

Advocates for the Natural World



Environmental Forum of Marin
2013–2014
Annual Report



Promoting a Sustainable World Through Environmental Education

The Environmental Forum of Marin transforms people's lives by connecting them to the natural world so that they become lifelong advocates for the environment.

Advocates for the Natural World

Founded 1972
Environmental Forum of Marin
A California, 501c3, nonprofit organization
#94-2644185

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San Rafael, CA 94915
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MarinEFM.org

Cover photo courtesy of Jan Alff Wiegel

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Message from the President

At this time last year, we dubbed the coming Board year “Transforum.” We adopted this term to represent a distinct and definite step in the Forum’s 40-year continuum. We saw 2013–2014 as a time to tackle several important organizational developments.

Transforum

The Master Class had reached such a high level of quality that preparing for it and managing it had become essentially a full-time job. A job of this scope is hard to fill as a volunteer position. By early 2013, with no Director in place, it was clear that it was necessary to take a break from offering the Master Class. It was clear the Forum needed to assess the organizational demands of its programs.

Kathy Cuneo (MC0) joined the Board to lead a Program Planning and Restructuring Committee, which was charged with evaluating the Master Class design and schedule.

The committee’s work yielded a recommendation to keep Master Class 41 largely within the existing format and to consider any major changes to schedule and programming during the forthcoming strategic planning process. The Board adopted this recommendation.

Yet, it again proved impossible to find a Director. So past Master Class Directors Nancy Bell and Heather Furmidge, along with Vicki Rupp and Susan Rusche, developed a new recommendation, which was presented to the Board in November. In order to preserve the core of the program while making it more feasible to produce, they recommended shifting to modules and shortening the Master Class schedule. The Board adopted this recommendation along with the proviso that the Project component would be the responsibility of the Board to manage.

Once again the Board Development Committee went in search of a Director. Their search—along with a touch of kismet—yielded two individuals assuming management—Andrea Taylor (MC38, 8A) Director, and Kate Powers (MC27) Assistant Director with Marcia Sitcoske (MC35, Board 2008-2010) acting as advisor. They began in January 2014 and have quickly fleshed out an exciting program. The Project component will be overseen by a Projects Committee; soon we will be selecting members of this committee.

While the search for the MC41 director was underway, a Director for Lecture Series 2014 was found. In September 2013, Marilyn Norman began planning LS 2014. Shortly after establishing content, her part-time professional project became full-time, so she had to step down. In December 2013, Greg Brockbank assumed the role of Lecture Series Director. Nancy Bell served as the bridge between directors, and LS2014 would not have been as successful without her hard work. Kathy Cuneo provided critical guidance and support to LS2014 in her role as Coordinator Mentor. Katy Hallal provided important, timely, operational support.

LS2014 was comprised of four lectures covering an array of critical contemporary topics: Fracking, Sea Level Rise, Wildfires, Transportation and Land Use. Again, the Lectures Series delivered a set of lectures in which the caliber of the speakers and the quality of content were consistently praised as exceptional. Average attendance was more than 80 people per lecture.

Outreach

Engaging with the membership and the community at large has been an underlying theme throughout the year.

Public events included Savor Marin, held in October 2013. A remarkable team produced this celebration, and numerous sponsorships made it a financial success.

The Environmental Forum co-sponsored "What Would Climate Leadership Look Like In Washington?" an important community event featuring Congressman Jared Huffman.

In January 2014, we sponsored Peter Joseph's 30-minute "Talk Back," at two performances of the AlterTheater's production of The River Bride.

EFM had information tables at several events—screenings of Symphony of Soil at the Rafael Theater; Mill Valley Volunteer Day event, Earth Day celebration at Spirit Rock.

Members-only events included the annual Holiday party, once again beautifully hosted by Kathy Taylor and Terry Atkinson, the Annual Meeting, plus the member benefit of free admission to the Lecture Series. We sent an on-line survey to Members, which has yielded useful information.

Our inaugural "graduates" party was held on April 23, at Marin Community Foundation.

Social Media and multi-channel media as guided by Director Tamela Fish continues to develop as a vibrant, meaningful part of the Forum's community presence. It will feature in our upcoming strategic planning.

We applied to Marin County's Community Services Program for a grant to partially underwrite our Strategic Planning process. We are pleased to have been awarded a grant of \$2,500.

Planning

In the coming months we will develop our Strategic Plan. Our plan will guide us in expanding the reach of our programs, in finding ways to more dynamically engage our members, and in ensuring the long-term sustainability of the Forum itself. During this process, we will engage our membership and others in the community.

