

MACD Education Committee
December 9, 2020
10 a.m. Via Conference Call

Committee Members: Elisha Dempsey, Melissa Downing, Tony Barone, Rick Van Dyken, Bill Naegeli, Bob Petermann, Pam Liggett, Greg Jergeson.

Members Present: Rick Van Dyken, Elisha Dempsey, Greg Jergeson, Bob Petermann, Pam Liggett.

Others Present: Robbie Savelkoul with Roosevelt County CD; Becky Clements from Gallatin CD; Chris Evans from Lewis & Clark CD; Heidi Fleury from Lake CD; Connor Mertz from Lewis and Clark CD; Rebecca Boslough from MACD; Sarah Bowman from Gallatin CD; Kay Webb from Little Beaver CD; Davin Martin from Lewis & Clark CD and Eric Rannestad from SWCDM.

The meeting was called to order at 10:02 am by Chair Elisha Dempsey.

Approval of meeting notes-motion by Jergeson to approve meeting notes from the last meeting, second by Petermann; motion carried.

Liggett has not been getting the emails in her regular inbox, they've been going to spam. There were some recommendations on how to fix that.

Elisha asked about a preference between using Zoom or the Conference Line. There were a few folks who preferred the conference line. Liggett said the last time she used Zoom it took a bit to get it to work but she is willing to try again. MACD has offered the use of their Zoom subscription in order to have a toll-free phone number for those who want to call in. Evans will set that up with MACD for the January meeting.

Scholarship application form-There had been discussion about increasing the amount for the scholarship or adding another scholarship since not all of the funds were used. Boslough said that \$1000 has been given out already, so there's another \$500 that wasn't given out, with another \$1500 budgeted for 2021. So, there is potentially enough for an additional scholarship or increased amounts for 2 scholarships.

Petermann had objected last year to giving scholarships to people who were specifically pursuing careers at Fish, Wildlife and Parks. His board asked him to request that the Committee limit the scholarships to those pursuing degrees in agriculture. There was discussion about limiting the type of course of study in the eligibility requirements. Boslough said that maybe a word count essay would work more effectively, recommending changing the requirement to about 500-1000 words. Liggett says 3-5 pages is a lot of work for \$500, shortening it would be good. Jergeson made a motion to change the essay requirement to 500-

750 words, second by Petermann; motion carried. Motion to increase the amount from \$500 to \$750 per scholarship by Van Dyken, second by Liggett; motion carried. Liggett asked if we could take the leftover \$500 and give it as a one-time scholarship. Boslough will put that on the agenda for the next MACD Board meeting and will let the committee know. The Essay portion of the application will change to “original 500-750 word essay”.

Report on the EO meeting and updates on training efforts for the Employees-Evans has created a password protected page on the EO website in order to post the recordings of the training from the EO meeting/training. Presenters didn't want their material on a public page. Evans has run into some issues with editing that webpage, since she's limited as an editor. Linking pages to the menus can't be done as an editor. Heidi Fleury said that as of yesterday, she's officially the EO president.

Employee Training Funding- Heidi Fleury is working with someone on QuickBooks training for CDs. This person would charge \$2000 for a virtual portion and then an in-person training when we are able to. Fleury asked if the Committee would support utilizing some of the education funding that Lewis and Clark received from DNRC. Petermann made a motion to pay for the \$2000 training and commented that we should get as many districts as possible at this training; second by Van Dyken; motion carried.

Diane Black at McCone has also requested funds for training. The cost of registration is \$15 and she would like to get reimbursed for her time. Motion by Liggett, second by Van Dyken; motion carried. Evans will handle getting those funds out to McCone and will reserve the funds for the EO QuickBooks training.

Supervisor Training--The Conservation District's Bureau--what's left--will be presenting a supervisor training for CDs via Zoom in February.

Rolling Rivers Trailers--The final User's Guide is finished and has been distributed to the CDs that host the trailers. They are waterproof. The same guide is available on the CDB website, along with an educator's guide. The educator's guide is the second one listed on the site and it's deceptive because they have similar names. The [first document](#) is the one for hauling, setting up and breaking down the trailer. The [second one is more of the varied scenarios](#) that can be used. The guides can be found on the DNRC/CDB website under Documents and Webinars.

Telling the CDs stories, and Update on branding— David Martin said that he has had a discussion with a media person about marketing and how CD's can get their stories out to people. Laura Parvey Connor could present something for the committee to get us all up to speed on the topic, for \$100. Motion by Liggett, second by Van Dyken to approve moving forward; Eric Rannestad also wanted to put in that he's a resource for this as well with web design, branding and strategic communication, he has some ideas. Boslough also said that with

the discussion about a strategic marketing plan or strategic plan, she thinks rushing things isn't the best way to move forward. Evans clarified that the presentation with Laura at Meld Media would be what would give us a first step to get everyone to the same point. Motion carried.

Legislative-a packet was sent out in the 12/3/2020 District Dispatch. This packet would be good to get to each supervisor. As changes come out, CDs will be contacted. Dempsey said that CDs that create resolutions need to be a part of the whole process, and asked Boslough how we make that happen. Boslough said that the Legislative Ad Hoc Committee would most likely be the best way to make that work.

Convention report--Dempsey said that in her opinion, the convention went great. Boslough said that moving forward, a virtual component of the convention may be on the table even once we're able to meet in person. Great Falls is the potential location for 2021.

Further Discussion

There was discussion about the EO website and the work needed to be done on it, including posting the recorded training from the EO training to the private page on the EO website.

Sarah Bowman wanted to add that Gallatin has been working with the Montana Pollinator Education Project. They have completed a reprint on their folders and they are available upon request. Contact the Montana Pollinator Education Project either on their website or their Facebook page. This information needs to be added to the EO resources page.

Evans told the group about the Facebook page that she has created, titled [Montana Conservation District Stories](#). All of the CDs who have a Facebook page are invited to like and follow it, and if they want, any can be made editors on it so that they can add their stories. Evans has volunteered to add stories from CDs that don't have Facebook pages to the site as well; CDs just need to send her the photos and narrative in electronic format to upload.

Bob Petermann said that when we are talking about education for CDs and getting urban people involved, we need to not also not forget the school kids.

Boslough said she'd like to thank everyone on the committee for all the work and the good momentum.

The next meeting will be January 20 at 10 am. Evans will coordinate setting it up with MACD in order to use their Zoom account for toll-free call in numbers.

Meeting adjourned 11:37 Van Dyken motion, second by Liggett; motion carried.