



**ENVIRONMENTAL  
SCIENCE CENTER**

**BOARD OF DIRECTORS  
ORIENTATION MANUAL**



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# CASE FOR SUPPORT FOR THE ENVIRONMENTAL SCIENCE CENTER

## ***The Challenge Our Community Faces Today***

When children live a few miles from Puget Sound, but have never walked along the beach or searched a tide pool, their likelihood of becoming adult stewards of our marine ecosystem is seriously limited. Water quality and critical watershed habitats in the South

***My students live so close to the beach, yet many of them had never been there! Now that they know more about it, they will encourage their families to take them back to keep exploring! Mrs. Benaderet, 1<sup>st</sup> grade teacher, Seahurst Elementary***

King County area of Puget Sound are threatened, yet residents in this most ethnically diverse and lowest income part of our community<sup>1</sup> have inadequate educational and experiential resources to understand and address the challenges to their environment. Schools in this area are struggling with budget cuts and the implementation of Next Generation science standards, with little ability to provide opportunities for students to explore natural resources and spend time in green spaces. Without those experiences these children cannot prepare to pursue scientific solutions to our 21<sup>st</sup> century ecological risks. The Environmental Science Center (ESC) can change that situation, by fostering awareness and building



essential leadership skills to make students better environmental stewards for the future of South King County.

## ***How We Are Making A Difference***

Since the year 2000 the Environmental Science Center has been the only environmental education program in South King County, where community needs are high and public resources are low. ESC addresses critical local environmental issues and sub-standard environmental literacy by providing access to outdoor learning and cultivating environmental stewards who can take action to restore and protect Puget Sound. The keys to ESC's successful work in environmental education include:

- Unique field sites for hands-on exploration,
- Student-driven approach to curriculum,
- Low student to naturalist ratio,
- Long-standing school, teacher and community partnerships, and

***We know that to study the environment and learn in its context not only provides essential knowledge for decision making, but also contributes mightily to student academic development in all subject areas. WA State Office of Superintendent of Public***

<sup>1</sup> Research from environmental justice organizations, such as Environmental Health Sciences, show that low-income residents are more likely to live in areas of environmental degradation than their higher-income neighbors

- Subsidies to schools and students insuring community-wide access



Our expert naturalists take a holistic approach to environmental issues:

- Engaging students in outdoor classrooms to enrich their science literacy
- Involving students as junior naturalists to encourage environmental leadership
- Training teachers to enhance their environmental curriculum,
- Engaging families in outdoor programs to increase citizen stewardship
- Educating adults to foster a community that cares about local environmental issues

***Our Long-Term Vision for Success:***

All South King County children have access to quality environmental education—

Leading to:

- Increased enjoyment and understanding of environmental science
- Sense of community responsibility for healthy choices that effect the Puget Sound ecosystem
- Improved quality of life and career opportunities for children from low income families through involvement in STEM classes
- Greater representation of diverse communities in STEM<sup>2</sup> occupational fields



To move in that direction we need to:

1. Strengthen Curriculum Quality – by engaging science and academic experts to align with and support the federally-required Next Generation Science Standards
2. Expand Community Outreach – to engage more families and community members in learning about the natural world around them
3. Increase Volunteer Training – to encourage community members to become informal environmental educators

***To ignite a group of environmental leaders, you must start with a spark. ESC is that spark. We want to watch our programs light a fuse that inspires young people to take action and solve tough environmental challenges.***  
**Chris Jansen, President,  
 Environmental Science Center**

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<sup>2</sup> STEM = Science, Technology, Engineering and Math

### ***How We Measure Our Success***

The Environmental Science Center measures success across all its programs with particular attention to the following metrics:

- At least 80% of students improve in pre- and post-program assessments of:
  - Knowledge of marine habitat quality
  - Identification of pollution sources
  - Enjoyment of natural settings
  - Understanding individual responsibility for the environment

At least 80% of teacher feedback indicates that the programs:

- Engaged students in outdoor exploration and learning
- Supported classroom efforts to achieve environmental curriculum goals

### ***What It Will Take To Get There***

Our opportunity to achieve this vision is limited because our sustainability is vulnerable. ESC has built our current program by relying largely on public and private grant funding. The decade-long development of our wide-ranging programs and the recent completion of a state-of-the-art learning center at Seahurst Park are the results of multiple organizations' commitment to this vital environmental work. However, long-term stability and quality require a more diversified funding base and the organizational capacity to build that.



