



# NSEN 2020 Directors' Report

June 3, 2020

## Team

- NSEN's Board of Directors currently consists of eight volunteer board members.
  - Two new additions and two departures since last year.
- New board members have increased the capacity and skillset of the Board.
- Attracted enough new volunteers to establish a Community Engagement Team.
  - Blogs, newsletters, website updates, social media, networking, strategizing.
- Applied for two Canada Summer Jobs positions to help with communications work.

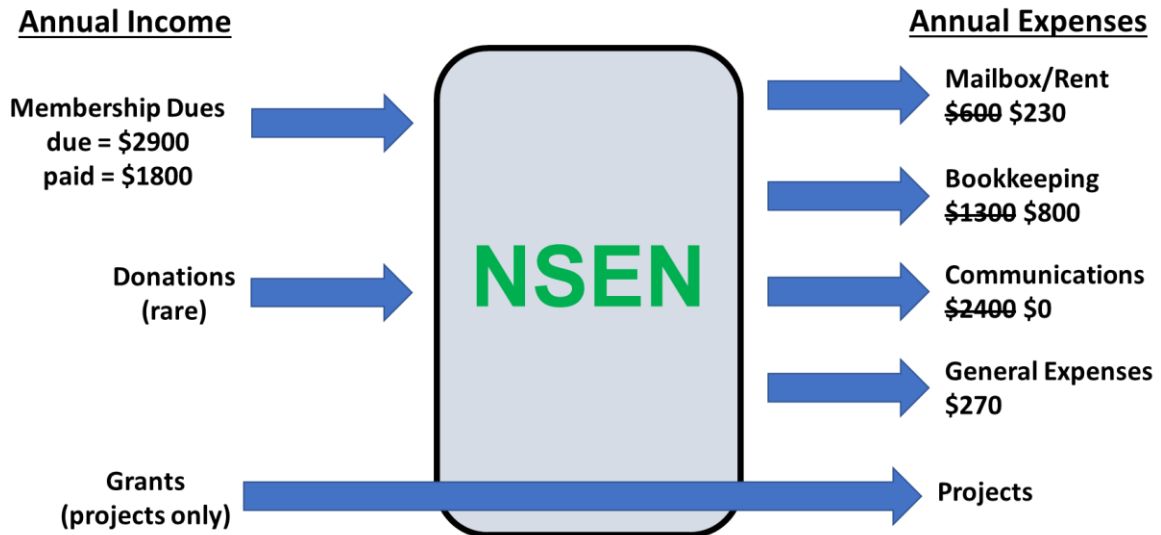
## Membership

- 32 (8 new) organizational members (see below).
- 43 (12 new) individual members.
- New online system for easy sign-up and payment.
- Environmental & Sustainability Education Caucus highly active.
- Water Caucus re-established in 2019.



## Finances

- The Board recognized that NSEN's existing financial model was unsustainable.
  - Too many expenses compared to revenue from membership dues.
  - No core funding forthcoming from government.
- Took steps to reduce NSEN's annual expenses from \$4600 to \$1300 (see below).
  - Converted paid Communications Officer position into a volunteer position.
  - Switched from Veith House rental space to PO Box.
  - Reduced external bookkeeper hours by tracking finances in-house.
- NSEN now poised for financial growth for first time in several years.
- Annual membership due payments are essential for sustaining NSEN financially.

