

**Wisconsin Environmental Education Board  
Development Committee  
Operational Plan Timeline July 2013 to June 2014**

<b>Target A:</b>	Identify Committee Members
Responsibility	WEEB Chairperson
Vehicle	Committee assignments
Timeline	July 17-18, 2013 meeting
<b>Target B:</b>	Initiate and oversee timely development and implementation of WEEB priorities consistent with the Development Committee component of the WEEB Strategic Goals for 2012-2017
Responsibility	Development and Planning Committees in partnership with WEEF
Vehicle	Phone, email, social media, direct contact
Timeline	Ongoing for WEEB Strategic Goals 2.b. For other projects, initiate fund drive planning immediately following WEEB and WEEF approval, with fund drive operational for as long as it takes to accomplish the project goals.

WEEB – Strategic Goals for 2012-2017  
Development Committee Component Updated July 17 2013

2. Continue to provide leadership for securing long-term funding for WEEB and environmental education in Wisconsin - leadership provided by Development Committee
  - a. Coordinate efforts with and support of WEEF
  - b. Set and prioritize long term funding goals with WEEF in accordance with the resolutions submitted to but not approved by the 2013 State Joint Finance Committee.
    - \* Resolution A: Be it resolved that the members of the Wisconsin Environmental Education Board (WEEB) fully support the increase of the WEEB's administrative support position to 100% time. This is an additional .5 FTE on appropriation 20.285 (1)(a) for the Wisconsin Environmental Education Board  
Rationale: This administrative support position is currently 50% time as it has been since the establishment of the WEEB in 1989 by Wisconsin Act 299, becoming law in 1990. The duties and responsibilities of the position have increased substantially over the past 23 years, and it is now critical that a full time position be available to support the work of the WEEB. In addition to the original functions (namely the administration of the general grants program), the Board is now also responsible for administering forestry education, school forest education, and water education grant programs. When the forestry education and school forests programs were initiated, the legislature did not provide for a corresponding increase in staff time. As each of these programs has grown, the demands on staff time have also increased.
    - \* Resolution B: Be it resolved that the members of the Wisconsin Environmental Education Board (WEEB) fully support the policy to achieve standardization of state statutes by legislative action to allow up to 5% of WEEB's annual environmental assessment grant money to be used to administer general environmental education grants.  
Rationale: Currently, the amount of money available through state statute for the administration of this grant program has not changed since 1990, yet corresponding expenses have significantly increased, specifically transportation, meals, printing, telephone, and mailing. Other funds that were used in the past to administer this program are no longer available.
    - \* Resolution C: Be it resolved that the members of the Wisconsin Environmental Education Board (WEEB) fully support the inclusion of a donation option on Wisconsin state income tax returns for taxpayers to select a donation to the Wisconsin Environmental Education Foundation, a 501(c)(3) organization.  
Rationale: The funds for the general grants program come from the environmental fund, as a continuing appropriation, an amount equal to 50% of the environmental assessments under s. 299.93 (1) (a) and 70% of the environmental assessments under s. 299.93 (1) (b) for environmental education grants under s. 36.54 (2). The amount of funding can vary greatly from year to year while the number of quality proposals submitted to this program continues to grow. This donation option would allow Wisconsin taxpayers the opportunity to directly support the work of environmental education across the State, similar to the current options of providing funds for the Packers football stadium, cancer research, veterans trust fund, etc.
  - c. Set and prioritize annual funding goals with WEEF
    - \* Maintain General EE grant funds at a minimum of \$100,000.00 to be available to be distributed for proposals each year.
    - \* Provide \$10,000.00 toward implementation of a Wisconsin Plan for Environmentally Literate and Sustainable Communities goal.
  - d. Coordinate fund raising efforts for implementation of WPELSC and The Plan with WEEF, WAEE, other members of the Environmental Education and Sustainability communities.

