



NMAS Board Meeting

Date: September 29, 10:00 am - 12:00 pm

Physical Meeting Location: New Mexico Museum of Natural History and Science

Virtual Meeting Location: Call-in number: Zoom Account (NMSTA)

1. Call to order

2. Roll call

Attendees at the Museum: Malva Knoll, Nancy Hurtado-Ziola, John Emerson, Jayne Aubele, David Peters, Shanalyn Kemme, Amalia Parra, and Michael Gonzales. Attendees by conference call: Natalie Rogers, Steve Jett, Lynn Brandvold and Kurt Anderson. Guest: Valorie Aquino
Absent: Anton Sumali, Peterson Moyo, Richard Nygren.

3. Proof of quorum (Quorum is ½ of 15 members) Present today 12 of 15.

4. Approval of the agenda (John Emerson)

Agenda approved with the following additions and deletions. (John, Shanalyn)
Delete STEM Symposium (item 21). Add Malva's report on NMSTA budget to Legislative Education Study Committee and personal letter to Senator Mimi Stewart re on NGSS budgets.

5. Secretary's Report (Malva Knoll)

- a. Electronic Votes to Report since last meeting – none
- b. Board Actions/ email votes: Michael Gonzalez provided information the for W-9 form needed by Sandia National Labs for grant funding. Lynn Brandvold provided information to Sandia National Labs concerning NMAS Jr. Academy of Science funding.

6. Secretary's Report (Malva Knoll)

Malva presented and the board approved the previous meeting minutes as edited through emails from attendees. (August 8, 2018). (Malva, Shanalayn)

7. Treasurer's Report (Michael Gonzales)

NMAS Treasurer Report (August 1, 2018 – September 30, 2018)

Current Accounts	12/31/17	3/31/18	6/01/18	7/31/2018	9/28/2018
Checking	\$6,187.57	\$5,351.24	\$1,510.24	\$2,029.24	\$3,050.91
Share Account	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Savings	\$11,859.59	\$11,863.96	\$11,865.42	\$8,870.26	\$8,871.77
Endowment	\$43,179.90	\$44,271.17	\$43,920.09	\$44,369.13	\$44,369.13
PayPal	\$1,183.22	\$1,256.16	\$1,280.13	\$1,280.13	\$1,280.13
Account Totals	\$63,165.27	\$62,747.53	\$58,580.88	\$56,553.76	\$57,576.94

INCOME

NMAS Income

1. \$600 check deposited from LANL for NMAS-Outstanding Teacher Award.
2. \$479 check deposited from Credit Card Services- Overpayment.
3. Received \$36 from United Way Albuquerque via direct deposit.
4. NMAS savings account received interest in the amount of \$1.51.

5. No updates regarding the endowment.

Total Income for NMAS July 31, 2018 - September 30, 2018 was \$ 1,116.51.

NMJAS Income

1. None to report at this time.
2. An invoice and W-9 were submitted to Amy Tapia at SNL for \$4000 by Lynn. (Corrected at meeting)

Total Income for both NMAS and NMJAS was \$1,116.51.

EXPENSES

NMAS Expenses

1. One Year Website Hosting via Weebly paid via credit card- \$144.00. Credit card payment will be made October 4, 2018.

NMJAS Expenses

NMJAS budget was \$4,479.34 as of May 31, 2018.

1. No new expenses to report.

Total balance remaining in the NMJAS budget is \$4004.01.

8. Junior Academy of Science-Sandia National Laboratories grant and future commitment

Michael sent a W-9 to Sandia Labs with information about type of organization and taxes so that the Jr. Academy grant from Sandia National Labs could be processed. Shanalyn reported the grant cycle dates have been moved. Sandia personnel stated the reason for cutting off funding for the Jr. Academy is a company shift to supporting families and at risk students, and local projects rather than STEM. They also thought Jr. Academy lacked broad impact. SNL sited only 19 participants in Jr. Academy. This was actually the count of only district winners. NMAS missed the last SNL funding cycle. Next year we are back into the regular cycle with director Younger and Amy Tapia. Malva offered to prepare a corporate report style paper about the Jr. Academy Program. Lynn will check the documents and will forward to the grant department with Sandia National Laboratories. That report will be placed on the NMAS website. The NMAS board members will be listed with their community and professional associations. Those associations will include Nancy Hurtado's connections to SACNAS (Society for Advancement of Chicanos/Hispanics and Native Americans in Science) which serves a racially diverse population.