A largely new Board formed the backdrop to this year's activity. Many on this Board are working professionals (in effect, we are a "working" working Board), so the demands of the Forum must be met in and around other obligations. This makes the mechanics of our technical systems very important and they have proven to be vexatious. While we have had the support of previous Board members, this has remained a challenging area and will be considered during the strategic planning process.

A look ahead

In the immediate future we will focus on recruiting for and launching Master Class 41.

Session 1 of the Strategic Planning process will be held on May 10. Strategic Planning will be completed early in the Fall. Lecture Series 2015 will begin in January. Over the summer, we will decide the format and timing of our annual public event.

For the short term, Board members will assume some responsibilities beyond their specific role. For example, Greg Brockbank will be key to recruiting efforts for MC41. Once the strategic planning process is completed, we will re-focus on filling any vacant positions on the Board.

We will continue to focus on engaging more fully and broadly with our graduates and the community at large.

We look ahead and see exciting times for the Forum. Together the Board and graduates will continue to make the Forum a vital force for positive change.

2014 Annual Meeting Agenda

May 29, 2014

6:30–8:30pm

Creekside Room

100 Magnolia Avenue
Dominican University of California
San Rafael, CA 94901

6:30 Doors open, time to chat and enjoy light refreshments

7:00 2014 Business Meeting called to order

- Introduction of Current Board of Directors
- Report on State of Environmental Forum of Marin
- Overview of MC41
- Report of Fiscal Year 2013–2014
- Adoption of the 2014–2015 Budget
- Election of the 2014–2015 Officers and Directors
- Recognition of Outgoing Directors

8:00 Adjourn Business Meeting

8:30 End of meeting

2013–2014 Directors and Standing Committee Members

Officers

Sarah Kelley (39) President
Taylor Watts (40, 8A) Vice President
Vicki Nichols (39) Treasurer
Pat Nelson (40) Secretary

Directors

Kathy Cuneo (0, 7A) Program Director
Tish Brown (40) Membership Director
Vaughan Acton (40) Recruitment Director
Susan Bierzychudek (40, 7A) Communications Director
Gayle Marsh (39, 6A) Web and Print Media Director
Tamela Fish (39, 8A) Social Networking Director
Kim Rago (38) Events, Co-Director (resigned October 2013)
Kathy Taylor (39) Events, Co-Director
Taylor Watts (40, 8A) Events, Co-Director
Andrea Taylor (38) Master Class Director (appointed March 2014)
Kate Powers (37, 8A) Assistant Master Class Director (appointed March 2014)
Greg Brockbank (15, 15A, 7A, 8A) Lecture Series Director (appointed March 2014)

Board Development Committee

Vicki Rupp (33)
Susan Rusche (24, 1A)

Program Committee

Kathy Cuneo (0, 7A)
Vaughan Acton (40)
Diane Fruin (30)
Heather Furmidge (34)
Katy Hallal (37)

Treasurer's Report

Budget Overview June 1, 2014–May 31, 2015

Prepared by: Vicki Nichols, Treasurer; Sarah Kelley, President, Members of the Board

BUDGET FISCAL YEAR 2014–2015

Ordinary Income/Expense June 1, 2014–May 31, 2015

OPERATING INCOME

Interest Income	\$ 20
Dues & Donations	
Donations and Gifts	\$ 4,600
Membership Dues	\$ 6,100
<i>Total Dues & Donations</i>	<i>\$ 10,700</i>

Membership Events	
Annual Meeting May 2015	\$ -
Member Cocktail Party	\$ -
Holiday Party Dec 2013	\$ -
<i>Total Membership Events Income</i>	<i>\$ -</i>

Public Events	
Outreach event for public	\$ 3,000
<i>Total Public Events</i>	<i>\$ 3,000</i>

Total OPERATING INCOME **\$ 13,720**

PROGRAM INCOME

Master Class	\$ 12,500
Lecture Series	\$ 3,500

Total PROGRAM INCOME **\$ 16,000**

TOTAL INCOME **\$ 29,720**

OPERATING EXPENSES

Communications & Promotions	
Communications to Members	
Constant Contact Mailings	\$ 720
Membership Renewal	\$ 750
<i>Total Communications to Members</i>	<i>\$ 1,470</i>

Public Communications, Outreach & Marketing	
Events	\$ 450
General Publicity	\$ 350
Graduates Cocktail Party	\$ 1,000
<i>Total Public Communications, Outreach & Marketing</i>	<i>\$ 1,800</i>
<i>Total Communications & Promotions</i>	<i>\$ 3,270</i>

Internal Expenses	
Board Development	\$ 250
<i>Total Internal Expenses</i>	<i>\$ 250</i>

Membership Events	
Annual Meeting May 2015	\$ 300
Holiday Party Dec 2013	\$ 1,200
<i>Total Membership Events</i>	<i>\$ 1,500</i>

Budget Overview June 1, 2014—May 31, 2015, cont.