In connection with volunteers from the Boeing-funded Catalyst Project of *501 Commons*, ESC has created a plan to move towards our long-term vision:

- **Enhance** the composition, capacity and commitment of **the Board** of Directors to make key community connections, build donor relationships and make personally significant financial contributions
- **Increase funding from individuals** by engaging new donors and cultivating existing donors whose passion for the environment and equitable education will support our Vision
- **Augment existing earned income strategies** to subsidize our program obligations to lower income community residents
- **Expand ESC's** use of web-based, printed, visual and social media **communication** – to inspire greater participation in and support of environmental education
- **Increase the staff capacity** of the organization to support this organizational development while strengthening the quality of current services to South King County children



## MISSION STATEMENT

**To promote environmental stewardship and academic achievement through science-based education.**

## VISION STATEMENT

**Our community is inspired and contributes to a sustainable future through quality environmental science education.**

Leading to:

- Increased enjoyment and understanding of environmental science
- Sense of community responsibility for healthy choices that effect the Puget Sound ecosystem
- Improved quality of life and career opportunities for children from low income families through involvement in STEM (science, technology, engineering, math) classes
- Greater representation of diverse communities in STEM occupational fields

## CORE VALUES

**Respect for the Environment-** We recognize that making choices that benefit our environment stems from a respect for the natural world.

**Community Engagement-** We understand that positive change starts with investing in the community in which we live and work, and that everyone within our community can impact the health of our environment.

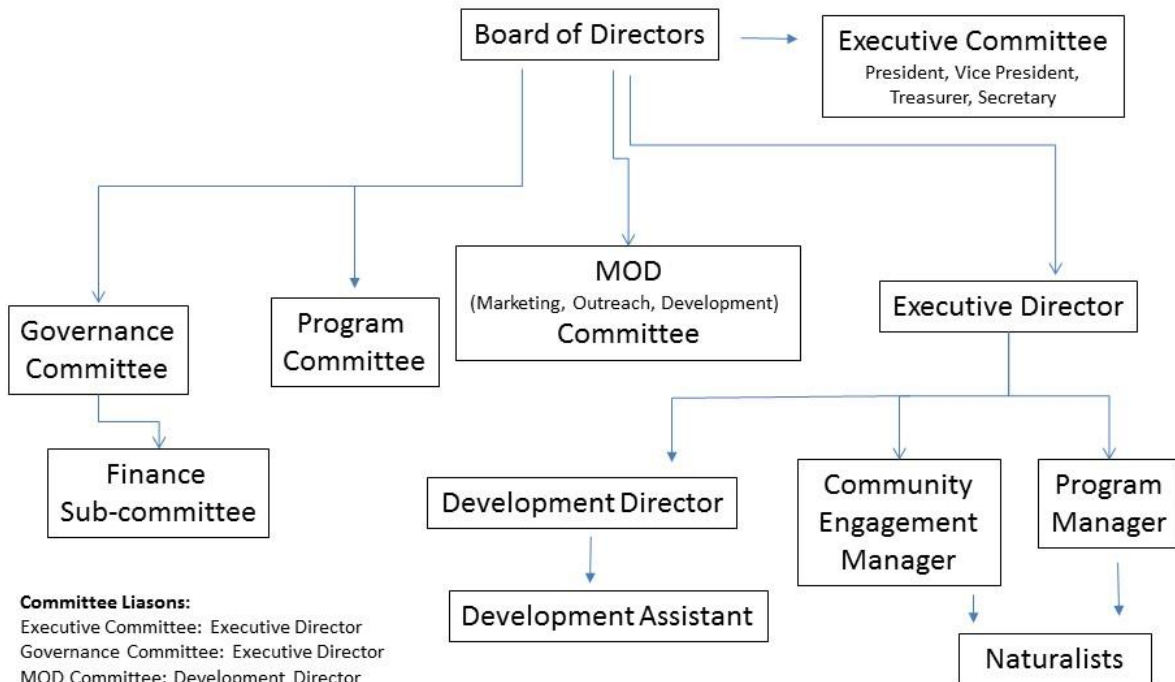
**Academic Achievement-** We know that STEM (science, technology, engineering, math) education can improve the quality of life and career opportunities for people within our community.

**Discovery and Exploration-** We support hands-on learning opportunities that produce engaging and quality educational experiences with lasting impact.