9. NMAS Symposium October 27, 2018 (Natalie Rogers)

Natalie sent email announcements about the Symposium. The close of the registration for participation is October 8, 2018. Natalie has heard from 3 high school students but has not verified whether they would be submitting abstracts for the symposium. There are participants from Eastern, NMSU, UNM, LANL, and University of Southwest. John Emerson reported contacting Melanie Moses in Computer Science Dept. as a guest lecture. He is also working with Hy Tran to invite the Associate Director of the Physical Measurement Standards Bureau. A third possibility as guest lecturer is Greg Taylor who does research about super mass of black holes which can gather up the matter in the universe.

NMAS gives awards at the annual conference including teacher awards and speaker awards. Jayne will order the 2018 plaques. She will use the NMAS credit card from Michael for purchases at Bright Ideas.

Amalia created web presentations for the Symposium on "How to Write an Abstract". Natalie posed them to U-Tube and Face book pages. Natalie said registration numbers are low and

requested that board members reach out their networks for attendees. There will not be many booths in the lobby so that people can attend the sessions.

Michael will provide flyers from NMAS and SACNAS for the registration packets. There is no hard copy attendee packet but Natalie provides an email to each participant. Natalie can provide a link and download flyers for the registration emails. Natalie can distribute hard copies at the registration table if NMAS board members help with staffing.

EPSCoR is officially funded through NSF for the next 5 years. According to UNM, the news about EPSCoR is supposed to go through the press office of UNM. Natalie provided information to the both the Albuquerque Journal and KOB who made it a UNM award when it is truly a state-wide initiative. The press release made no mention of EPSCoR.

Malva proposed a stipend to be paid to Natalie for the NMAS social media updates. Natalie wants to rely on the board to populate the content of the website. She anticipates a face lift for the homepage and keeping direct links to the spots on the websites. Natalie has access to stock images at EPSCoR which can be used for the NMAS website. She hasn't investigated Weebly or a new host for the domain. Nancy asked for a proposal by Natalie for the actual work including a list of tasks. Michael and Natalie will create a proposal for the 2019 proposed budget at the first January meeting. Michael also requested a method of including email to specific persons in NMAS board positions like secretary or treasurer.

10. NMSTA Grant Update (Malva)

NMAS funded \$3000 towards training teachers in the new science standards (NGSS). Malva reported the New Mexico Science Teachers Association has hosted 11 workshops about NGSS with 2 being planned in November across the state. Malva wrote to several Senators explaining that NMAS had funded the workshops and indicated the NM Legislature should assume that task. Senator Mimi Steward requested a Science funding budget for 2019. Malva met with Ellen Loehman and Deb Thrall of NMSTA, Selena Connealy, EPSCoR, and Gwen Warniment from the Los Alamos Labs Foundation to create the requested budget. NMSTA will present that budget at the Legislative Education Study Committee LESC hearings in October. Malva will offer testimony from NMAS on the need to fund both curriculum materials and professional development for Science in 2019.

11. NMAS Planning 2019 (Michael Gonzales)

Michael triggered a discussion after he sent the following ideas in email to board members.

1. I would like to propose that we begin preparing and thinking about projects and activities we would like to pursue in 2019. These can be ongoing/legacy programs or new projects and event for NMAS to be involved with (like the March for Science). How do we get involved, how we might fund projects and finally how we can measure impact (ROI)? Impact/ Return on Investment will be an important metric if we decide to apply for funding via grants or through donations.

2. Funding is always a concern especially with changes at Sandia. I propose we start investigating different funding mechanisms including grants and donations as well as how to increase membership. I have been talking with the Grants Collective, United Way, LANL, Santa Fe and Albuquerque Community Foundations for funding ideas and resources that I would like to share.

3. I would also like the board to consider an investment in training our Board of Directors in running successful non-profit organizations, community building, recruiting and choosing board members etc. Training would also be helpful in how to find, apply for funding or solicit the community for funding.

