

Meeting notes, Reach Retreat, 4/22/11, Primrose Studio

In Attendance:

Rodger Ames  
Melissa Burt  
John Calderazzo  
Sue Ellen Campbell  
Scott Denning  
Marcia Donnelson  
Howard Drossman  
Sheila Ferguson  
Claire Fleming  
Gregg Graff  
Jupe Herrick  
Brian Jones  
David Randall  
Wayne Schubert  
Kelley Wittmeyer

Presentations:

Overview of the draft strategic plan: Rodger

Goals for the day: Marcia

- Input from the group on Reach Bylaws
- Committees

General discussion:

Job descriptions: After some discussion about possible job descriptions, Howard Drossman suggested looking at Catamount's Bylaws for examples of job descriptions for the Executive Committee members. Keep the descriptions short, general.

Internships: It was not clear what role Reach could have, if any, in sustaining CMMAP's summer intern program, or creating something similar. On another note, as a nonprofit Reach could recruit interns (e.g. AmeriCorps) to help with its own programs.

Overarching theme: How should CMMAP employees allocate time spent on Reach planning and activities? (Jupe and Marcia will look into this and provide guidance.)

Mission Statement: "The mission of Reach is to enhance public understanding of science as it relates to our changing world." Howard Drossman suggested removing "public" from the mission statement.

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Goals and objectives: the group suggested removing references to “local” and “K-12” from these statements, thereby keeping a broader focus for Reach’s programs.

### Board of Trustees:

Definitions: 5-9 members. Board can vote on number of members. 3 yr terms, 3 consecutive terms. Board can nominate Executive Committee. Majority constitutes a quorum. Board will meet 4 times per year.

Initial Trustees: David Randall. Scott Denning. Brian Jones. Jupe Herrick

Criteria for recruiting additional Board members: Jupe suggested looking at the composition of Board members for other CSU spinoff nonprofits, such as Envirofit.

Recommendations from the group for 5th Board member:

- Don Unger, superintendent of Schools, retired
- Susan Foster, UCAR education, she is retiring in July

### Advisory Board:

Benefits of having a Reach AB: Board of Trustees could have fewer members; AB members would not have to put in as much time as Trustees; distinguished/connected individuals could be recruited to the AB.

Possible nominees to the Advisory Board:

- Warren Washington
- Susan Solomon
- Mike Nelson - hit him up at the CGCC.

### Committees:

Committees were created to delegate responsibility for activities listed in the draft strategic plan to specific individuals. Only “near-term” activities, that is those planned for the next 1-3 years, were considered.

The committees come in two flavors: Standing (responsible for ongoing activities) and Ad-hoc (planning committees with finite lifetimes).

Committees are organized here by objective and related activity:

Objective 1. Enhance K-12 science education:

- LSOP Kits of Instructional Materials (Sheila). Standing committee.

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- HESTEC - coordinate certain aspects of LSOP's involvement through Reach (Melissa, Marcia). Standing Committee.
- CGCC - Current plan is to transition this activity to Reach by 2013. Questions: can Reach be listed as a co-sponsor of the 2011 CGCC alongside CMMAP?; how will transitioning this activity to Reach affect Claire's position at CMMAP? (Claire, Melissa). Standing Committee.
- Summer camps (Brian, Sheila, Claire, Melissa) Ad-hoc committee.

Committees should plan to meet as soon as possible to start work on their area. Reports should be submitted to Rodger by the end of June on progress that has been made thus far.

Objective 2. Work with other groups on collaborative projects: (this is listed in the draft strategic plan as an activity. However, the group is it more appropriate as an objective, or possibly a goal. The strategic plan will be modified).

Objective 3. Enhance awareness and understanding of environmental science, climate science, and climate issues among the general public.

- Develop educational apps that can be used as tools to teach concepts in environmental and climate science. (Scott, Claire, Rodger, Brian). Ad-hoc committee. There was discussion on having a summer intern or student work on this project. In general, the group thought this is not a good idea because there are restrictions on students having 2nd jobs, and it could distract from the student's own course work and research.
- ClimateSense (Rodger). Standing Committee. Could be listed under Objective 4, below.

Objective 4. Enhance climate science education and awareness of issues related to global change in the university community. (new objective)

- An ad-hoc committee will look into the role of Reach in undergraduate education. The committee will consider the future direction of Changing Climates and the role Reach might play in sustaining some of the programs current activities beyond CMMAP. (Sue Ellen, John, Scott, Kelley, Howard, possibly Michelle Betsill)

Objective 5. Disseminate information on Reach's activities to the general public.

- Reach website (Rodger, Kelley) Standing committee.
- Reach logo (John, Rodger, Marcia, Claire) Ad-hoc.
- Reach annual report (Rodger, in consultation with Board of Trustees) Standing

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- White paper for foundations and potential donors to better understand Reach's overall mission and strategies (Rodger, in consultation with Board of Trustees)

Presentation by Gregg Graff during the working lunch:

Gregg Graff (Economics of Innovation and Entrepreneurship, Department of Agricultural and Resource Economics, College of Agricultural Sciences):

- a bit of history about NSF's origins and its original mission: to produce innovation to help society.
- overview of the course "Sustainable Technology Entrepreneurship for Scientists and Engineers". Course is co-listed in Ag. Science and Mech. Eng. Departments. Student teams pick project to develop as potential venture. One student expressed interest in developing an app/media based related to climate, however, this project was not picked up.
- successful projects and teams from the course entrepreneurship course are allied with MBA students in College of Business Global Social and Sustainable Enterprise (GSSE) program. Gregg thought it might be possible involve MBA students on projected related to Reach in spring 2012.

Action Items:

- Draft Bylaws (Marcia)
- Draft Business Plan (Marcia, Rodger, Jupe)
- Create Reach bank account (Rodger)
- Follow up with Gregg Graff on potential collaborations with Entrepreneurship course or GSSE MBA program (Rodger, Marcia)
- Give a presentation on Reach at the summer CMMAP Team meeting. Team members will be invited to participate. (Rodger, Marcia)