**Equity and Access-** We believe that everyone should have access to quality science education.

# ORGANZATIONAL CHART

## ESC ORGANIZATION CHART



**Committee Liasons:**  
 Executive Committee: Executive Director  
 Governance Committee: Executive Director  
 MOD Committee: Development Director  
 Program Committee: Program Manager and  
 Community Engagement Manager





## SUMMARY OF ENVIRONMENTAL SCIENCE CENTER HISTORY

### 2000

- Incorporation of Environmental Science Center as a State of Washington 501 (c) (3) corporation.

### 2001

- ESC receives a \$100,000 grant from King County for curriculum development and design work for a building in Seahurst Park.
- ESC receives a \$250,000 construction grant from Washington State Parks Capital Fund for construction of an Environmental Learning Center.
- ESC conducts first program, a summer day camp for 9 through 12 year olds at the Highline School District's Marine Technology Center in Seahurst Park.

### 2002

- ESC receives Shinnyo-En Foundation and BOOST grants for programs.

### 2003

- Rapid expansion of ESC programs leading to more than 2500 program contacts and over 4100 contact hours.
- ESC receives an additional \$100,000 construction grant from Washington State Capital Fund.

### 2004

- ESC receives Shinnyo-En Foundation, BOOST, King County SPLASH and The Russell Family Foundation grants for programs.

### 2005

- Environmental Science Center receives the Burien Environmental Leader award.

### 2006

- Partnerships formed with New Futures, Para los Niños, and the Kent and Renton School Districts.

### 2007

- ESC programs serve over 5,000 program contacts and 8,000 contact hours.
- ESC adopts \$213,000 operating budget with multiple, diversified revenue sources.
- ESC launches discussions with Highline School District to jointly pilot intensive program to boost science and math academic achievement.
- ESC partners with Waskowitz Environmental Leadership and Service (WELS) program for high school students.
- ESC hires Interim Director, its first executive director.

### 2008

- ESC hires an Education Program Coordinator.
- ESC receives Washington State funding and implements after-school program with Highline School District, providing two school classes with over 50 hours of environmental education per student over the course of the academic year.
- Capital campaign exceeds \$900,000.
- Partnered with Seattle Aquarium to host Family Night for Out-of-School partners. Also worked together on Ocean Science programs.
- ESC delivers weekly science lessons to the City of Burien's Camp Crazy summer program.
- Delivered first Low-Impact Development workshop for residents and builders.

### 2009

- Ground-breaking ceremony marks the beginning of construction of a state-of-the-art Environmental Learning Center.
- ESC programs serve over 10,190 program contacts, providing 15,419 hours of environmental education.





#### 2010

- ESC produces a successful *Earth Day Dinner & Auction* hosting 160 guests and raising \$38,000 for education programs.
- ESC hires a full-time Program and Administrative Manager and an Executive Director.
- ESC serves more than 12,000 student contacts through its in-school and out-of-school programs partnering with local school districts and social service agencies including New Futures, Para los Niños, Neighborhood House, Community Schools Collaboration as well as local YMCAs.

#### 2011

- ESC hosts Grand Opening of new center at Seahurst Park.
- ESC serves 11,687 student contacts, providing 21,114 hours of environmental education.
- ESC partners with King County, City of Burien, and New Start High School to deliver summer Avanza program to restore areas of Seahurst Park.

#### 2012

- ESC splits Program and Administrative Manager position into Outreach Manager and Education Coordinator; hires Outreach Manager.
- ESC hosts first public family summer programs, *Bigfoot Adventure Series*, at the center in Seahurst Park.
- ESC receives \$45,000 grant from Boeing to expand *Salmon & You* program to include post-field study classroom visit. Renames the program *Salmon Heroes* and includes pledge cards.

#### 2013

- ESC partners with Project WET to deliver teacher workshop on environmental curriculum development.
- ESC expands field study program *Exploring Intertidal Puget Sound* to include marine debris stations inside the learning center. Renames the program *Beach Heroes* and includes pledge cards.

#### 2014

- ESC hires a new Program Manager, Executive Director, and Outreach and Volunteer Manager.
- ESC reorganizes staff roles to have a Grant Manager.
- ESC receives \$50,000 grant from the GiveTogether program through the Seattle Foundation.
- The Seahurst Shoreline restoration is complete and the ESC learning center reopens.
- ESC partners with the City of Burien to put on the Shoreline Restoration Lecture Series.

