



NSEN 2021 Directors' Report

June 17, 2021

Despite the uncertainty and restrictions of a global pandemic, this was truly an excellent year for NSEN. Thanks to several funding sources, we were able to hire full-time staff for the first time in many years, providing a huge boost in our capacity to serve the environmental sector in this province. We also made a major upgrade to our administrative toolbelt, which drastically increases the quality and efficiency of our membership management system. This report summarizes what made this past year such a success.

Volunteer Team

- This past year NSEN was run by a volunteer Board of Directors consisting of 8-11 board members. Over the course of the year we welcomed some new faces to the board and bid farewell to a few long-time board members.
- NSEN's new website attracted ten new volunteers to contribute to our Community Engagement Team over the course of the year. These volunteers wrote [blogs](#) and [newsletters](#), managed our [social media](#), ran [webinars](#), and developed communications strategies.
- In fall 2020 NSEN participated in the Student Service Learning Program offered by Saint Mary's University. We were very pleased to work with five student volunteers during the semester and we are delighted that two of them are still with us!

Staff Funding

- In summer 2020 NSEN was awarded two fully-funded 8-week Canada Summer Job positions. We hired [Sabrina Guzman-Skotnitsky](#) in HRM (July/August) and [Dylan Yates](#) in Cape Breton (October/November). They both did fantastic work for us and helped expand NSEN's networking role in the environmental sector.
- In winter 2021 we missed having the extra capacity offered by full-time staff. So we applied for Nova Scotia's Job Creation Partnership and were awarded a fully-funded 6-month position! We rehired Dylan Yates for this position which spans April – October 2021. We are currently exploring funding opportunities so we can keep Dylan on even longer.
- We were also awarded four fully-funded 8-week Canada Summer Job positions for 2021. We hired [Sophia Lindfield](#) in HRM for the first position (May/June) and she has already made some fantastic contributions to NSEN. We look forward to hiring three more Nova Scotia residents to keep the momentum going this summer!

Other Funding

- In summer 2020 we were awarded a \$5000 grant through an HRM District Capital Request. This allows NSEN to purchase software and other assets that can help us do our work.

Membership Management

- In fall 2020 we purchased a 1-year subscription to [Neon CRM](#) (customer relations management) software. This purchase came after extensive review of several CRM providers and a contract negotiation.
- We have now transferred all of our membership information into our new Neon system. We are very pleased with its functionality and expect to continue using it in the years to come.
- Neon CRM provides many key advantages for NSEN, such as:
 - Automatic updating of our membership database whenever a sign-up or renewal form is submitted
 - Automatic membership renewal reminder emails sent out whenever a member's due date approaches
 - Membership history for all NSEN members
 - Event management and registration linked to our membership database
 - A personalized [NSEN account](#) for all NSEN members, allowing members to log in, update their own information, renew their membership, register for events, and access exclusive content

Network Activity

- Between August 2020 and February 2021, our staff and volunteers organized and hosted five “coffeehouse” webinars in collaboration with NSEN member organizations and special guest speakers. The recordings can be viewed below:
 - [Carbon pricing](#)
 - [Citizen science](#)
 - [Two-Eyed Seeing](#)
 - [Environmental racism](#)
 - [Sandy Lake – Sackville River Regional Park](#)
- We secured, planned, and facilitated a meeting between twelve of NSEN's member organizations and Nova Scotia Environment and Climate Change, including Minister Gordon Wilson. The meeting was held via Zoom on January 13, 2021 and the proceedings can be read [here](#).

Future Directives

- With multiple staff this in summer 2021, we are developing several exciting projects:
 - Establishing new [environmental caucuses](#) under NSEN
 - Hosting quarterly networking sessions for NSEN members
 - Documenting NSEN's 30 years of rich history through interviews with former members and leaders
 - Planning a virtual environmental networking conference in fall 2021
- With NSEN at its highest internal capacity level in many years, we are now turning our main focus towards strengthening and expanding the network with direct outreach to current and prospective members.
- In the long term, we see NSEN becoming a valuable resource through which governments can support the environmental sector. Given our current upward trajectory, we believe we can build a strong business case for government funding in the next 1-3 years.

As always, we are incredibly grateful for the continued support of all our members, including 29 organizational members (see below) and 43 individual members. We owe much of our recent success to your support, your participation, and your belief in the value of our network!



Looking forward to another year,

Chris White
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