

# AORE Annual Business Meeting: October 30<sup>th</sup>, 2020



## **Meeting called to order:**

Kellie Gerbers called the meeting to order at 12:18 CST

Seconded: by Sasha Griffith



## **Certification of the room**

This meeting was held virtually in 2020.

## **Current AORE Leadership Team**

- 2020 Board of Directors (\* term ending 12/31/2020; \*\*Served through 3/5/20)
  - Kellie Gerbers, Chair\*
  - Jeremy Oyen, Vice Chair
  - Mitchell Hoffman, Secretary\*
  - Sarah Harper Burke, Treasurer
  - Bryan Karban
  - Victoria Lopez-Herrera\*
  - Sasha Griffith
  - Joey Parent
  - Rachel Schmidt
  - Rodo Leone\*\*
  - Paul Dreyer\*
  - Dani Ruffing\*
  
- National Office Staff
  - Jeanette Stawski, Executive Director

## **Annual Business Meeting Agenda**

- Review of Robert's Rules
- Navigating the Annual Business Meeting on Zoom
  - Overview of new protocols being used for this year.
  - Motion passed in a member vote for this through online voting to bridge through for this year until the new approved bylaws go into effect in 2021
- Review of Available Resources
  - Further resources related to the information in this meeting can be found on the AORE website.
- 2019 Report
  - Member overview and impact
  - Annual conference
  - Program highlights
- BOD Committee Reports
  - Financial report
  - Governance

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- Bylaw Alignment Task Force
- Nominating Committee
  - Membership
  - Development
- Committee Reports
- Looking forward to 2021
- Questions
- Adjourn

## **Association Business**

Approval of the 2019 Annual Business Meeting minutes will be held online in the coming weeks.

## **Newly Elected Board Members**

Terms beginning 1/1/2021

Renee Alston-Maisonet	<i>4-year term</i>
Karel Hilversum	<i>4-year term</i>
George Mallin	<i>4-year term</i>
Nicole Pokorney	<i>4-year term</i>

*Current election process for the Student Director is ongoing. Voting concludes on 10/31.*

## **Current AORE Leadership Team**

- Jeannette Stawski, *Executive Director*
- Jenny Hill, *Membership and Administration*
- Kate Pojeta, *Director, Meetings and Technology*

## **2019 Annual Report**

### **Membership Overview and Impact**

See the annual report for more information on these topics:  
[https://www.aore.org/docs/2019\\_AORE\\_Annual\\_Report.pdf](https://www.aore.org/docs/2019_AORE_Annual_Report.pdf)

### **Annual Conference**

- 2019 was joint effort with AEE, more information in annual report

### **Program Highlights**

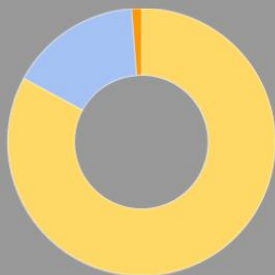
- Numerous webinars and resources in the online library for members to access
- Global University was held in conjunction with our Partner G Adventures
- Campus Challenge activated 98 universities and over 13,000 participants
- Outdoor Orientation Programs held 2 separate events in 2019



## Financial Report (01/01/2019-12/31/2019)

### Financial Report *2019 year in review*

TOTAL INCOME: \$898,458



● Programs & Services	\$744,788
● Membership & Contributions	\$143,081
● Investments	\$10,589

#### Programs & Services:

- *Annual conference*
- *Non-membership income*

#### Membership & Contributions

- *Membership dues*
- *Other contributions (gifts, grants)*

#### Investments

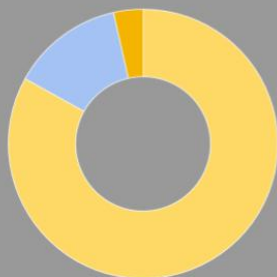
- *Interest*

[Link to AORE's 990 \(2019\)](#)

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### Financial Report *2018 year in review*

TOTAL EXPENSE: \$616,990



● Programs & Services	\$731,036
● General	\$118,243
● Fundraising	\$30,922

#### Programs & Services:

- *Salaries and wages*
- *Conference expenses*
- *Bank and credit card fees*
- *Board initiatives*