#### 2015

- The Beach Heroes and Salmon Heroes programs are aligned to the Next Generation Science Standards
- Toddler Time is first implemented at ESC's learning center to engage families with young children in environmental science activities.
- Biannual community beach cleanups at Seahurst Beach become a tradition.
- ESC begins monthly Science with Dr. Tom sessions at the ESC Learning Center.
- ESC releases the film *Local Treasure*, a film about the Seahurst Shoreline Restoration.

#### 2016

- ESC receives the NAME (Northwest Aquatics Marine Educators) Outstanding Organization of the Year award.
- The number of classes being offered for the Salmon Heroes program nearly doubles as a new site is added along the Cedar River.
- The Grants Manager position is expanded to Development Director.
- ESC completes its Barb and Darrell Williams Outdoor Education space.
- ESC hits a record number of restoration hours by students through programs with New Start High School and Big Picture Middle School.
- ESC hires a Development Assistant.



## ESC PROGRAMS

### In-School Programs

#### Salmon Heroes (Sept – Dec)

- 50-100 programs including a one-hour in-class prep session with one instructor, a 3-hour field study with 2 instructors, and one-hour in-class post session with one instructor. Each student will receive a *Salmon Heroes* card. Students will interact with NOAA scientists. There will also be a new outreach and water testing component. We will be serving more classes this year.

#### Beach Heroes (Apr – June)

- 90+ programs including a one-hour in-class session with one instructor and a 2-hour field study with 2 instructors. Students will have the opportunity to visit the facility at Seahurst Beach where they will learn about nearshore habitat and restoration. Each student will receive a *Beach Hero* ID card.

### After-School Science Clubs

#### New Futures After School Science Clubs (Oct – June)

- 3 sites, 7 one-hour programs each, at least 10 to 12 students each.

### Summer Programs

#### Summer Programs (June – Aug)

- **Federal Way Salmon Heroes Program**- 2 sites, 2 weeks, 4 days a week.
- **New Futures Elementary Summer Camp**- three sites, two age groups, one 3-hour field trip per group, 12 students per group.
- **New Futures Middle School Summer Camp**- 8 sessions, 2 hours per session, 15 participants.
- **Tide Pool For Tots**- one site (ESC/Seahurst), 1-5 year olds, six 1.5 hour programs throughout June, July, and August with at least 15 per program.
- **ESC Open House**- One site (ESC/Seahurst); every Saturday, 2-hr event open to public on same day and time.
- **Beach Walks**- 3 beach walks free to public occurring in the summer.

### Teen Programs

#### Salmon Heroes Junior Naturalist Training (Sept – Dec)

- 2 cohorts, 15 students in each cohort
- 5 hour training with each cohort
- 12 hours of service per student

#### Beach Heroes Junior Naturalist Training (Apr – June)



- 2 cohorts, 15 students in each cohort
- 1.5 hour training with each cohort
- 6 hours of service

### **Career Fairs**

3 Career Fairs or talks to teens per year

### **New Start Teen Restoration Project at Salmon Creek (May- June)**

- 6 sessions, 2 hours each, with approximately 22 New Start students per session.

### **Big Picture Restoration at Seahurst (Sept- June)**

- Monthly restoration and, 7 sessions at 5 hours each, with Big Picture 8<sup>th</sup> graders.

## **Community Programs**

### **Moonlight Beach Walks (Nov – Jan)**

- 3 Beach Walks free to the public occurring in the winter, at least 50 participants.

### **Toddler Time (exception: Six session of Tide Pool in the summer during Toddler Time)**

- 1 hour program, every week of the month, at least 15 participants each program session.

### **Science with Dr. Tom**

- 1.5 hours, 1 time per month for 6 months. At least 15 participants each program session.

### **Community Festivals**

- **Tukwila Backyard Wildlife Festival** - one booth for one day focused on Watershed Health.
- **Bird Fest- One day community event at the Burien Community Center (February)**
- **Burien Wild Strawberry Festival** - 2 booths for 2 days focused on Invasive Plant Species and Watershed Health.
- **Burien Bonfire Event-** Open house at ESC for one evening plus beach activities.

### **Outreach events**

- 5 environmental presentations/programs hosted by ESC or at other community locations such as retirement centers or libraries.

### **Seahurst Beach Cleanup April / September)**

- One site (ESC/Seahurst), 2 two-hour programs.

### **Aquarium Open House (Nov)**

- One exclusive evening program at the Seattle Aquarium serving 450 low income and transitional bilingual family participants.

### **Waterfest (March)**

- Presentations to 4 classes (about 100 students) from Kent and Auburn.



