



Education Committee Charter

The Education Committee supports the Conservancy, its Board of Directors, Board committees and staff by developing, organizing, and offering effective trainings, workshops, brochures/flyers, or other ways and means to educate and engage the Conservancy's audiences, the local community and schools on relevant topics, issues, and news within the community.

The Committee's efforts are intended to increase public education and awareness of a variety of topics and to identify areas where public awareness and action would support and be in alignment with the mission of the Conservancy.

I. Duties and Responsibilities

- 1) Consider what environmental education and public awareness activities are appropriate for the Conservancy to undertake, considering the Conservancy's character and mission, prioritize those activities and, recommend to the Board of Directors, Executive Director, and other Board Committees, as appropriate
- 2) Coordinate activities that will assist other organizations in their own public environmental education and environmental awareness programs, including by establishing opportunities for sharing of public educational and awareness materials and practices
- 3) Use multiple communication platforms to educate the public and community including:
 - a) Print (newsletters, brochures, event promotions, among others)
 - b) Electronic (email, video)
 - c) Website
 - d) Social media (Facebook, Twitter, Next Door Neighbor, Bulletin Board)
 - e) Talks/sessions/workshops
 - f) Local school lessons
 - g) Knee-high Naturalist program
- 4) Create engaging content about relevant topics, issues, and news
 - a) Contribute to the Conservancy newsletters 4-6 times a year
 - b) Support Communications Committee and staff in developing effective brochures, communications and educational materials
- 5) Regularly seek feedback from the community about the effectiveness of the Conservancy's educational offerings

II. Membership

The Education Committee membership includes the:

- Committee chair (also a Board Director);
- Conservancy Executive Director (non-voting);
- Conservancy Board President (ex officio); and
- Committee members from the Board and community with knowledge and experience to support the Conservancy on educational matters.