Public Events	
Outreach event for public	\$ 1,500
<i>Total Public Events</i>	<i>\$ 1,500</i>
<i>Total Internal Expenses</i>	<i>\$ 3,250</i>
Overhead expenses	
Admin support	\$ 3,000
Insurance \$ 1,950	
Membership Database & Website	
Memberclicks Hosting	\$ 3,720
Memberclicks transaction fees	\$ 550
Paypal Monthly Fee	\$ 360
Paypal Transaction Fees	\$ 300
<i>Total Membership Database & Website</i>	<i>\$ 4,930</i>
Office Supplies & Stationery	\$ 250
P.O. Box Rental	\$ 100
Postage	\$ 60
Small Equipment/Computers	\$ -
Software	\$ 100
Special Recognitions	\$ 250
Storage	\$ 810
Taxes	\$ 40
Telephone	\$ 275
<i>Total Overhead expenses</i>	<i>\$ 11,765</i>
Total OPERATING EXPENSES	\$ 18,285
PROGRAM EXPENSES	
Lectures: Assumes 6 lectures	
Facilities	\$ 500
Honoraria	\$ 175
Materials	\$ 100
Publicity & Recruiting	\$ 1,200
Marin T.V.	\$ 500
<i>Total Lectures</i>	<i>\$ 2,475</i>
Master Class 41	
Publicity & Recruiting	\$ 1,545
Program Expenses	\$ 5,220
Misc Preparation Expenses	\$ -
<i>Total Master Class 41</i>	<i>\$ 6,765</i>
Master Class 42 prep/publicity	
Publicity & Recruiting	\$ 1,500
Total PROGRAM EXPENSES	\$ 10,740
<u>TOTAL EXPENSE</u>	<u>\$ 29,025</u>
Net Ordinary Income	\$ 695

Balance Sheet as of March 31, 2014

March 31, 2014

ASSETS

Current Assets

Checking/Savings

1445 BoM Checking	12,121.09
5616 BoM Savings General	40,108.46
5236 BoM Savings Educational	
Joe Kohn Scholarship	8,500.00
5236 BoM Educational Savings	<u>9,670.85</u>
<i>Total 5236 BoM Savings Educational</i>	<i>18,170.85</i>

PayPal Account	<u>91.91</u>
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Total Checking/Savings	<u>70,492.31</u>
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<i>Total Current Assets</i>	<i><u>70,492.31</u></i>
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<u>TOTAL ASSETS</u>	<u>70,492.31</u>
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LIABILITIES & EQUITY

Equity

Retained Earnings	69,494.56
Net Income	<u>997.75</u>

<i>Total Equity</i>	<i><u>70,492.31</u></i>
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<u>TOTAL LIABILITIES & EQUITY</u>	<u>70,492.31</u>
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2014–2015 Slate of Officers and Directors

The Board and the Development Committee respectfully submit the following members as nominees for the slate of Officers and Directors for the Environmental Forum of Marin, for a term of service starting June 1, 2014, through May 31, 2015:

Officers

Sarah Kelley* (39) President

Taylor Watts* (40, 8A) Vice President

Vicki Nichols* (39) Treasurer

Pat Nelson* (40) Secretary

Directors

Andrea Taylor* (38) Master Class Director

Kate Powers* (27, 8A) Assistant Master Class Director

Tish Brown* (40) Membership Director

Greg Brockbank* (15, 15A, 7A, 8A) Lecture Series Director

Recruitment Director, Open

Communications Director, Open

Tamela Fish* (39, 8A) Social Networking Director

Kathy Taylor* (39) Events, Co-Director

*continuing from 2013–2014

2014–2015 Off–Board Positions and Standing Committees

Marcia Sitcoske (35) Advisor to Master Class 41 Program

Board Development Committee

Vicki Rupp (33)

Susan Rusche (24, 1A)

Coordinator Mentor

Kathy Cuneo (0, 7A)

Lecture Series 2014

It seems so seamless as an audience member. One shows up and listens to an incredible lecture. But presenting each lecture takes a great deal of effort and coordination. We thank everyone who has helped with the Lecture Series, in particular the following:

Leadership

Program Director: Greg Brockbank

Coordinator-Mentor: Kathy Cuneo

Fracking

In California? What the Frack!