## ESC QUICK REFERENCE SHEET

### Established in 2000

**Mission:** To promote environmental stewardship and academic achievement through science-based education.

**ESC's Vision Statement:** Our community is inspired and contributes to a sustainable future through quality environmental science education.

Leading to:

- Increased enjoyment and understanding of environmental science
- Sense of community responsibility for healthy choices that effect the Puget Sound ecosystem
- Improved quality of life and career opportunities for children from low income families through involvement in STEM (science, technology, engineering, math) classes
- Greater representation of diverse communities in STEM occupational fields

### Stats (this last fiscal year):

Close to 10,000 people served

Over 450 programs delivered

### Programming:

**In school-** Naturalist classroom visits, field site visit (Beach Heroes, Salmon Heroes)

**After School-** science clubs in a variety of settings

**Community outreach events-** festival and booths, Aquarium open house, club talks

**Learning Center-** Environmental Science workshops, presentations, and activities for all ages

### Revenue Breakdown (from last fiscal year)

45%- government contracts

30%- Foundations & corporations

20%- special events & individuals

5%- earned revenue

### People

13 board members      6 staff members      20 part-time naturalists

### Great talking points about ESC

- Focus on access for low-income students
- Hands-on, inquiry-based curriculum
- Field studies as well as curriculum taken directly to the schools
- South King County focus in an area that has fewer educational resources
- Learning center is located at the beach offering multiple hands-on opportunities
- ESC has long-standing relationships with partners
- Naturalists are well trained and qualified

### How can people get involved?

- Donate money
- Sign up for ESC events
- Attend the annual fundraiser in March
- Check out our FB page- like and share our posts
- Sign up for ESC's email list serve for events and news on our website
- Volunteer
- Have ESC do a talk to your club, business, or organization



## BOARD OF DIRECTORS MEMBER ORIENTATION CHECKLIST

Name: \_\_\_\_\_ Board Buddy \_\_\_\_\_

	Action	Date Complete
1.	<b>Complete and submit a Board Member Application</b> (available at <a href="http://envsciencecenter.org/board">envsciencecenter.org/board</a> ).	
2.	An <b>ESC board member will set up a meeting with you</b> about serving on the board.	
3.	If you are a good match you will be invited to <b>attend a board meeting</b> .	
4.	Once you join the board <b>you will be assigned a board buddy</b> by the Governance Committee Chair.	
5.	The <b>ED will set up a meeting with you to review the <i>Board Orientation Manual</i></b> (available at <a href="http://envsciencecenter.org/board">envsciencecenter.org/board</a> ) including: <ul style="list-style-type: none"> <li>• ESC’s Mission and History</li> <li>• Programs and services offered by ESC</li> <li>• Bylaws and policies</li> <li>• A calendar of meetings and events</li> <li>• Board Member Expectations and the commitment statement (to be signed)</li> <li>• Committee Descriptions</li> <li>• Directions to access online board of directors files on Drop Box</li> </ul>	
6.	<b>The ED or Secretary will send you current information on ESC:</b> <ul style="list-style-type: none"> <li>• Board contact information</li> <li>• The Annual Report</li> <li>• A scope of work</li> <li>• An income and expense report and balance sheet</li> <li>• The current budget</li> <li>• ESC’s insurance policy</li> <li>• Board meeting minutes from a recent board meeting</li> </ul>	
8.	You will be invited to <b>observe committees and to select a committee to join</b> .	
9.	You will need to <b>provide a short bio</b> for the ESC website to the Secretary.	
10.	You will be <b>provided with a new board member name tag and board business cards</b> .	
11.	The ED will <b>complete a background check on you</b> .	
12.	You will have the option to <b>observe an ESC Program</b> .	



## BOARD MEMBER POSITION OVERVIEW

### Functions

As representatives of the membership of the Association, the Board of Directors is the primary force pressing ESC to the realization of its mission and vision.

### Responsibilities

ESC's board has two basic responsibilities—support and governance—each requiring different skills and expertise. In the role of "supporter" board members raise money, bring contacts to the organization, and act as ambassadors to the community. Equally important, the "governance" role involves protection of the providing financial oversight, selecting the executive director and assessing his/ her performance, planning and monitoring ESC's strategic goals, ensuring compliance with legal and tax requirements, and evaluating our organization's work.

