BESC Professional Board  
Meeting Minutes  
February 21, 2014

1. Meeting Called to Order.
   A. Roll Call: members present: Quorum Reached. Joe Dick Ethridge is not in attendance.
   B. Approval of previous meeting minutes
      (i) Motion to approve September Minutes- Seconded & Approved
      (ii) Motion to approve January Minutes – Seconded & Approved
   C. Review and Update Contact List
   D. Welcome by Department Head Dr. Pearson– Appreciation of time and commitment of Board
   E. Board Member News and Updates/Introductions

2. Committee Updates
   A. FBC: Faculty and BESC Curriculum Committee first - to allow faculty to participate, but also, leave as needed
      (i) Focus has been on BESC 402 – Dr. Kennerly’s class; risk assessment, exposure models, etc. leading to TRRP; Has been working to add dimension and depth
      (ii) Metrics: In a supportive role – Professors are happy; increased student number impact
      (iii) Focusing on BESC 403 (Sampling & Modeling) now: Looking for case studies on Phase I- goal is to have 8 reports to be disassembled to start and want a total of 20-25 – provided to students have them create businesses and do assessments
      (iv) Send any case studies to Kenneth Tramm
      (v) Regulations will then be the next focus
   B. FDOM: Financial Development, Outreach, Marketing
      (i) BESC Newsletter Metrics – Sent out in December 2013
         1. Messages Sent: 1147
2. Message opened: 538 (46.9%)
3. Unique clicks: 72 (13.4%)
4. All above average metrics
5. If have any additional emails, please provide to Jeremy Hanzlik and Heather Wilkinson
6. Next newsletter: June 2014; Any news and notes, please provide to any FDOM member; will highlight the tailgate, symposium, study abroad, fundraising notice and thank you to any corporation providing funds
7. Key dates: Final draft May; Submissions by April

(ii) BESC Foundation Account
1. Book Value: $28,065.36
2. Market Value: $29,118.60

(iii) Operating Account
1. Request made for possible annual amount paid by board meeting
2. Will pull information regarding itemized past information and what future costs may be – Linda will get the past numbers together
3. Proposal is for dues from $100-200 annually and will be discussed at next meeting

C. SDM: Student Development & Mentoring committee

(i) Social Media: Jeff has gotten LinkedIn up and running– have 90 followers- still want to increase the social media space – do we want to request assistant for Facebook, etc.
1. Request NAEP to engage in forum discussions
2. BESC students have a Facebook page – not really the type of information sharing that we are looking for since it is more related to class

(ii) November 4, 2014: 6-10; Volunteers for Fall 2014 Student Mentoring Workshop – want more diversity – Talk to Nicole and determine participation by September 2, 2014

(iii) BESC Job Board: It is working – now need to advertise and promote it to both students and industry
3. Board Membership and Leadership Discussion

A. Succession Planning Terms – Motion to approve; seconded and all in favor

(i) August 2016 Roll-off
1. Michael Jochum
2. Jeff Keic
3. Craig Pritzlaff
4. Nicole Hausler
5. Melissa Denena

(ii) August 2017 Roll-off
1. Jeremy Hanzlik
2. Kenneth Tramm
3. Jim Formby
4. Elspeth Sharp
5. Joe Ethridge
6. Brian Gottschalk

(iii) August 2018 Roll-off
1. Dawn Steph
2. Jamie Bryan
3. Doug Anderson
4. Bryan Gay
5. Jeff Truss
6. Troy Vickers

(iv) New Members Nominated

B. Officer Nominations/Vote

(i) Craig Pritzlaff – Nominated for Chair, seconded – Unanimous consent

(ii) Jeremy Hanzlik – Nominated for Vice-Chair, seconded – Unanimous consent

(iii) Jamie Bryan – Nominated for Secretary, seconded – Unanimous consent
C. Motion made for entire board to be the nominating committee; seconded – Unanimous consent