Table 1. WEEB Budgetary Support: 2002-2004 Base, Recent Fiscal Years (2011-13), 2013-2015 Goals/Projections <sup>1,2</sup>

Source	Category	Fiscal Year \$					
		2002-04 Base		Actual and Projected			
		2002-03	2003-04	2011-12	2012-13	2013-14	2014-15
<b>General Environmental Education</b>							
General Program Revenue	General EE grants <sup>3</sup>	200,000					
	Admin position/support <sup>3</sup>	33,116	33,469	38,839	38,839	40,735	40,735
Environmental Surcharge <sup>4,5</sup>	EE grants	75,031	56,779	143,186	65,068	77,318	77,318
Other <sup>6</sup>	Support WEEB's mission		470	1,500			
<b>Total General EE</b>		<b>308,147</b>	<b>90,718</b>	<b>183,525</b>	<b>103,907</b>	<b>118,053</b>	<b>118,053</b>
<b>Segregated Environmental Education</b>							
<b>Business and Industry</b>							
Corporate donors <sup>7</sup>	Corporate EE grants						
<b>Energy</b>							
DOA/Wis Energy Cons Corp	Energy EE grants	180,000	180,000				
	Admin position/support	20,000	20,000				
<b>Forestry</b>							
Conservation Fund	Forestry EE grants	190,000	190,000	95,000	95,000	95,000	95,000
	School Forest EE grants		200,000	95,000	95,000	95,000	95,000
	Grants to LEAF						
	Admin support	10,000	10,000	10,000	10,000	10,000	10,000
<b>Water</b>							
Water Education Grant Fund <sup>2,8</sup>	Water EE grants				55,000	55,000	55,000
	Admin support				2,750	2,750	2,750
<b>Total Segregated EE</b>		<b>200,000</b>	<b>400,000</b>	<b>200,000</b>	<b>255,000</b>	<b>255,000</b>	<b>255,000</b>
<b>Total Environmental Education</b>		<b>508,147</b>	<b>490,718</b>	<b>383,525</b>	<b>358,907</b>	<b>373,053</b>	<b>373,053</b>

<sup>1</sup> The WEEB Development committee provides leadership for initiating and preserving State funding for WEEB, including with the Legislative Committee, building relationships with members of the legislature to discourage cuts to the WEEB budget, and develop additional funding opportunities. 2012-13 WEEB Development Committee: Scott Ashmann (WEEB chair connection to WEEF); Randy Champeau; Robin Harris (Co-Chair), Ruth Ann Lee, Don Peterson (Co-Chair/WEEF liaison); Ginny Carlton (Administrative program specialist).

<sup>2</sup> WEEF was established in 2005 to provide a critical dimension of 501(c)3 flexibility for private and public funding of WEEB's programs. The resultant funding partnership between WEEF and WEEB is bridged by the Development Committee, and draws on the following WEEF by-laws: 1) WEEB elects the WEEF directors; 2) WEEB Chair is an automatic director; 3) WEEB is the registered agent and office for WEEF; 4) WEEF is required to report annually to WEEB. 2013-14 WEEF Directors: Jim Armstrong, Scott Ashmann (WEEB Chair), Janet Brandt (President), Randy Champeau, (Vice President), Diane Drexler, Carol Fisher (Treasurer), Jerilyn Grignon, Stan Gruszinski, Kathy Kuntz (Secretary), Dolly Ledin, Wendy White Eagle, Rick Wilke, David Wisniefse; Jesse Haney (Program Director).

<sup>3</sup> The UW System request for WEEB for the 2009-11 biennium was not included in the Governor's budget. This request proposed 1) reinstatement of the GPR \$200,000 lost in the 2001-03 budget cycle, 2) increase in FTE and funds for the WEEB administrative position and support. Similar proposals from WEEB for the 2013-2015 biennia were not approved by the UW System or the 2013 State Joint Finance Committee.

<sup>4</sup> Environmental surcharge (statute 299.93)/assessment (statute 20.285(1)(r)) funds are typically posted by July of the previous fiscal year, and awarded the following spring to be spent in the next fiscal year. A legislative budget amendment approved in 2009 resulted in 70% of the 20% surcharge being assigned to WEEB, with a projection of about \$252,000 per year post 2011.

