



2101 L Street NW  
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# MINUTES

**To:** Education Steering Committee  
**From:** Jean Valence/Loree Lamour  
**Date:** 9 June 2010, 2:35 EST, Conference Call  
**Subject:** 2<sup>nd</sup> USGBC Education Steering Committee Call

ESC Member	Committee Seat	Present	Voting
Jean Valence	Co-Chair At-Large	X	X
Marge Anderson	Education Review Committee Representative		X
Projjal Dutta	Education Events Committee Representative		X
Jennifer Eaton	At- Large Member		X
Iram Farooq	At- Large Member	X	X
Rebecca L. Flora	SVP, Education & Research		
Karol Kaiser	Director, Education Development & Training	X	
Dana Kose	Chapter Steering Committee Representative	X	X
Kimberly Lewis	VP, Conference & Events	X	
Thom Lowther	Director, Continuing Education Systems	X	
Peter Morris	Research Advisory Committee Representative	X	X
Amy Pearce	At-Large Member		X
Chris Pyke	Director, Research Program		
Kathy O. Roper	At- Large Member		X
Lynn Simon	At- Large Member	X	X
Joel Ann Todd	LEED Steering Committee Representative		X
Paula B. Vaughan	Education Development and Training Committee Representative		X
Other ESC Meeting Attendees			
Linda Sorrento (USGBC Staff)	Director, Education Partnerships	X	
Loree Lamour (USGBC Staff)	Executive Administrative Assistant	X	

Committee chair called the meeting to order at 2:35 PM. A quorum was not present; as the agenda included no matters requiring a vote, the meeting proceeded.



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## 1. Old business

- A. All committee members must submit their Conflicts Disclosure Agreements this week. Loree will re-email the form to those who have not submitted them.
- B. Shelley Billik has left Warner Brothers and is no longer eligible to serve on the Education Steering Committee since she is no longer employed by a USGBC member organization. Unless the results of the ESC retreat suggest that this vacancy should be filled in order to complete this committee's work, the seat will not be filled until next year.
- C. There was one correction to the May 10<sup>th</sup> Meeting Minutes: Linda Sorrento was in attendance.

2. **Approach to Education Committee report outs to ESC:** A discussion about how ESC would like to receive information about the general activities of committees resulted in a number of suggestions. Consensus was that Committees would draw from the reports and/or information that they develop for the Board three times a year as the basis for a similar report/summary to ESC. That way no special efforts are required, and info will stay at the strategic level. In addition, committee reps and staff can propose any addition to any conf call agenda prior to the call via Rebecca or Jean.

3. **Update on the marketing assessment RFP:** Jean and Karol reported that the RFP for a market research consultant was posted on the USGBC website. The deadline for proposals is Friday, June 11<sup>th</sup>. Short-listed consultants will be interviewed. A new USGBC intern is currently researching trends in adult learning, professional development, and other subjects in support of the market research initiative.

4. **USGBC focus areas and planning for the retreat:** Jean expressed the expectation that the retreat will be strategic in nature and allow ESC to focus on the role of education in supporting green building in the world. Discussion resulted in a number of ideas for Rebecca and Jean to consider in the development of the retreat agenda:

- Hear from/about the task force on international LEED, matters related to education, rating systems, alternative compliance, etc.
- Receive a summary of USGBC curriculum, for example the 2-3 page summary of all workshops that was previously developed.
- Receive a summary of the USGBC current state-of-the-state-of-education: What is happening now?



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- Weigh in on themes for GreenBuild 2011
- Address the universe of education and what USGBC should be teaching, researching, distributing, vs what generally should be taught, researched, disseminated. Discuss where USGBC's resources should be channeled. For example, we might focus on LEED 400-level subjects and/or approaches.
- Receive information about, and weigh in on, the market research study when it is complete. For example, we might consider the impact of potential partners, rather than competitors.
- Think about USGBC's broad audience, including accredited professionals who need CEUs. Hear/think about products, like those being considered by Education Development & Training. We need to understand why our attendance rates are dropping.
- Be familiar enough with the range of USGBC education activities, current and planned, to be able to see how the pieces fit and weave all the elements together.
- Walk away from the retreat with a plan for what we will be doing going forward.
- [Note: added after this meeting, a suggestion from Kathy Roper, via email:] Identify major issues that committees will likely be required to address in 2010-2011, beyond their own initiatives and how the committees will need to focus their efforts short-term and into the future.

## 5. Other business:

- A. Loree will be in touch with anyone who has not yet submitted photos and responses to the four questions.
- B. Accommodations for the retreat are at the Hotel Madera on New Hampshire.
- C. Regarding the chapter retreat next week, the Chapter Steering Committee will be surveying and getting feedback from chapter leaders. Dana requested that ESC members who have any general questions related to subcommittees or to education should send them to her in an email by end of day 6/14/10.

Meeting adjourned at 3:40 EST. Next meeting: retreat July 8 & 9 at USGBC in Washington DC.