#### General

- *Salaries and wages*
- *Professional services*

#### Fundraising

- *Salaries and wages*
- *Promotion and advertising*

[Link to AORE's 990 \(2019\)](#)

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Statement of Financial Position - 2019		
Assets	January 1	December 31
Cash	\$196,903	\$270,508
Savings	\$157,424	\$158,131
Accounts Receivable	\$5,000	\$250
Prepaid Expenses	\$12,765	\$13,276
Depreciation	\$349	\$0
Investments	\$218,971	\$246,436
<b>Total Assets</b>	<b>\$591,412</b>	<b>\$688,601</b>
Liabilities	January 1	December 31
Accounts Payable	\$19,741	\$69,044
Other Liabilities	\$16,596	\$25,760
<b>Total Liabilities</b>	<b>\$36,337</b>	<b>\$94,804</b>
Net Assets	January 1	December 31
Unrestricted Net Assets	\$555,075	\$593,797
<b>Total Net Assets</b>	<b>\$555,075</b>	<b>\$593,797</b>
<b>Total Liabilities &amp; Assets</b>	<b>\$591,412</b>	<b>\$688,60</b>

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## Governance

### 2020 Projects

- Bylaw Realignment to ensure organization is doing work in the most thorough and efficient manner. Duty is to ensure AORE is operating in line with its bylaws and overseeing any bylaw changes as well.
  - Updated policy and procedure manual to support the new bylaws that were passed. Draft is being finalized for board approval by the end of 2020
- Board Development Cycle
  - Competency Matrix – assessment and planning for current and future board members.
  - Nominating Committee
  - Onboarding of BOD members – Ensure new members have the tools to be successful in serving the association.
  - Board Assessment – Work to get the right people with the right skills in the right position to be most successful.
- Board Elections
- Plan for Annual Business Meeting in the virtual world.

### Projects for 2021

- Create process for assessment of Board Retreats
- Revise Annual Board Assessment process
- Bring a DEI lens to review and revise Board policies, position descriptions, etc.
- Document and review Board Onboarding Process
- Process for Board Committee Evaluation
- Support the Board in achieving its defined Board Development goals

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## **BOD Committee Reports**

### Bylaw Alignment Task Force

- Evolution of governance – Initiated the task force for April – June with previous leaders, current BOD and a consultant to develop and message regarding the bylaw changes that were being put up for vote. Bylaws were approved 102 in favor, and 5 opposed.
- Member engagement and input – How can we position ourselves in a new space to provide greater value to members? Creation of the documents to support the things that are not explicitly clear by the bylaws in scope and scale.
- Transition in 2021 to the implementation of these new bylaws and operating procedures. We will be able to have voting in an online platform moving forward so more of our members who cant attend in person can vote and engage in association business more easily.

### Nominating Committee

- Year-round cultivation of future leaders
- Focused on building the best team
- Work to begin 2021 to find the best candidates for future board positions to meet AOREs current needs.

### Membership Committee

- Membership retention and expansion
- Ambassador program launching in 2021
- Share, support and outreach

### Development Committee



## BOD - Development

### THANK YOU TO OUR GENEROUS DONORS!

#### Ambassador (\$10,000)

Anonymous  
Patsy Kott

#### Advocate (\$2,500)

Matthew Marcus  
Tim Moore  
Jeannette Stawski  
Russell Watts

*\*Bold text denotes AORE Board Members who have given to the association in 2019.*

*\*\*List reflects cumulative donor giving histories.*

#### Sustainer (\$1,000)

Mackenzie Brady  
Karen Dyer  
Jason Gosch  
Kent Grier  
Todd Grier

#### **Sasha Griffith**

Gregory Hawkins

#### **Mitch Hoffman**

Jason Kurten

#### **Genevieve Marchand**

Heather Martin

Eric Neumann

#### **Jeremy Oyen**

Abigail Rowe

Paul Sanford

Jim Wall

#### Friend (\$500)

Tom Adams  
Elizabeth Andre  
Todd Bauch  
Evan Bollig  
Christopher Bullard  
Silvia Chan  
Guy deBrun  
Mike Doyle  
Taylor Freeman

