

# Ohio Chapters of National Audubon

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Grange Insurance Audubon Center

September 14, 2013

## **Which chapters were there?**

- Grange Insurance Audubon Center (Anne Balogh, Amy Boyd, Christie)
- Western Cuyahoga Audubon Society - Nora Ebie and Stan Searles
- Audubon Society of Greater Cleveland - Mark Demyan
- Firelands Audubon Society - Carol Landefeld
- Greater Mohican Audubon Society - Tim Leslie (came back as Pres. - they need help)
- Columbus Audubon Society (Bill Heck, Suzan Jarvis)
- Aullwood Audubon Center
- Tri-Moraine Audubon Society (Eric Broughton)

## **What are the chapters currently working on?**

- Partnering with county park systems and other organizations (ONWR, Magee)
- Partnering with colleges and universities
- Children's programs
- Programs for inner-city children
- Sponsoring Young Birders Club chapter
- Migration
- Increasing quality of programs by bringing in top (well-known, regarded) speakers
- Awarding grants, scholarships to youth
- Owning and managing properties
- Special programs and workshops
- Invasive plant mitigation
- Nature hikes, field trips

## **What are the chapters' strengths**

- IBA's (WCAS)
- Acquisition of resources (WCAS, Columbus, Miami Valley)
- Fundraising techniques (Miami Valley, Columbus)
- Social Media and web site design (WCAS)
- E-mail blasts (WCAS, Columbus)
- Partnerships (Tri-Moraine)
- Programs (Columbus)
- Managing sanctuaries (Greater Cleveland)

## **What are the chapters' challenges**

- Expanding and diversifying general membership and Board members
- Dwindling membership and Board members
- Expanding and diversifying members (general and Board) who volunteers
- Geographic proximity to membership
- Volunteer management
- Advertising/marketing
- Using and managing social media
- Programs and events mainly on a retiree's schedule
- Spending the money the Chapter has

## **What are the priorities? What we want to accomplish now/**

### **1. Work on IBAs -- main priority #1**

- GIAC received some money from a donation by Scott's due to a lawsuit over a poison in their bird seed. GIAC needs to do work on IBAs at the state level.
- GIAC wants 17 copies of our IBA report sent to them for informational packet being sent to all Ohio Chapters of National Audubon.
- Chapters who were present will contact those not present after the packet is received by the other chapters - we have Greater Akron

### **2. Communications**

- Not everyone receives NAS emails; those who do receive do not always forward to rest of Board members.
- GIAC will create database and send contact persons from each chapter important emails.

### **3. Social Media/Marketing**

- Facebook
- Twitter
- Google +
- E-mail blasts to members

### **4. Next Steps//To Do Items for WCAS**

- How-To Workshops for Ohio Chapters at GIAC to be scheduled for possibly February (in time to start IBA work in May).
- 1 or 2 days with each workshop presented twice for chapter member's flexibility in attending.

***IBA Workshop Preliminaries***

- Stan Searles offered for WCAS to go to other chapter's monthly program meeting and talk about our success in order to help other chapter gain buy-in from their membership to work on an IBA in their area. (think cheerleader)
- WCAS to mail 17 copies of our IBA report to Amy Boyd at GIAC for informational packet being sent to all Ohio Chapters of National Audubon.
- Packet to include information on what Chapters will need to do BEFORE February if they want to start their IBA work in May of 2014.
- Chapters present to contact those not present after the packet goes out
  - WCAS has Greater Akron - Nora is point person.
- WCAS will need to select who will do the workshops -Tom and Mary Anne, Stan Nancy and/or Nora? Any members who were very active in IBA?

***Communications***

- GIAC will create database of contact names and send group emails on items that they think chapters would want to know about.
- Select who will receive emails - point persons - who will forward on to others in chapter. (we selected the Executive Board: Tom, Nora, Penny, and Nancy)
- E-mail Blasts (Vertical Response, Constant Contact)
  - Suzan Jervis (Columbus - Constant Contact) and Nora Ebie (Vertical Response)
    - Bill Heck has already contacted me about Vertical Response; sent him links and info that I did have.

***Social Media How-To Workshop***

- Nora Ebie to present workshops on Facebook and Twitter
- Facebook page for all Ohio Chapters of Audubon
  - Nora Ebie and Ann Balogh to manage/administer page.