

**BESC Professional Board
Meeting Minutes
February 21, 2014**

1. Meeting Called to Order.
 - A. Roll Call: members present: Quorum Reached. Joe Dick Ethridge is not in attendance.
 - B. Approval of previous meeting minutes
 - (i) Motion to approve September Minutes- Seconded & Approved
 - (ii) Motion to approve January Minutes – Seconded & Approved
 - C. Review and Update Contact List
 - D. Welcome by Department Head Dr. Pearson– Appreciation of time and commitment of Board
 - E. Board Member News and Updates/Introductions
2. Committee Updates
 - A. FBC: Faculty and BESC Curriculum Committee first - to allow faculty to participate, but also, leave as needed
 - (i) Focus has been on BESC 402 – Dr. Kennerly’s class; risk assessment, exposure models, etc. leading to TRRP; Has been working to add dimension and depth
 - (ii) Metrics: In a supportive role – Professors are happy; increased student number impact
 - (iii) Focusing on BESC 403 (Sampling & Modeling) now: Looking for case studies on Phase I- goal is to have 8 reports to be disassembled to start and want a total of 20-25 – provided to students have them create businesses and do assessments
 - (iv) Send any case studies to Kenneth Tramm
 - (v) Regulations will then be the next focus
 - B. FDOM: Financial Development, Outreach, Marketing
 - (i) BESC Newsletter Metrics – Sent out in December 2013
 1. Messages Sent: 1147

2. Message opened: 538 (46.9%)
3. Unique clicks: 72 (13.4%)
4. All above average metrics
5. If have any additional emails, please provide to Jeremy Hanzlik and Heather Wilkinson
6. Next newsletter: June 2014; Any news and notes, please provide to any FDOM member; will highlight the tailgate, symposium, study abroad, fundraising notice and thank you to any corporation providing funds
7. Key dates: Final draft May; Submissions by April

(ii) BESC Foundation Account

1. Book Value: \$28,065.36
2. Market Value: \$29,118.60

(iii) Operating Account

1. Request made for possible annual amount paid by board meeting
2. Will pull information regarding itemized past information and what future costs may be – Linda will get the past numbers together
3. Proposal is for dues from \$100-200 annually and will be discussed at next meeting

C. SDM: Student Development & Mentoring committee

- (i) Social Media: Jeff has gotten LinkedIn up and running– have 90 followers- still want to increase the social media space – do we want to request assistant for Facebook, etc.
 1. Request NAEP to engage in forum discussions
 2. BESC students have a Facebook page – not really the type of information sharing that we are looking for since it is more related to class
- (ii) November 4, 2014: 6-10; Volunteers for Fall 2014 Student Mentoring Workshop – want more diversity – Talk to Nicole and determine participation by September 2, 2014
- (iii) BESC Job Board: It is working – now need to advertise and promote it to both students and industry

3. Board Membership and Leadership Discussion

A. Succession Planning Terms – Motion to approve; seconded and all in favor

(i) August 2016 Roll-off

1. Michael Jochum
2. Jeff Keic
3. Craig Pritzlaff
4. Nicole Hausler
5. Melissa Denena

(ii) August 2017 Roll-off

1. Jeremy Hanzlik
2. Kenneth Tramm
3. Jim Formby
4. Elspeth Sharp
5. Joe Ethridge
6. Brian Gottschalk

(iii) August 2018 Roll-off

1. Dawn Steph
2. Jamie Bryan
3. Doug Anderson
4. Bryan Gay
5. Jeff Truss
6. Troy Vickers

(iv) New Members Nominated

B. Officer Nominations/Vote

(i) Craig Pritzlaff – Nominated for Chair, seconded – Unanimous consent

(ii) Jeremy Hanzlik – Nominated for Vice-Chair, seconded – Unanimous consent

(iii) Jamie Bryan – Nominated for Secretary, seconded – Unanimous consent

- C. Motion made for entire board to be the nominating committee; seconded – Unanimous consent
- D. Motion made for Bryan Gay to chair nomination committee, seconded- Unanimous Consent
- E. Possible Candidates submitted for Board Review during Lunch