### Selection Process

Candidates will be asked to complete a short application (on [envsciencecenter.org/board](http://envsciencecenter.org/board)). Select candidates will then meet with one or more members of the Board Governance Committee. The Board Governance Committee will make nominations to the Board of Directors by consideration. Board member-elects will be invited to attend one board meeting where they can meet and exchange information with the rest of the board. Board quorum and majority approval is required to elect new board members. Candidates will be notified of the result immediately following this process. Please see the *Board of Directors Member Orientation Checklist* for more specifics on new board orientation.

### Opportunities & Benefits

This is an exceptional opportunity to foster the growth and development of a local nonprofit organization devoted to improving the quality of science education and promoting environmental stewardship. Benefits include:

- Satisfaction in contributing to the common good. Each board member's gift of time and energy is of indispensable help to our organization and the community.
- Personal growth and opportunity to further refine and enhance leadership skills and oversight experience.
- An opportunity to play a direct role in determining an organization's overall direction and impact.
- Expansion of personal, community, and professional networks and the chance to work with individuals of diverse backgrounds.



### **Board of Directors Job Description**

**POSITION:** The Board of Directors is the legal authority for the Environmental Science Center (“ESC”). While day-to-day operations are led by ESC’s Executive Director, the Board-Executive Director relationship is a partnership, and the appropriate involvement of the Board is both critical and expected. As a member of the Board, a Director acts in a position of trust for the community and is responsible for the effective governance of the organization. Board members provide leadership for the organization; direct and work closely with ESC; and identify goals, objectives, and resulting projects for the organization.

**TERM:** Directors shall be elected for a term of three (3) years or until a successor is elected. Directors are eligible for re-appointment for additional terms.

### **GENERAL DUTIES & RESPONSIBILITIES:**

- Attends board meetings
- Actively participates on at least one committee
- Governs ESC by the broad policies developed by the Board
- Establishes overall long and short term goals, objectives and priorities for ESC in meeting the needs of the community
- Recommends policy to the Board
- Promotes ESC support through community networking, etc.
- Is accountable to the funders for the services provided and funds expended
- Monitors and evaluates the effectiveness of ESC through a regular review of programs and services
- Assists in conducting new board member orientations
- Advises the Executive Director as s/he develops and implements ESC’s strategic plan
- Reviews outcomes and metrics created by ESC for evaluating its impact, and regularly measuring its performance and effectiveness using those metrics; reviewing agenda and supporting materials prior to board and committee meetings
- Approves ESC’s annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Contributes to an annual performance evaluation of the Executive Director
- Assists the Executive Director and President in identifying and recruiting other Board Members
- Stays informed of the services provided by ESC and publicly support them
- Maintains awareness of and abstains from any conflict of interest
- Fosters a positive working relationship with other Board members and ESC staff
- Attends Annual General Meeting





### **QUALIFICATIONS/SKILLS:**

- Knowledge and skills in one or more areas of Board governance: policy, finance, programs, and/or personnel.
- Commitment to the work of the organization
- Extensive professional experience with significant executive leadership accomplishments in business, government, philanthropy, or the nonprofit sector
- A commitment to and understanding of ESC's programs and beneficiaries
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity, credibility, and a passion for improving the environmental and science education
- Recognized leadership stature in business, government, philanthropy, or the nonprofit sector. These accomplishments will allow him/her to attract other well-qualified, high-performing Board Members.

### **TIME & FINANCIAL REQUIREMENTS:**

- Time: On average, 4-8 hours per month, depending upon activities.
- Financial: ESC Board Members will consider ESC a philanthropic priority and make annual gifts that reflect that priority. So that ESC can credibly solicit contributions from foundations, organizations, and individuals, ESC expects to have 100 percent of Board Members make an annual contribution that is commensurate with their capacity.



## Board Member Expectations & Commitment

### General

- Support and stay informed of ESC's mission, purpose, goals, programs, and policies.
- Suggest at least one nominee (annual) and participate in Board recruitment.
- Keep confidential information confidential.
- Exercise authority as a board member only when acting in a meeting with the full board or as delegated by the board.
- Serve actively on at least one committee and take on sub-committee or special assignments as needed.
- Accept responsibility for providing oversight of the financial condition of the organization.
- Attend ESC events whenever possible.

### Meetings

- Attend and actively participate in at least 70% of all scheduled board meetings (7/11) and committee meetings (varies).
- Provide a minimum two-day notice if a meeting will be missed. Advanced notification to Board President if two meetings in a row will be missed.
- Prepare for meetings by reviewing agendas, minutes, and other supporting materials and providing feedback in advance.