Wednesday, January 29, 2014, 7:00-9:00 PM
San Rafael Council Chambers

Coodinators: Nancy Bell, Christin Anderson

Sea Level Rise

In Over Our Heads, San Francisco Bay, Why the Rise, Marin's Response

Saturday, February 8, 2014, 9:00 AM-Noon
Bay Model Visitor's Center

Coodinators: Sandy Guldman, Vicki Nichols

Wildfires

Fire Ecology, Risk, Prevention, Preparation

Saturday, March 8, 2014, 9:00 AM-Noon
Bay Model Visitor's Center

Coodinators: Kathy Cuneo, Kate Powers, Christina Waldeck

Transportation and Land Use

Growth, Housing, Traffic

Wednesday, April 9, 2014, 7:00-9:00 PM
San Rafael Corporate Center

Coodinators: Bob Brown, Linda Jackson

Donors and Supporters for 2013–2014

Key Supporters

Kathy Cuneo
Lynn Horowitz
Ellen Obstler
Vicki Rupp
Community Services Fund Program of the County of Marin

Supporters

Nancy & Bruce Bell
David Bernard
Tom Borello
Nancy & Ed Boyce
Stockton Buck & Linda Mornell
Bob Bundy
Cornelia Calhoun
Christine Mortonson Cunha
Nona Dennis
Dianne Fruin
Heather Furmidge
Betty Gandel
Claire Horn
Bettina Hughes
Karen Hyde
Sarah Kelley
Mardi Leland
Diane Lynch
Gina Marr
Stephen Mason
Donna & Paul Miller
Marilyn Norman
Barbara O'Grady
Mia Pelletier
Pamela Reaves
William Ring
Yvonne Roberts
Barbara Rothkrup
Conn & Susan Rusche
Ellen Seh
Susan Stompe
Christina and Ken Waldeck
Jan Alff Wiegel
Anthony Williams
Karen Wilson
Sallyanne Wilson
Chip Wray

Key Volunteers

Database Management Susan Rusche (24, 1A)
Web Support Bruce Bell (7A)
eNews Editor Bonnie Herzog (39)
Holiday Party Hosts Terry Atkinson and Kathy Taylor (39)
Photographer Mark Richards, Mark Richards Photography

Directors' Reports

Program Planning and Restructuring

Kathy Cuneo, Program Director and Coordinator Mentor

The Program Planning and Restructuring [PPR] Committee includes the following members: Heather Furmidge, Katy Hallal, Dianne Fruin plus Vaughan Acton, the current Recruitment Chair. The PPR Committee Chair is Kathy Cuneo. The Committee decided that we would conduct a survey to determine if we could construct a better schedule for presenting the Forum Master Class. We were trying to arrive at a schedule that would be appealing to a larger number of people than are currently signing up for the class and at the same time cause less "burn-out" for the Director. Since the beginning of the Committee's work, we met eight times and conducted interviews of the following: (1) persons who had been interested in but unable to take the course; (2) Advisory Committee members; (3) employers (seen to hold key to employee participation); and (4) recent graduates of Class 39 and Class 40.

The Committee reviewed our interview feedback and winnowed the comments and suggestions made by the persons interviewed. We received two distinct messages: (1) Tuesdays work for those who have taken the Class/are not employed/or are able to adjust their schedule; and (2) no weekdays are really good for employers, but they may be willing to accept one weekday combined with one Saturday (demonstrating that employees have "skin in the game").

In light of this outcome the Committee recommended that the Board consider this important and fundamental question during a Strategic Planning to occur in the near future. Until the new Strategic Plan is completed, the Committee recommended to the Board that they vote between two options that both retain the traditional Tuesdays: every week and every other week.

From November the Program Chair has served as the coordinator mentor for the Lecture Series recruiting and training nine coordinators and working with two new Program Directors.

Master Class Program 41

Andrea Taylor, Director

The goals of the Master Class Program this year were:

- To find a Director to run the Master Class 41.
- To establish a more modular and flexible design for the Master Class in order to accommodate both the volunteer effort required to offer the Program and the changing work world of the student demographic we want to attract.
- To successfully launch a new Master Class program after a year of the Master Class being dormant.
- We have currently accomplished the three above-mentioned goals on paper and have begun the marketing and recruitment discussions and efforts. Kate Powers is assistant director, Marcia Sitkoske is advisor to us both. The Master Class Program now has two components that together define the education series intended for students. There are two modules: classes and lectures, and students of the Master Class will be required to complete a project. The class program this year will be 8-weeks long with many field trips and focus on Marin's natural world, while the lecture series may include as many as 8 lectures that are about three hours in

length, representing a topic that is urgent and relevant to Marin's community. Future classes and lectures can and probably will change in number of sessions offered.