In my opinion, we really need to come up with a clear mission. Last meeting we heard from Amalia and Natalie that they had a hard time explaining what NMAS does and why someone should become a member. I have been in contact with some colleagues from non-profit foundations as well as the Center for non-profit excellence to get some ideas and suggestions that I can share.

Michael suggested creating a tool kit needed in training for new board members. This would make the efforts to recruit new members easier. Jayne thinks graduate students in science are a good audience. There will be two opening in 2019 that must be filled by election, the positions of Secretary and Vice President. David Peters falls off the elected officers list in 2019. Steve Jett might remain in the D.C area for the next year. He will work for National Institute for Health. Michael knows most local professional organizations have difficulty recruiting and retaining members. He suggests committee membership is a good way to garner volunteers who have a desire to work on a specific task and not the entire menu of the organization tasks. Recruiting and retention is important. Non-profits have other methods of being organized. Statewide impact is good when officers are solicited from all parts of the state. NMAS should recruit from two populations, graduate students who get experience with the organization, and early career applicants. Currently we have more applicants from mid or late career. Jayne talked to previous members who did not renew in past years because the checks had not been cashed. Michael has not had those problems and would like to keep membership through the website so that we gather contact information easily. Michael photocopies checks so he can keep account of income.

New Business

10. March for Science Guest Speaker (Valorie Aquino)

Valorie V. Aquino

Department of Anthropology MSC01-1040,

Anthropology 1 University of New Mexico Albuquerque, NM 87131

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EDUCATION: Anticipated Spring 2019 Ph.D., Anthropology, University of New Mexico

2011 M.S., Anthropology, University of New Mexico 2005 B.A., Anthropology, University of Cincinnati

RESEARCH INTERESTS: Science and society, public engagement with science, archaeometry, coupled social-natural systems, isotope dating techniques, Mesoamerican archaeology, human-environment interactions, paleoclimate reconstructions.

INVITED PUBLIC TALKS 2018:

The Science of Social Justice panel participant. March for Science SIGNS Summit, Chicago, Illinois, 8 July.

Facing the History of Science, Politics, and Oppression Plenary panel moderator. March for Science SIGNS Summit, Chicago, Illinois, 7 July. 6

Organizing March for Science: From Moment to Movement. New Mexicans for Science and Reason, Central New Mexico College, Albuquerque, New Mexico, 21 February, 2017.

Valorie provided these links to social media projects for review prior to the board decision on participation of NMAS in the 2019 March for Science.

1. My TEDxABQ talk: https://www.ted.com/talks/valorie_aquino_why_we_must_let_science_serve_us
2. March for Science 2017 compilation video (longer version from the one featured in the TED talk): <https://drive.google.com/file/d/1esV-2ucOHQKVn35k3zaShHjoKMU7vOi8/view?usp=sharing>

3. March for Science Deck – this is part of an internal foundation document that is not yet publicly released.
Please do not disseminate outside of this group; thank you!
https://drive.google.com/file/d/1j_JWVWp18NxxkN4D4t0qQDVapOtdBSNu5/view?usp=sharing

Lastly, MFS ABQ is meant to be community-built and community-driven. With a diversity of voices sharing the same goals in promoting science in different communities, I believe we will all be stronger for it in the long-term. Please keep in touch, and let me know how MFS ABQ can be of service to NMAS, and if you have questions or other thoughts!

In comments during the meeting, Valorie made these points:

1. Introduced herself and background on the March for Science national organization and local March for Science Albuquerque community-focused group.
 - a. Will email NMAS board with follow-up materials (i.e., links to March for Science video and my TEDxABQ talk, March for Science foundation document)
2. Local MFS science engagement and advocacy initiatives and achievements in 2017-2018:
 - a. Helped overturn weakened science curricula standards proposed by PED and for NM to implement version of NGSS instead (see [Wired](#) piece)
 - b. [#ScienceRising](#) national coalition organizing partner
 - i. MFS ABQ teaming up with various local UNM student groups to get students registered and to the polls
 1. STEM majors less likely to vote than other majors, but scientists-in-training are still citizens in our participatory democracy
 - c. Media collaboration with Humans of NM on 3-story series featuring local indigenous scientists
 - d. “Science Café Films” – being organized by [Mark Fraser](#) (CNM Astronomy instructor) with volunteers
 - i. Films to rotate between The Guild Cinema and UNM Student Union Building
 - ii. Films + discussion with local expert(s) + related local community action (e.g., visit zoo or museum to learn more, write an op-ed, volunteer for an upcoming special event, etc.)