<sup>5</sup> An ongoing legislative goal is to achieve standardization of state statutes to allow up to 5% of WEEB's annual environmental assessment grant money to be used to administer general EE grants, consistent with use of up to 5% of WEEB's annual Conservation Fund grant money to administer forestry EE grants. A resolution to this effect was declined by the 2013 State Joint Finance Committee.

<sup>6</sup> Other includes solicited contributions from DPI, DNR for admin position/support (\$22,000, 05-08; \$6000, 09); Justice Department Discretionary Fund (\$10,000, 06-07); private donations; and WEEF (\$425, 07-08; \$1000/yr 08-11; \$1500, 11-12).

<sup>7</sup> Examples of potential sources to fund education grants: Sustainable Forestry Initiative; Mining companies (ore and sand mining); Biomass-using energy companies.

<sup>8</sup> Water Education Grant Fund developed by WEEF in coordination with WEEB.

Table 2. WEEB Budgetary Support: Historical 1990 (legislation) - 2011<sup>1,2</sup>

Source and Category	Fiscal Year \$														
	1990-97	1997-98	1998-99	99-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
<b>General Environmental Education</b>															
General Program Revenue	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
General EE grants <sup>3</sup>	?	?	29,415	29,661	27,992	29,990	33,116	33,469	34,022	35,005	35,689	36,198	36,625	37,804	38,839
Admin position/support <sup>3</sup>															
Environmental Surcharge <sup>4</sup>															
EE grants		33,739	67,242	42,127	63,534	56,435	75,031	56,779	70,385	96,392	134,999	158,600	45,107	114,567	69,239
Admin support <sup>5</sup>															
Other <sup>6</sup>															
Support WEEB's mission			995	325	470	10,000	425	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Admin position/support										10,000	6,000	6,000	6,000	6,000	6,000
<b>Total General EE</b>	<b>200,000</b>	<b>233,739</b>	<b>296,657</b>	<b>272,783</b>	<b>291,851</b>	<b>286,425</b>	<b>308,147</b>	<b>90,718</b>	<b>104,407</b>	<b>141,397</b>	<b>186,688</b>	<b>201,223</b>	<b>88,732</b>	<b>153,371</b>	<b>109,078</b>
<b>Segregated Environmental Education</b>															
<b>Energy</b>															
DOA/Wis Energy Cons Corp															
Energy EE grants		65,000	49,500	36,000	90,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	50,000	190,000	190,000
Admin position/support			5,500	4,000	10,025	20,000	20,000	20,000	20,000	20,000	7,500	4,500			
<b>Forestry</b>															
Conservation Fund															
Forestry EE grants			200,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000
School Forest EE grants															
Grants to LEAF															200,000
Admin support															20,000
<b>Total Segregated EE</b>	<b>0</b>	<b>200,000</b>	<b>255,000</b>	<b>240,000</b>	<b>300,025</b>	<b>400,000</b>	<b>600,000</b>	<b>400,000</b>	<b>400,000</b>	<b>400,000</b>	<b>400,000</b>	<b>407,500</b>	<b>454,500</b>	<b>400,000</b>	<b>400,000</b>
<b>Total</b>	<b>200,000</b>	<b>233,739</b>	<b>496,657</b>	<b>527,783</b>	<b>531,851</b>	<b>586,450</b>	<b>708,147</b>	<b>690,718</b>	<b>504,407</b>	<b>541,397</b>	<b>586,688</b>	<b>608,723</b>	<b>543,232</b>	<b>553,371</b>	<b>509,078</b>
Administrative Position/Support (%)			5.9%	8.6%	7.9%	8.5%	8.9%	9.2%	10.7%	12.0%	10.5%	11.4%	12.4%	10.4%	11.6%

<sup>1-6</sup> See Table 1 for footnotes