are lots of people who are interested in sustainability who are not in environmental studies. We should send out our fellowship opportunities and grants opportunities to other departments.

Walt – Anders is involved in the Business Scholars and there could be ways that we bring sustainability to those kinds of networks as well.

Name/Brand

Peter – there is a gulf between environmentalism and social justice.

Walt – current name has certain amount of visibility but also support going broader. People to come up with some other names. Good thing to think about and pursue.

Peter – happy to work to come up with names and work with other EnviroAlums on picking the name.

Susan – happy to help with the branding or have the discussion

Molly – recruit her to help on names.

Peter – one page, goals, mission, and put it down on paper with the name.

End of January to have that document

Peter - Soliciting other volunteers

February meeting next