To that end, many of our Forum members participated with the usual zeal and concern starting last year, and they continue to participate to ensure the direction is secure.

The Future:

The newly emerging Master Class Program reflects the changing world. It will require a dynamic lecture series to balance the perspective on Marin as a unique place, developed in the classes and field trips. There will be a revolving door of issues for the Lecture Series to present, reflecting the issues on the horizon at that moment. It would benefit the County to have the Master Class Program attract minority, youth, and business leaders in the upcoming year.

Lecture Series 2014

Greg Brockbank, Director

I was a relatively late replacement as Director in December, and by then all the daily topics, venues, and daily coordinators had been chosen, and the publicity bookmarks were about to be printed. The major part of my work began just before the first of the four lectures in January. Full credit goes to prior directors Nancy Bell (who recruited me, met with me, and spent a couple of hours explaining the job), and Katy Hallal (who met with me twice to try and train me to enter the data from Memberclicks when people registered to attend the lectures, and put the information into the database we used at the sign-in table, and even did much of the work herself, including her recent agreement to reconcile the list with the walk-ins, which takes hours), and Kathy Cuneo, who coordinated with and trained the daily coordinators. Their work allowed me to focus on introducing our speakers, facilitating audience participation, and helping to promote the lectures.

After a couple of years of very low attendance at the Lecture Series, we had a big bump up last year (especially at the first one), and even more so for all four lectures this year: 130+ for Fracking, 80+ for Sea Level Rise, 60+ for Wildfires, and 60+ again for Transportation and Land Use, for an average attendance of over 80 per lecture. The daily coordinator/moderators (primarily Nancy Bell, Vicki Nichols, Kathy Cuneo, and Linda Jackson, respectively) were all outstanding, as were the speakers, and the audience. So, by all accounts, the series was a great success, bringing in more money than expected (about half the attendees paid, and about half were Forum grads, attending for free), and adding substantially to our database of names for future publicity, which may help fill Master Class 41 and next year's Lecture Series.

Kudos to Gayle Marsh, Susan Bierzychudek, and others (including all of us who personally distributed bookmarks and promoted the series) for the great publicity—perhaps the best we've ever had—which resulted in the record-breaking attendance. Most of my job was checking with people to make sure everyone and everything was on track, including the daily coordinators and their speakers, the logistics of the venue, the electronics needed to put on PowerPoint presentations, etc. Otherwise, it was writing out a few announcements to present before and after each program, and generally being a good ambassador for the Forum, in order to give it the dignity (hopefully with a dose of humor) it deserves.

Next year, the Lecture Series will be "Part Two" of the Master Class, so there will already be that built-in audience, plus there will also be Forum grads, and members of the public, as usual. Katy Hallal suggested, and I heartily concur, that we find a new way to transfer data from Memberclicks (or whatever we use next year) to the sign-in sheet database, which is currently very tedious and time-consuming, and this may or may not involve hiring a person with such skills.

And rather than have three different venues for four lectures, I would ideally like to see one venue (so people don't get confused), that everyone knows how to get to, with plenty of parking, and plenty of seating (we almost outgrew all three venues we used this year). My suggestion is the Board of Supervisors' Chambers, which should be free if we can get a Supervisor to "sponsor" us, but we can discuss other options.

Membership

Tish Brown, Director

The goal of the Membership Committee is to perpetuate the Forum through the involvement of its community. The community consists of Forum graduates as well as non-graduates who contribute to the activities of the Forum (for instance, speakers).

Currently, the only people eligible for membership are graduates. In November 2013, we sent an invitation to renew membership for 2014 to the 278 most active of the more than 1000 graduates. Of these people, more than half have renewed as members for 2014, and many who have not renewed have participated in the activities of the Forum. In the future, we will continue to work on raising the number of current member-participants.

Efforts in support of membership involvement have included sending renewal solicitations and reminders; drafting and sending out a members questionnaire; being present at each lecture and encouraging lapsed members to renew; refining some wording on the website; and initiating a Master Class 40 reunion.

Strategies for enhancing and perpetuating membership involvement include:

- Maintaining the very high standard of Forum activities, from the 2014 Lecture Series to Master Class 41.
- Continuing cultivation/community-building activities such as the Holiday Party, Savor Marin, Master Class reunions, and other affinity events such as member socials and an environmental book club.
- Increasing Forum board and non-board participation in support of Forum efforts, thereby widening involvement and capacity – i.e., recruiting volunteers.
- Ascertaining that the Forum website is member and non-member friendly.
- Optimizing communication through media; social media, website and other means.
- Revisiting policies regarding eligibility for Forum membership.