D. Motion made for Bryan Gay to chair nomination committee, seconded-Unanimous Consent

E. Possible Candidates submitted for Board Review during Lunch

WORKING LUNCH

F. Nomination Committee: Names recognized for discussion; each member voted on top three, which was ranked by Heather W.

(i) Candice Boeck – Nominated by Dawn Steph; Vote to extend formal invitation to join the Board;

(ii) Laura Fiffick – Nominated by Jeff Truss; Vote to extend formal invitation to join the Board;

(iii) Elizabeth Yanez-Dosser – Nominated by Brian Gottschalk; Vote to hold for next nomination

(iv) Craig Holloway – Nominated by Elspeth Sharp; Vote to extend formal invitation to join the Board;

(v) David Edge – Nominated by Kenneth Tramm; Vote to extend formal invitation to join the Board;

(vi) Randy Hodo – Nominated by Kenneth Tramm; Vote to hold for next nomination

4. Introduction to Cara Milligan ‘08, Director of Development, College of Agriculture & Life Sciences; Direct: 979.458.2204; Cell: 210.416.3363; cara_milligan@tamu.edu

A. Discussion of Broad-based Development Strategy: Fundraising/Development Plan – FDOM willing to work with Kara to train and begin working out a plan.

B. Board members are willing to support development foundation by attending meetings with possible donors.

C. She is aware that the BESC program is a primary focus for the College of Ag so she will direct funds there when appropriate.

5. Social Media Training & Board Website Review– Jeff Keic & Heather Wilkinson

A. LinkedIn update- needs assistance on getting the content current, interesting and engaging. Want it to be more interactive. Request for Board to post content; questions; and discussions.
B. Do we want to keep the discussions closed to BESC grads, students, board? Do want to keep it fairly closed to relevant participants, but not exclusive to BESC.

C. Review of Board of Website-
   (i) Keep it current;
   (ii) Walk through job posting ability;

6. Fall Meeting Planning (*accompanying handouts – layout, grant, logistics*)
   A. Logistics and details – *Linda Brochu*
      (i) Date: September 11-13, 2014
      (ii) Texas A&M v. Rice
      (iii) Vineyard Courts: Block of Rooms with a Courtyard and pool
      (iv) Tailgate: May want to do it before and during the game and get TVs set up
   B. Keynote Speaker Discussion: Would like to focus on the conservancy groups instead of regulators; would like it to be an Aggie, if possible. Possible Nature Conservancy of Texas
   C. BESC Fall Extravaganza
      (i) Successful NAEP grant to the COALS Council Development Program ($2500); provided copy of the grant – Doug Anderson has agreed to match the grant of $2,500 to pay for lunch and other necessities for the booth sponsors.
      (ii) VISION: Featuring former Aggie Environmental Businesses (Mind map handed out) Corinne Rhodes, President (NAEP); Anna Cardines, Treasurer; Carolina Castro, Vice-President
         1. BESC Tailgate
         2. BESC Student Poster Symposium
         3. BESC Student Awards
         4. BESC Keynote Address
         5. BESC Professional Board Fall Meeting
         6. Environmental Profession Internship & Career Expo
      (iii) NAEP will enlist the participants
(iv) Department manage logistics in consultation with NAEP
(v) Synergy with the Keynote lecture and Tailgate event for former students of the BESC associated programs, as well as, first meeting for new BESC Board members
(vi) Expo will be from 9-Noon and 1-3; with Keynote at noon. Department will consider when to have the poster symposium
(vii) May need to expand Thursday Board meeting to account for all of the additional extravaganza items

7. New Business

A. Fall meeting items:
   (i) Introduction of New Members
   (ii) Committee Appointments & Chairs
   (iii) Operating Budget
   (iv) Metrics Adoption – Goals set from September to August
   (v) Fall Updates: Career Center; Endowment/Development Fund, Committees, NAEP, Faculty

B. Spring meeting

8. Meeting Adjourned.