### Fundraising

- Demonstrate a leadership role in fundraising by making a personal contribution in a meaningful amount each year.
- Fill at least one table (8-10) with prospective donors at ESC annual event (friend-raising, auctions, etc).
- Say thank you. Make calls and send thank you letters to your top donors, whenever possible and appropriate.
- Develop a personal and specific goal for relationship-building and making new prospective donor (business or individual) contacts each year.

As a board member I understand that I have duties of care, loyalty, and obedience to the organization.

- The duty of care is the duty to pay attention to the organization—to monitor its activities, see that its mission is being accomplished, and guard its financial resources.
- The duty of loyalty is the duty to avoid conflicts of interest, and
- The duty of obedience is to carry out the purposes of the organization and to comply with the law.

I commit that I will uphold these duties and that I shall do my utmost to ensure that the ESC performs its mission and achieves its goals. I understand that failure on my part to meet these expectations or commitments may result in removal from the Board.

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Signature

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Date



## CALENDAR OF EVENTS

### **Board meetings**

Third Thursday of the month, generally from 6:15 pm to 7:45 pm

\*No board meeting in August

#### **January**

Annual meeting to vote on officers

#### **April**

Annual board self-evaluation

#### **May**

Review of draft budget

Executive Director annual evaluation

#### **October**

Review of bylaws and policies

#### **December**

Board Holiday Dinner to replace a board meeting

### **Board Retreat**

Held once a year usually in the spring or fall

### **Annual Dinner Fundraiser**

A Saturday in early March



## ESC DROP BOX BASICS

DropBox is the system ESC uses to store and share files. It also backs up files for 30 days so that if we delete or “loose” something, it can be retrieved online. You can access DropBox by downloading it onto your desktop or by accessing it in the cloud.

\*If you download DropBox onto your desktop it can use a lot of space on your computer. If you have a limited data plan for the internet I suggest not downloading DropBox onto your desktop.

### How do I access DropBox online?

1. Go to [www.dropbox.com](http://www.dropbox.com)
2. Click on “create an account” and follow the steps. You will use your email address and create your own password to create an account.

### How do I install DropBox on my computer?

To install Dropbox, just head to the [Dropbox download page](#). Once it's installed, you'll see a Dropbox folder on your hard drive. For more about how Dropbox works, check out our [tour pages](#). If you need more help or want to get started with some of our coolest collaboration features, peruse the Help Center articles in the [Sharing](#) category.

### How do I make sure the right ESC files are shared with me?

The “Board Folder” should be shared with everyone. If you are on a committee you should also have that particular committee folder shared with you. All files shared with you should be visible in your DropBox. **Email Tara if you need a certain folder shared with you.**

Committee folders are:

- Govern Committee
- MOD Committee
- Program Committee
- Sub Finance Committee

### How do I share files?

Dropbox offers [easy ways](#) to share files or folders. Shared folders are ideal for groups of people who work on the same files together. When you create a shared folder and add other people to it, its files will appear in their Dropbox just as they do in yours. Any member of the folder can add, delete, or edit files within that folder.

### How is the ESC Trustee Folder organized?

The ESC Trustee Folder is organized by several folders within it. These folders are in bold.

- **Annual Reports**
- **Board Binder**
  - All information from online board member orientation manual
- **Board Meetings**- A separate folder is created for each board meeting



- Board agenda
- Board meeting minutes
- ED Report (also known as the Dashboard)
- P & L Statement
- Balance Sheet
- Handouts at board meeting
- **Board Member Information-** Contact information
- **Board Policies**
- **Board Retreats**
- **Board Training Tools**
- **Budget**
- **Bylaws**
- **ED Manual**
- **Executive Board**
- **Grants**
- **Strategic Planning**
- **Working Documents-** A quick place to put documents that is currently being working on.

**Now you are ready to get started! Any questions? There are some great resources on how to navigate DropBox on Dropbox.com.**



## MOD COMMITTEE DESCRIPTION

### MARKETING, OUTREACH AND DEVELOPMENT (MOD) COMMITTEE

**Purpose Statement:** To strengthen community engagement and build financial support for ESC.

**Roles and Responsibilities:**

1. Increase donors (individual/corporate)
2. Increase and develop volunteers
3. Build local relationships (schools, cities, counties)
4. Attend & participate in Community Events
5. Create / plan our own events
6. Promote our own events in support of the staff
7. Increase revenue streams

**Goals:**

1. Network to bring more supporters to the table (volunteers and donors)
2. Hands-on help for outreach events
3. Help with identifying corporations to solicit gifts from
4. Gain business sponsorships
5. Plan and execute ESC events to cultivate donors and volunteers
6. Assist with developing sustainable revenue streams.