Recruitment

Vaughan Acton, Director

This year's recruitment efforts were focused solely on broadening the base of participants in the Lecture Series. No Master Class was held this past year.

We launched a multimedia marketing effort, using email, public relations, print collateral, website, social media, and partnering with sister organizations. Thanks to the leadership of Greg Brockbank, hot topics, excellent speakers, and Communications Team efforts, we broke all records for attendance.

Communications

Susan Bierzychudek, Director

Overarching Team Goal: Maintaining and Extending the Environmental Forum Presence

The basic goals of the Communications Team this past year have been to:

- Support educational programs, recruitment and event media needs
- Maintain a consistent brand voice and presentation
- Support social media, education, and event needs
- Promote awareness through website and e-newsletter development and support

As Director, my individual goals have been to:

- Maintain processes and systems that integrate consistent communications initiatives
- Develop organized processes to help publicize events and classes to the community
- Empower team members to manage their respective areas of responsibility: website, social media, e-newsletter

We have achieved some successes through the past year, in particular:

- Helping to achieve unprecedented levels of attendance for the 2014 Lecture Series
- Securing a partnership with AlterTheater to engage new prospective members
- Resuscitation of the e-newsletter, publishing on-time, the first of each month

As a working Board, team support is essential to accomplishing our collective goals.

The Communications Team and I are indebted to others who have helped, in particular:

- Gayle Marsh, without whose tireless dedication and professional skills our online and print collateral might not exist
- Bonnie Herzog, whose indefatigable attention to schedule and details has helped bring the e-newsletter back to life
- Each of the lecture leaders for organizing and supplying critical information
- Greg Brockbank, for publicizing the Lecture Series as if it were his first-born
- Nancy Bell, who just can't seem to stop herself from making the Forum a better, more organized and worthwhile organization

Thoughts for next year

Professional demands require that I step down from my position at the end of this term. My hope is that the Communications Team will:

- Continue to extend the levels of organization that ease publicity of our Lecture Series and Master Class
- Set more frequent team meetings to bring well-reasoned recommendations to the Board
- Play an integral part in fundraising efforts that will be critical to the continued longevity of this organization

Web and Print Media

Gayle Marsh, Director

Director's Area

I manage page and content changes to the Forum's website, hosted by Member Clicks. I'm responsible for creating and executing any print items needed by the Forum, along with giving visual guidance for the electronic newsletter and social media communications through Constant Contact. Through these functions, I help maintain the Forum's presence, ensuring consistency with branding, mission, and message.

Accomplishments

Over the past year, I've managed branding for all of the Forum's printed and electronic communications. This includes the website, e-Newsletter, postcards, bookmarks, flyers, stationery, event graphics, and electronic announcements. Through the various media, I've helped to maintain the Forum's visual presence.

Contributions by the following people helped meet my goals: Susan Bierzychudek for constructive criticism and guidance; Kathy Cuneo for supplying content and proofing; Tamela Fish for reminding me about the importance of social media; Nancy Bell for ongoing support; Bruce Bell for website assistance; Bonnie Herzog for our e-Newsletter; Vicki Rupp for her beautiful photographs and Sarah Kelley, Pat Nelson, and Vicki Nichols for the tiny details that keep the Forum functioning.

Goals for the Coming Year

I will be leaving the board after nearly 2.5 years of service. I will continue to work with the board members during this transition to ensure our branding stays current and professional.