#### **Kellie Gerbers**

**Sarah Harper Burke**

#### **Bryan Karban**

Rodney Ley

Tim Mertz

Bill Pierce

Erin Rausch

Brian Shirley

Jenn Velie

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## Committee Reports

### Access & Permitting Committee

- Committee Leadership: Ryan Murphy and Christina Spohn
- Hosted two webinars with about 50 total attendees (now available in Online Learning: Advocacy 101 and Recreate Responsibly)
- Followed & educated members on pertinent federal legislation such as: LWCF renewal, Great American Outdoors Act, SOAR Act
- Updated Access Toolkit to include COVID-19 guidelines and National Park Service guidelines about Commercial Use Authorizations vs. Special Park Use permits
- Looking to increase engagement by cross-hosting webinars with other committee (like environmental stewardship & DE&I) in the coming year

### Diversity, Equity & Inclusion

- Committee Leadership: Deidra Goodwin and Kelsey Brackley
- Allyship 101 webinar completed in March, available in Online Learning
- DE&I Resource portal live, complete with anonymous question box link
- Task force being created to operate in conjunction with the committee to meet both the need for learning/community/resource sharing as well as fulfilling the need to be action oriented

### Environmental Stewardship

- Committee Leadership: Steven Koster and Sandra Townsend

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- Supported National Day of Service (September 26, 2020) with informational Day of Service Webinar
- Provided Earth Day Webinar and reflection worksheet to members
- Reached out to outside organizations such as POW for collaboration - they were not interested but we are still pursuing outside collaborations.

## **Professional Development**

- Committee Leadership: Jen Siliko and Kyle Kraft-Culkin
- Continued offering mock interviews and resume reviews
- Hosted a webinar, Mentorship for Outdoor Professionals.
- Looking to reimagine and revitalize the mentorship program beyond the college network.

## **Recognition**

- Committee Leadership: Alex Perronne and Kaileigh Hennard
- Currently working on a standard operating procedure to assist with updating AORE social media to bring awareness and recognition to members
- Interviewing member's in podcast style webinars to connect members to each other through personal storytelling.
- Developing the committee to expand and have a diverse and equitable group on board to start the 2021 year.

## **Research & Publications**

- Committee Leadership: Andrew Szolosi, Ph.D. and Erik Rabinowitz Ph.D.
- The inaugural college outdoor programs census was conducted by the committee this year. Goal is to begin a longitudinal information collection to share with AORE members. Initial findings were presented at a webinar in May and additional requests from webinar attendees were presented at AORE conference 2020.
- Committee has a representative on a multi-phased Covid study of the impact the pandemic has on the outdoor adventure and education field. Data collected from 94 directors with preliminary findings have been presented during the conference.

## **Looking Forward to 2021**

- AORE will use its financial and talent resources in a sustainable and focused manner. Staffing resources have had to be reduced, in conjunction with capacity. Position AORE for growth and sustainability. Revenue streams are changing and so the methods need to follow.
- Position AORE to take advantage of changing trends. Offering programs and services beyond what is taking place at our conference. We need to have quantity but also quality so there is value and capacity for these programs.
- AORE is pivoting to a high accessibility service environment rather than a highly selective service environment.
- AORE better understands the opportunity to empower ALL leaders who connect people to the outdoors and is centered in its mission driven work. We see value in continuing to serve our

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core constituents but reaching out and expanding to new sources of knowledge and experiences.

- Continue to serve membership with high quality programs, services and products. Professional development funds are harder to attain and we need to understand where our members are.
- AORE will broaden its impact on the industry and create more opportunities for current and future members.
- AORE will be more strategically nimble to adapt to changing circumstances and opportunities that define the current context. What's been done in the past most likely won't work in the future. Recognizing barriers and member needs to segment the membership to provide them timely and relevant information.

## Questions

- How are we leveraging conversations with our peer organizations?
  - We have strategic partnerships with several to provide intentional targeted efforts. This year we signed one with American Camping and Paradox Sports. We also have some forums with other executive directors to talk about the challenges and connections that we are collectively working toward. Proactively reaching out to affinity organizations to see if they would like to come a little closer with AORE. Can we provide services or connections for both of our members through working with an affinity group?

## Motion to Adjourn

Motion to adjourn made by Kellie Gerbers at 1:27 CST

Motion seconded by Joey Parent