## GOVERNANCE COMMITTEE DESCRIPTION

The Governance Committee is responsible for ongoing review and recommendations to enhance the quality and future viability of the board of directors. The governance committee's work revolves around the following areas:

### Board Role and Responsibilities

- Leads the board in regularly reviewing and updating the board's statement of its roles and areas of responsibility, and what is expected of individual board members.
- Assists the board in periodically updating and clarifying the primary areas of focus for the board.

### Board Composition

- Leads in assessing current and anticipated needs related to board composition, determining the knowledge, attributes, skills, abilities, influence, and access to resources the board will need to consider in order to accomplish future work of the board.
- Develops a profile of the board as it should evolve over time.
- Identifies potential board member candidates and explores their interest and availability for board service.
- Nominates individuals to be elected as members of the board.

### Board Knowledge

- Designs and oversees a process of board orientation.
- Designs and implements an ongoing program of board information and education.

### Board Effectiveness

- Initiates periodic assessment of the board's performance. Proposes, as appropriate, changes in board structure and operations.
- Provides ongoing counsel to the board chair and other board leaders on steps they might take to enhance board effectiveness.
- Regularly reviews the board's practices regarding member participation, conflict of interest, etc., and suggests improvements as needed.
- Periodically reviews and updates the organizations bylaws and policies.

### Board Leadership

- Takes the lead in succession planning, taking steps to recruit and prepare future board members.
- Nominates board members for election as board officers.
- Leads in the hiring of the Executive Director and regular job performance evaluations of the Executive Dire





## PROGRAM COMMITTEE DESCRIPTION

**Mission: To assist with the development and delivery of all ESC programs to provide a quality and meaningful educational experience.**

### **Curriculum Development**

Support staff and volunteer development and training to facilitate programs offered by ESC.

### **Programs & Facilitation**

- Assist with delivering summer programs and day camps at the ESC learning center.
- Participate in educational outreach programs for adults, families, and youth at the ESC learning center.
- Manage equipment, supplies, and materials used for in-school, after-school, and summer camp programs.
- Assess and evaluate current program delivery by naturalists.



## BEING AN ESC AMBASSADOR: THE NON-ELEVATOR PITCH

One of your primary roles as a board member is to serve as an ambassador for our organization. Having an approach to how you tell people about ESC is important. You run into people all of the time that could become a valuable asset to ESC. How can you make new friends for your organization with limited time in a way that captures their attention and leaves them wanting to know more?

### Do's

- Introduce yourself and your role with the organization
- Keep it simple and don't use jargon
- Focus on what makes you passionate about ESC
- Start with why we do what we do
- Tell a story
- Find out their interests and customize your approach
- Invite them to be involved
- Remember that this is a casual conversation, not a pitch
- Frame it so they understand why this impacts them
- Practice... try to strike up conversations whenever you can

### **Example NON-Pitch:**

<i>Introduce yourself</i>	<i>Hi, I'm _____ . I am on the board of the Environmental Science Center.</i>
<i>Why you are passionate about ESC</i>	<i>I was inspired to support ESC because I want children today to experience what I experienced as a child. Imagine never having played outside when you were younger. We know how much it benefits us to getting out in nature. Today, our youth are spending their time on mobile devices, video games, and watching TV. They aren't getting outside like we use to.</i>
<i>Why we do what we do</i>	<i>With little connection to nature, how can people in our communities make choices to protect our environment? <b>We all want to live in a healthy place and we want our children to as well.</b></i>
<i>How we do what we do.</i>	<i>At ESC our motto is "let nature teach." We connect people with their surroundings and give them the tools to make positive choices that effect all of us. We do this in local forests, streams, beaches, and parks.</i>



<i>What we offer and to who</i>	<i>Our main focus is getting low-income children to have hands-on outdoor experiences. We do this through field studies, afterschool science programs, restoration projects, and leadership programs, to name a few.</i>
<i>Telling a story.</i>	<i>I recently observed a program where students who live only 2 miles from Puget Sound were visiting the beach for the first time. Their eyes really lit up and I knew they would never forget the experience.</i>
<i>Find out their interests and engage them</i>	<i>Do you remember your first time to the beach?</i>
<i>Invite them to get involved</i>	<i>We have a beach clean-up event coming up that you might be interested in bringing your kids to. If you give me your email address I can send you more information about it.</i>