Social Networking

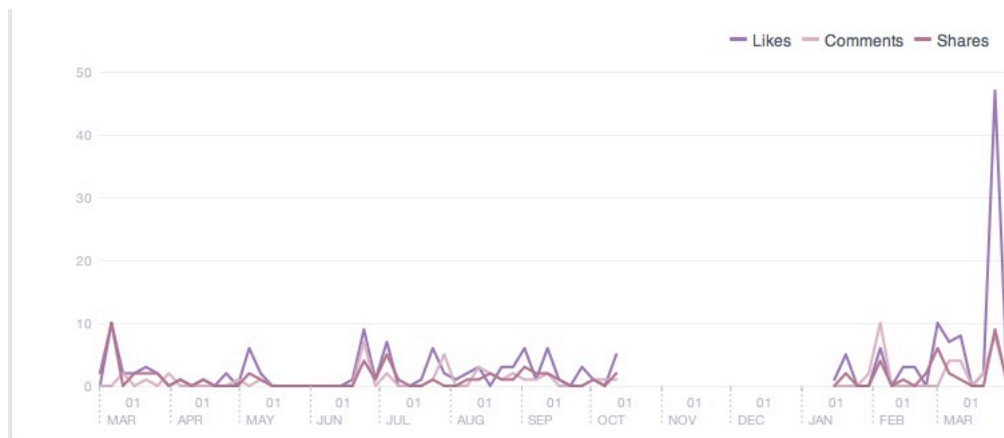
Tamela Fish, Director

The goal of social networking is to increase the presence of the Environmental Forum of Marin in social media and multimedia channels. Responsibilities include posting event information, entertainment, and news. The Social Networking Director is also responsible for tracking statistics, educating Forum members about how to use the media, informing on current trends, and presenting a marketable presence for the Forum at events. Social networks are community based and the Social Media Director should encourage other content creators to participate in the media presence. The Social Media Director provides "the face behind Facebook" to build trust in the community and should attend lectures and networking events. The Director of Social Media currently works within the Communications Committee as a supporting member and as member of the board. The Social Media Director should be skilled in advocacy, communication skills, and computer technology in general.

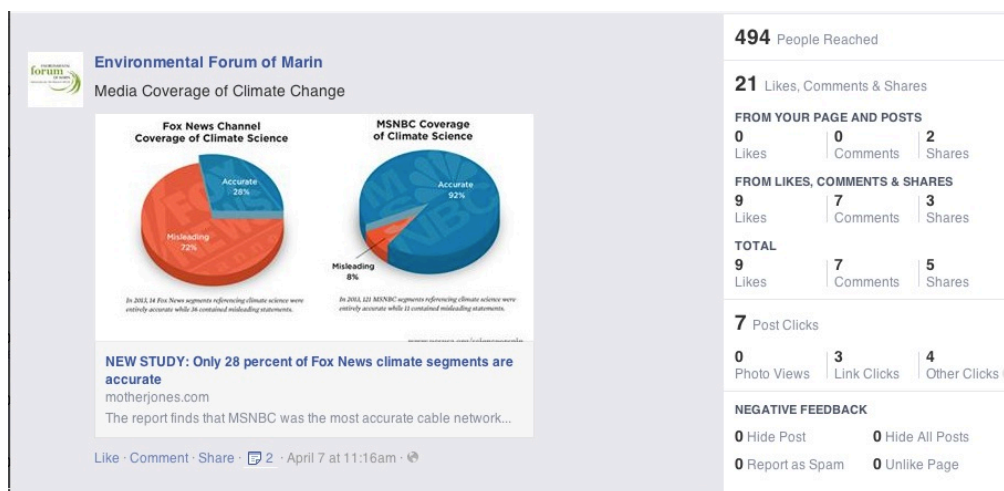
Accomplishments

Social media efforts focused on Facebook this year. The amount of people who "liked" the existing Facebook site did not dramatically increase. I attribute this not only to our reduced schedule and marketing efforts, but also the effort by Facebook to monetize. Facebook released multiple new updates over the year that dramatically reduced the viewership of pages. We recovered and brought viewership back and above previous levels. The key to staying in the data stream for free (paid options exist now also) is to "like" and "comment" or "interact" with the page. The more interaction a page receives from the audience, the more likely it is to be viewed. If interaction is not possible, the organization should consider paying to increase viewership of our own marketing posts. The service is available per post. We did not pay to broadcast any information in social media this year.

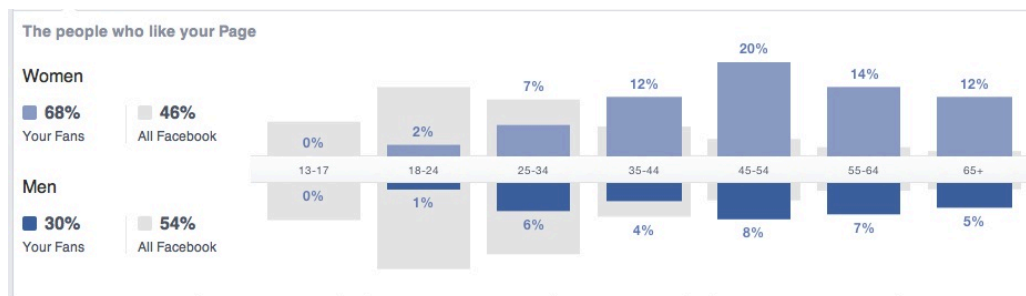
The graph below shows an overview of interaction on our page between March 1, 2013 and March 31, 2014:



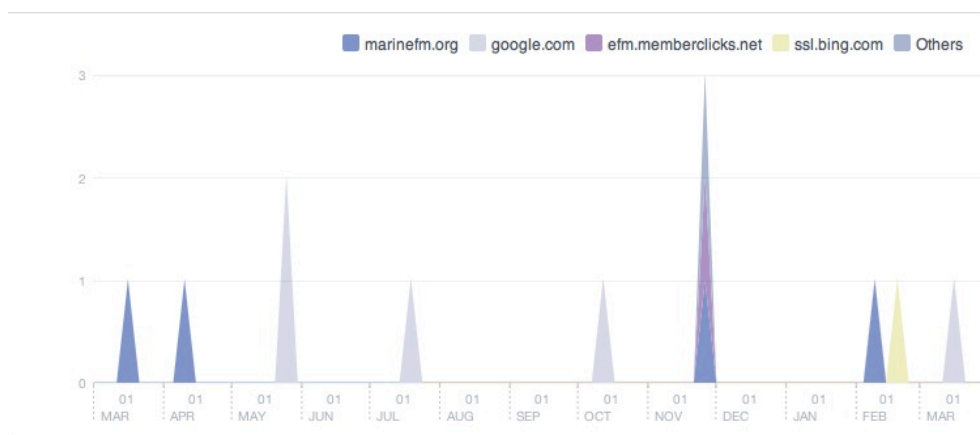
Our most popular post this year, an article on climate refugees, reached 1,837 people. Another popular post was a link on Media Coverage in Climate change posted by Patricia Nelson. It reached 494 people. Detailed information on this specific post is provided below.



The need to integrate a more varied demographic within The Environmental Forum of Marin was achieved successfully within social media this year. Below is a graph of our 291 strong diversity-friendly Facebook audience.



Social Media was successful in encouraging renewal of membership and registration for classes, proven below with a graph highlighting “click throughs.”



Patricia Nelson, Class 40 social media recruit, was an invaluable and dedicated volunteer over the year. She reviewed LinkedIn and other sources for relevant articles and posted them on the page for our audience. The goal of our social media outlets is to have at least three administrators researching and posting articles relevant to our organization, and one administrator (fulfilled by the director position) posting local events, our own marketing material, and networking with other pages and local partners. It would be of great benefit for the organization to identify a suitable candidate at the beginning of future master classes and recruit them to post information relative to their class. Multiple viewpoints and consistency are important to the tone and success of a successful social media presence.

Thoughts for next year

We need to expand our presence on LinkedIn and eventually Twitter. We have accounts created, but they are being minimally maintained due to time and interest constraints.

More education is needed for existing membership regarding social media and digital marketing in general. I would like to create a group training session with each Master Class and continue to train board members. We continue to refine and define our voice across all media channels to support the Environmental Forum of Marin and our mission.

We have the ability to grow and offer more training digitally via webinar or You Tube and capture an additional group of individuals not able to attend lectures in person, due to time or distance. Currently, many organizations offer climate change/sustainable/social justice education via digital content and on-line meeting. We have addressed this need with the taped recordings of CCTV and an updated website, but much more potential exists. Recent history proves social media can reach multiple demographics successfully, swiftly, and for free with significant outcome. It is important for our board and membership to embrace and learn more about this technology.

The Director of Social Media currently works within the Communications Committee as a supporting member and as member of the board. I suggest external social media training for board members.

Thank you for the opportunity.

Events

Kim Rago, Kathy Taylor, Taylor Watts

Accomplishments

Savor Marin

Savor Marin was held on October 12th. Approximately 115 people attended the event. We met our budget and fundraising goals. Indeed, we doubled the income received last year.

Speaker: Daphne Miller, author of *Farmacology*, spoke about the surprising ways in which the ecology of our bodies and the ecology of our farms are intimately and inextricably linked.

With Gratitude: Thank you, to those who supported the event beyond our expectations:

Pam Ferrari, for extraordinary food.

Bob Bundy, for co-sponsoring the event with the Lions Club.

Sue White, for Floral/food Stylist.

Hannah Doress, Earth Day Marin, for promoting the event and volunteering.

Susan Bierzychudek, for the many volunteer hours and all that helped to make this a successful event.

Gathering of Graduates

On April 23rd we had a gathering of graduates at the Marin Community Foundation. The event is intended to be an annual event. As the first for this Board, we anticipated a modest response and will build on the foundation laid during the 2013-2014 year.

Thank you to sponsors and supporters:

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Linda Mornell & Stockton Buck

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