Footwork for March for Science was done by graduate students who sponsored the local 2017 in ABQ. Valarie was in D.C. in 2017. There was no march in Albuquerque in 2018.

Michael is concerned about being a promoter of MFS because it may be non-partisan but it is political as participants don’t like the policies of President Trump. Valorie said this is not a NM focus. Shanalyn recalled positive NMAS participation in 2017 when the March was like a science fair on Civic Plaza in Albuquerque. Shanalyn feels NMAS should not carry the ball, but we need to be involved.

Steve believes March for Science implies a singular event; NMAS can’t do that. We are involved in Science events everyday for science advocacy. It is easy to preach to the choir. Reaching beyond the choir is where efforts need to be made.

Valorie said the organizers of March for Science have reviewed the process of being a valued organization. In two years they learned about relationship building, how raising money takes credibility, and established long term goals. Advocacy for Science and Science Education is the mission of NMAS. NMAS did not participate in the Explora sponsored Science Fiesta in 2018.

Nancy reminded members NM is different than the remainder of the country. SACNAS (Society for Advancement of Chicanos/Hispanics and Native Americans in Science) has diversity as a goal. Nancy said in 2017 people who presented information at MFS were representative of the diverse populations. Amalie and Nancy invited Valorie to join NMAS

Jayne stated the Natural History & Science Museum (NMMNHS) is an interface between science and the public. As a NM State agency staff is not allowed to participate in events like MFS. Natalie reminded the board that Science is non-partisan. The most important factor is that ‘messaging’ is good for organizations reaching a younger group of membership. MFS would raise the presence of NMAS, do we care if we alienate people who don’t like the politics of being non-scientific. Opposition to the political candidate might be related to lack of financial support of science and research for everything related to science.

Mike repeated his call that NMAS needs a mission statement. The board approved the motion to close the discussion until a future meeting. (Shanalyn, Nancy)

12. Future Use of Zoom for Teleconferencing

The board approved the motion that NMAS should join Zoom with its own membership. Michael will establish the account with NMAS payments. (Shanalyn, Michael)

Standing Committee Reports

NMAS Lecture Series (Jayne Aubele)

Jayne has a good record for audience participation of 100-300 attendees at lectures in the dyna-theater. Dr. Penny Boston’s lecture sponsored by NMAS was very different. It was one of the poorest attended lectures with only 78 people attendees. It made everyone involved look bad, both the Museum and NMAS. Dr. Boston was disappointed. David Peters admitted he could not get access to email, so NMAS never used Mail Chimp for PR on the lecture.

Jayne solicited discussion about the goal of the NMAS lectures. Is it a member benefit? We need access to the membership list. Is it for visibility of NMAS? Then NMAS should follow the lead of LANL, and purchase paid advertising in print or web format.

There was no advertising for the Boston lecture by NMAS as a board to any membership. Deb Novak, a museum employee, manned the NMAS table. Jayne will not schedule another joint lecture at the Museum until the NMAS process changes. She did mention that if you charge low fees, attendance increases. NMAS must consider all of Jayne’s objections prior to another lecture.

John suggests joint lectures with other professional groups with the use of credit cards to get contact information into the NMAS membership system. NMAS could charge for dinner or to use the RSVP service. Also David said NMAS should prepare the newspaper articles about events as it makes the media more likely to print the information.

NPR or print advertising should be placed in the proposed 2019 budget. The topic will be discussed at the January meeting with emphasis on PR and attendance by NMAS board and members.

The board accepted the motion to adjourn. (David, Shanalyn)

Submitted by:

Malva Knoll, Secretary NMAS (Review by Brandvold, Hurtado, Parra)