WORKING LUNCH

- F. Nomination Committee: Names recognized for discussion; each member voted on top three, which was ranked by Heather W.
 - (i) Candice Boeck – Nominated by Dawn Steph; Vote to extend formal invitation to join the Board;
 - (ii) Laura Fiffick – Nominated by Jeff Truss; Vote to extend formal invitation to join the Board;
 - (iii) Elizabeth Yanez-Dosser – Nominated by Brian Gottschalk; Vote to hold for next nomination
 - (iv) Craig Holloway – Nominated by Elspeth Sharp; Vote to extend formal invitation to join the Board;
 - (v) David Edge – Nominated by Kenneth Tramm; Vote to extend formal invitation to join the Board;
 - (vi) Randy Hodo – Nominated by Kenneth Tramm; Vote to hold for next nomination
- 4. Introduction to Cara Milligan '08, Director of Development, College of Agriculture & Life Sciences; Direct: 979.458.2204; Cell: 210.416.3363; cara_milligan@tamu.edu
 - A. Discussion of Broad-based Development Strategy: Fundraising/Development Plan – FDOM willing to work with Kara to train and begin working out a plan.
 - B. Board members are willing to support development foundation by attending meetings with possible donors.
 - C. She is aware that the BESC program is a primary focus for the College of Ag so she will direct funds there when appropriate.
- 5. Social Media Training & Board Website Review– *Jeff Keic & Heather Wilkinson*
 - A. LinkedIn update- needs assistance on getting the content current, interesting and engaging. Want it to be more interactive. Request for Board to post content; questions; and discussions.

- B. Do we want to keep the discussions closed to BESC grads, students, board? Do we want to keep it fairly closed to relevant participants, but not exclusive to BESC.
 - C. Review of Board of Website-
 - (i) Keep it current;
 - (ii) Walk through job posting ability;
6. Fall Meeting Planning (*accompanying handouts – layout, grant, logistics*)
- A. Logistics and details – *Linda Brochu*
 - (i) Date: September 11-13, 2014
 - (ii) Texas A&M v. Rice
 - (iii) Vineyard Courts: Block of Rooms with a Courtyard and pool
 - (iv) Tailgate: May want to do it before and during the game and get TVs set up
 - B. Keynote Speaker Discussion: Would like to focus on the conservancy groups instead of regulators; would like it to be an Aggie, if possible. Possible Nature Conservancy of Texas
 - C. BESC Fall Extravaganza
 - (i) Successful NAEP grant to the COALS Council Development Program (\$2500); provided copy of the grant – Doug Anderson has agreed to match the grant of \$2,500 to pay for lunch and other necessities for the booth sponsors.
 - (ii) VISION: Featuring former Aggie Environmental Businesses (Mind map handed out) Corinne Rhodes, President (NAEP); Anna Cardines, Treasurer; Carolina Castro, Vice-President
 - 1. BESC Tailgate
 - 2. BESC Student Poster Symposium
 - 3. BESC Student Awards
 - 4. BESC Keynote Address
 - 5. BESC Professional Board Fall Meeting
 - 6. Environmental Profession Internship & Career Expo
 - (iii) NAEP will enlist the participants

- (iv) Department manage logistics in consultation with NAEP
- (v) Synergy with the Keynote lecture and Tailgate event for former students of the BESC associated programs, as well as, first meeting for new BESC Board members
- (vi) Expo will be from 9-Noon and 1-3; with Keynote at noon. Department will consider when to have the poster symposium
- (vii) May need to expand Thursday Board meeting to account for all of the additional extravaganza items

7. New Business

A. Fall meeting items:

- (i) Introduction of New Members
- (ii) Committee Appointments & Chairs
- (iii) Operating Budget
- (iv) Metrics Adoption – Goals set from September to August
- (v) Fall Updates: Career Center; Endowment/Development Fund, Committees, NAEP, Faculty

B. Spring meeting

8. Meeting Adjourned.