

New Mexico Academy of Science
Board Meeting Minutes
NM Museum of Natural History & Science / Conference Call
September 27, 2014

Board Attendees

Michaela Buenemann, Malva Knoll, Anton Hartono, and Shanalyn Kemme at the NM Museum of Natural History & Science. Lynn Brandvold, Kurt Anderson, Jason Jackiewicz Vincent Gutschick, and Marvin Moss participated by teleconference. David His, Director Emeritus, participated at the Museum. Michaela called the annual meeting to order at 10:00a.m. A quorum was present. Parenthetical notation shows the person who made the motion followed by the person who seconded the motion. (Motion, Second).

Board Meeting Agenda and Minutes

The Board approved the agenda for the NMAS Board meeting on September 27, 2014 (Kurt, Anton). The Board approved the minutes from the NMAS Board meeting on July 14, 2014 (Kurt, Anton).

Treasurer's Report

Vincent presented a written treasurer's report which was approved (Kurt, Marvin). Board members requested that future reports be presented in the format of an excel spread for easier readability. Vince will forward a copy of today's report in that format also. Vince reported receiving only 4 renewal memberships including one whose check was held at the Museum for 6 months and was invalidated by the bank. Michaela clarified Vince's duty to check the NMAS web mail so that on-line memberships are current. There was a September 12, 2014 enrollee discovered by Jason in the web mail. Vince and Jason will check to ensure Pay Pal money transfers are being made correctly into the NMAS account when membership dues are posted. Currently all NMAS web mail is being forwarded directly to Michaela. Vince, Jason, and Kurt have email access codes.

Announcements

Malva provided a sympathy card for board members to sign. It will be mailed from Las Cruces to David Duggan on the death of his wife Ruth, who served on the NMAS board. Jason and Shanalyn will add an article for the upcoming newsletter. Anton suggested a link in the article to the obituary provided by the funeral home.

Jason Jackiewicz will be on sabbatical from NM State University. Board members requested that, and he agreed, to remain on the NMAS board during that time. Officers will help fill any gaps during his absence. Quarterly meetings will be scheduled when he is able to attend.

Malva and Shanalyn staffed the NMAS table at Teacher Open House. They provided Sundial worksheets for teachers and copies of the NM Journal *From Sundaggers to Space Exploration*. The Sundial handout was created by Dave Thomas and Malva has a copy in pdf format.

Michaela will help create a revised copy for NMAS use. Anton will place it with the certificate of membership for new members. There are currently about 300 copies available for distribution at NMAS events.

NM Junior Academy of Science

Lynn Brandvold sent out information for 2014-2015 with revamped forms for the new year. Lynn reported raising the price of registration for the event to \$8.00. Michaela will update the website with NMJAS information and forms.

National Youth Science Camp

Malva will contact Richard to request biographies and pictures of the 2014 participants for the next edition of the NMAS newsletter. Richard was not in attendance. The board returned Richard as director of the NYSC to a board position at the last meeting in July.

Outstanding Science Teacher Awards Program

Jayne Aubele, Deb Novak, and Shanalyn Kemme met August 12, 2014 to revise the outstanding science teacher award nomination form (received from Michaela). John Irwin was not in attendance. Deb Novak distributed the forms electronically and will receive nominations electronically by the October 3, 2014 deadline. NMAS also distributed paper forms encouraging nominations at the Teacher Open House. Michaela requested an update from Deb about the number of applicants and the possibility of extending the deadline for nominations. Deb is working on improving the solicitation process for next year.

Lecture Series

Vince was able to book a lecturer on Marvin's behalf for NMAS at the NMSU campus. Rain in New Mexico: Past, Present & Future will be presented by Dr. Schmugge at 5:30 PM, Wednesday, October 8th, at the Museum of Nature and Science, Las Cruces. Dr. Schmugge has been an intellectual leader in improving both the theory and the application of microwave and infrared radiative transfer for the remote sensing of the land surface, especially soil moisture, surface temperature, and emissivity. Dr. Schmugge was elected a Fellow of the Institute of Electrical and Electronic Engineers (1998) and a Fellow of the American Geophysical Union (2001). Marvin will attempt to book Mark Boslough from Sandia National Laboratories to speak about the asteroid outburst over Siberia. Marvin will arrange date, time and location, hoping to have a lecture prior to the end of the year.

Museum Liaison

Jayne Aubele provided a list of NM Museum resources to Michaela who added a new tab on the NMAS website titled resources.

Community Outreach

Anton is targeting Sandia National Laboratories to gain NMAS members. He solicited agreement from Amy Tapia in the Sandia National Laboratories SNL Community Relations Office to support the Outstanding Teacher Award. Michaela will help Anton define his audience and mode of communication to increase membership at SNL, the Technology Park, Intel Corporation, and the Albuquerque community. Anton presented a draft of a membership certificate which he will send to board for comments. Kurt suggested printing of business cards for NMAS board members for general use.