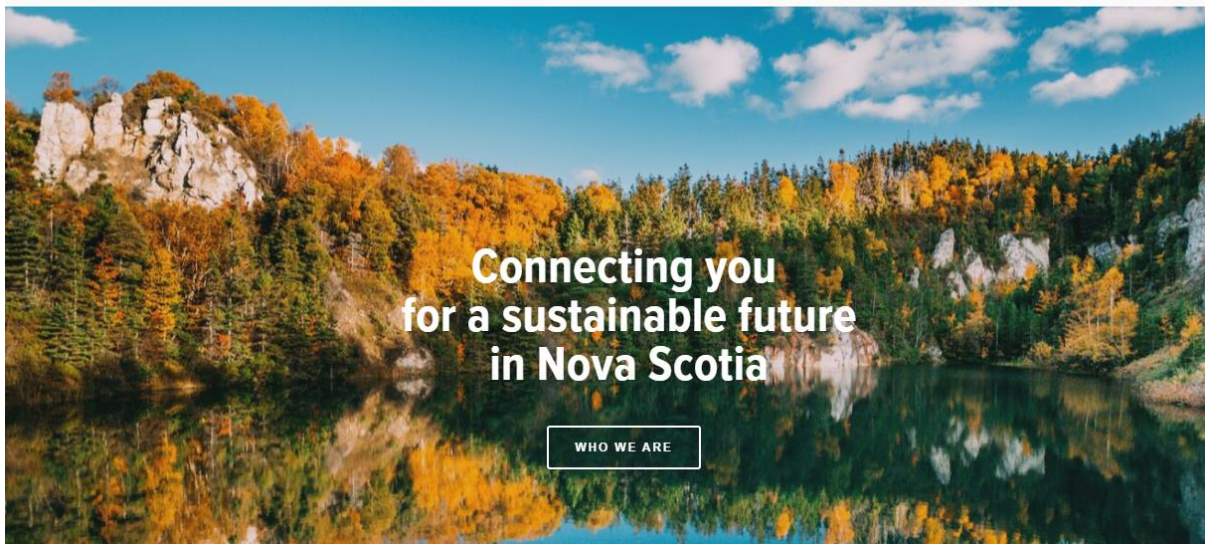


### New Website

- NSEN was awarded a \$5000 HRM Community Grant in 2019 for website upgrades.
- Contracted [Ryan Oxner Marketing and Design](#) in November 2019 to build the site.
- Website building was completed in February 2020.
- The Board completed all website content updates by May 2020.
- New features include:
  - Online system for easy [membership sign-up](#), [dues payments](#), and [donations](#).
  - Complete [list of member organizations](#) and their contact information.
  - [Event posting](#) and online event submission form for NSEN members.
  - Interactive tool called [On The Map](#) showing geographical distribution of NSEN member organizations, with potential for additional layers showing many different aspects of our environmental sector.
  - Online system for [board member applications](#).
  - Postings for [volunteer opportunities](#).



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### **Network Activity**

- In October 2019 NSEN was proud to offer administrative and organizational support for the [Water Not Gold campaign](#), led by the Flowing Together network.
- In December 2019 NSEN brought representatives from 12 of its member organizations to meet with government officials from Nova Scotia Environment for the purposes of sharing their work, expressing concerns, and asking questions.
  - Attendees were disappointed when Minister Gordon Wilson did not attend.
  - NSEN is determined to push hard for more recognition with NSE in 2020.
- NSEN has been participating in quarterly conference calls with the Canadian Environmental Network (RCEN) and the other provincial environmental networks (NL, NB, ON, MB, AB) to share updates and strategize on federal funding opportunities.

### **Future Directives**

- Expanding, diversifying, and engaging NSEN's membership.
- Growing NSEN's communications capacity through website, social media, newsletters, webinars, etc.
- Continually developing NSEN's [On The Map](#) tool through contributions from inside and outside the membership.
- Growing NSEN's infrastructure through funding for software, networking materials, physical space, etc.
- Building the attendance and significance of NSEN's annual meeting with Nova Scotia Environment.
- Reviving more of NSEN's former caucus groups.
- Building NSEN's long-term strategic plan in collaboration with the membership.
- Building strategic partnerships with other non-profit organizations, schools, businesses, and all levels of government.
- Acquiring funding for large-scale annual environmental conferences.
- Acquiring core funding for staffing regional leaders within NSEN.
- Offering funding opportunities to NSEN members.



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