

**THE AMERICAN CHESTNUT FOUNDATION  
EDUCATION SUBCOMMITTEE MEETING**

Friday, March 23, 2018  
9:45 to 10:45am, SVHEC

Attendees:

***Education Subcommittee Members:***

Barbara Tormoehlen (Chair), Carolyn Keiffer, Lois Breault-Melican, Dennis Melican, Robert Sypolt, Rex Mann, Yvonne Federowicz, Doug Gillis, John Wenderoth (*new member*), Samantha Bowers (Liaison and Recorder). *Attending by phone:* Kathy Marmet and Tim Womick

***Also attending:***

Cathy Mayes, Cartter Patton, Michael Doochin, Allen Nichols, Ricky Caldwell, Brian McCarthy, Glen Kotnick, Larry Yozwiak, Heather Nelsen, Lisa Thomson, Jules Smith, Brandon Yanez, Cherin Marmon Saxe, Betsy Gamber, David Kaufman Moore, Michael French, Judy Antaramian, Shana Zimnoch, Michael French

***Subcommittee Members Not Present:***

John Dougherty, Frederick Paillet, Lynn Garrison, Hugh Irwin, Bill Lord, Janelle Reardon

Brad Yohe, Penny Firth, and Tommie Waters have resigned.

**Agenda**

Chair Barbara Tormoehlen called the meeting to order, expressed thanks to those attending, including those participating by phone, and confirmed that this is now the TACF education subcommittee, reporting to the Promotion and Outreach Committee, as a result of recent By-laws and Standing Rules changes based on the TACF Strategic Plan.

**Approval of Fall 2017 Minutes**

Carolyn Keiffer made a motion, seconded by Doug Gillis, to approve the October 5, 2017 minutes followed by unanimous approval.

**Highlights from Jules Smith**

Jules Smith presented a communications power point titled Taking the Guesswork out of Story Submission and other FUN communications and marketing topics. Jules reviewed best practices with submissions for eSprout, *Chestnut*, social media, and calendar event posts.

Chapter resource page password: *16chapters*, [www.acf.org/tacf-chapter-resources](http://www.acf.org/tacf-chapter-resources)

Brian McCarthy suggested to use GIMP to assist people with proper sizing of photo submissions. <https://www.gimp.org/>

Brian McCarthy asked if our website was in line with ADA compliance. Yvonne Federowicz said we should use the browser plugin called WAVE to ensure compliance, e.g. Cannot post pdf links without html or rich text formatting. <https://wave.webaim.org/> Staff will research ADA website compliance and how it pertains to small nonprofits.

**Education Subcommittee Brief presentation**

Barbara Tormoehlen reviewed Scott Mann's presentation and how the workshop will assist the education subcommittee, and reviewed the Education Brief handout. The brief incorporates the

Implementation Plan items that are the responsibility of the subcommittee. The largest item to attend to is to review the education materials on the website. Taskforces will be assigned for the real, tangible work to take place.

#### Discussion of Subcommittee Brief

Education, Training and Outreach are the categories.

##### 1. Education:

- Kathy Marmet suggested we lead with our strengths and where we have resources and capacity.
- Tim Womick discussed the American chestnut schools club structure where chapters help facilitate the growth from local schools in the regions.
- Lois Breault-Melican is working on a middle school project where the teachers and kids are deciding the priorities, though the structure could be a replicable template that includes curriculum.

##### 2. Training:

Item not discussed.

##### 3. Outreach:

###### a. External Outreach (general public and other adult education)

- Robert Sypolt discussed the Boy Scout Jamboree. This year there will be fairs, events, and ceremonial plantings. Barbara Tormoehlen recommended he work with Lois Breault-Melican to replicate the established program she is working with.
- John Wenderoth is focusing on outreach and fundraising events this year as the education chair of Pennsylvania Chapter.
- Rex Mann is doing a TED Talk in Ohio this fall.

###### b. Website Revision and Social Media

Carolyn Keiffer said there is a disconnect between all of the chapter educational programs with only a brief update received at these meetings. Betsy Gamber said we may be able to capture this summary data in the chapter annual reports. If chapters can report activities as they go via our website, that would be preferred. Staff will research online reporting options.

###### c. Learning Box Status and Future

Yvonne Federowicz stressed the importance of the refreshment of learning boxes.

#### Selection of Action Items – Based on discussion and TACF Implementation Plan, task-forces assigned:

- Revision of the education web pages [Yvonne Federowicz, Carolyn Keiffer]
- Revisiting the learning box program [Barb Tormoehlen, Sara Fitzsimmons, Kendra Collins]
- Junior high and high school programs [Lois Breault-Melican, Denis Melican, Robert Sypolt, Doug Gillis, Yvonne Federowicz]
- Module for chapters to report education and outreach activities. [Carolyn Keiffer, Denis Melican, Lois Breault-Melican, Yvonne Federowicz, Betsy Gamber]

Follow-up will occur to identify subcommittee members interested in working on one or more of the above action items. [brackets indicate those who have expressed interest to date] Task forces will get started and report to the full subcommittee at benchmarks throughout project development.

Meeting adjourned.