Newsletter

Shanalyn will publish the next newsletter. She will add information from the November annual meeting, teacher awards, obituary on Ruth Duggan, National Science Youth Camp, teacher open house, membership renewal, and possibly election of new board members (depending on the time of publication).

Jason and Michaela will coordinate efforts to send an e-blast to NMAS members with a call to nominate candidates for officers, annual meeting notice, and membership renewal reminder.

Annual Meeting

The board accepted Dr. Abe Ellis as the keynote speaker. Jason is soliciting biographical information for the program notes. Mary Jo, EPSCOR director, has not received as many abstracts as last year and she extended the deadline beyond Sept. 30th. Jason and Mary Jo will arrange sessions when the last abstracts arrive. The committee has not made food choices but the annual meeting will host lunch similar to last year. Payments for registration are made through NMAS PayPal account. It is free for all students. The abstract submission is open to general public as long as the student is registered. Michaela will update the NMAS website with the annual meeting registration information link. All registration is going through EPSCOR site. Jason has confirmed that High School students are allowed to present and Lynn will invite two students from JAS with research on energy and water to participate.

Old Business

Malva showed possible designs for the NMAS banner. The board approved \$300 for hiring a graphic designer to complete the design (Anton, _Shanalyn). Malva will pursue production of the banner including the newly adopted tag line from the mission and goals of NMAS.

Michaela tallied board preferences for the swag NMAS will purchase for distribution at the annual meeting. She will distribute final choices to the board including tote bags, magnets, and usb drives. Jason will research prices for the tote bags. Michaela will solicit board approval by email tally. The board approved \$250 in the annual budget at the January 2014 meeting.

Marvin presented a motion to re-initiate the Visiting Scientist Program with the offer that he speaks to people in the legislature who might sponsor the program. No one on the board seconded the motion; the motion died.

Michaela tallied the board about distributing an electronic survey to question members about the goals and projects of NMAS. There was consensus on using a mix of multiple choice and open ended questions to determine the strategies to enhance NMAS visibility next year.

New Business

Michaela presented the action item list she distributed after the July 14th meeting. She was disappointed in the lack of response to queries about the mission, vision, and goal statements. The board discussed and approved these statements:

- Vision statement: The NMAS will be the premier advocate and resource for science and science education in New Mexico (Kurt, Jason).
- Mission statement: The mission of the NMAS is to serve the state of New Mexico and its communities by publishing science and science education materials, giving recognition for contributions to science and science education, fostering scientific cooperation, raising public awareness of the importance of science and science education, and providing advice on matters related to science and science education (Kurt, Shanalyn).

The board held a general discussion and reached consensus on these future actions.

1. NMAS should maintain and improve its current programs including Jr. Academy of Science, Teacher Awards, the NMAS Journal, the lecture series, and the annual meeting.
2. NMAS should work to improve visibility to the public about the major projects and use its programs to increase membership.
3. NMAS should recruit professional scientists as members in order to provide members and the public with better resources for science and science education.
4. Each of the committee chairmen should establish goals for their programs this year.
5. NMAS will establish a list of member benefits to be linked to publications of the newsletter and other communication by NMAS. Some ideas: (Networking at the annual meeting, inclusion on resume of NMAS presentations)
6. Outreach chairman is charged specifically with increasing visibility of NMAS in the community by establishing contact lists and opportunities for advertizing.
7. NMAS will maintain links to other science networks including the UNM STEM Ed website to increase visibility.
8. NMAS will continue outreach to NM legislators and government officials to inform them of programs and resources of NMAS.

These goals can be categorized as follows for use at the next NMAS Board Meeting.

✓ **Goals**

- Maintain or improve the following programs: NMJAS, NMJS, OSTAs, Annual Meeting
 - Chairs of committees will develop sets of objectives
- Increase visibility of NMAS
 - Produce NMAS business cards by the next quarterly meeting (Malva, Michaela)
 - Create list of addressees by the next quarterly meeting (Sandia, Intel, Universities, Schools, Local Papers, The Alibi, etc.) (Anton)
 - Work with committee chairs to advertise activities to addressees (Anton)
 - Send letters to legislators and inform them of how great we are (Kurt, Marvin)
- Increase membership
 - Create list of membership benefits that can be advertised (NMAS affiliation will look good on your resume) (All)
 - Send out membership benefits list along with request for renewals
 - Include membership benefits box in newsletter
 - Include membership benefits section on website
- Provide more science and science education resources for the public
 - Visit UNM Stem Ed website to see what resources already exist (Malva)
 - NM Museums of Science – DONE

Michaela Buenemann 9/30/14 4:35 PM

Comment: Can you include this level of detail with major indents representing the four goals and secondary indents representing objectives?

The NMAS meeting was adjourned at 1:00 pm with a charge that all board members solicit nominations for new officers to be elected in November (Kurt, Shanalyn). The next meeting of NMAS will be November 1, 2014 at the annual meeting.