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MINUTES

Education Steering Committee

Meeting date: April 6, 2011 conference call
Time: 2:34pm – 3:54pm EST
Minutes approved: May 4, 2011

Member	Title	Attendance
Marge Anderson	ERC/ESC Co-Chair	X
Amit Bandyopadhyay	Member Seat	X
Projjal Dutta	EEC Co-Chair	Absent
Jennifer Eaton	Member Seat	Absent
Iram Farooq	Member Seat	Absent
Dana Kose	CSC Rep	Absent
Peter Morris	RAC Co-Chair	X
Kathy O. Roper	Member Seat	X
Lynn N. Simon	Member Seat	X
Joel Ann Todd	LSC Rep	X
Paula B. Vaughn	EDTC Co Chair	Absent
Staff:		
Thom Lowther	ESC Co-Chair	X
Karol Kaiser	EDTC Co-Chair	X
Kimberly Lewis	EEC Co-Chair	X
Chris Pyke	RAC Co-Chair	X
Ryan Snow	ERC Co-Chair	X

Additional Staff – Sarah Burrell, JC Burton, Julia Feder

Marge Anderson called the meeting to order at 2:34pm.

Agenda

1. Opening Round and Conflicts

No conflicts of interest were declared

2. March 2, 2011 ESC Meeting minutes

- Approved contingent on deleting Joel Todd and Lynn Simon to continue to discuss responses in section 5e. Joel motioned the approval, Lynn seconded the motion.

3. Update on Interim re-appointments – Marge Anderson.

- a. All interim re-appointments approved by Ex-comm. Terms on ESC will now match terms on education committees.

4. Ed Committee Updates

ERC – Marge Anderson. ERC working on a number of process initiatives related to the provider. The ERC has not yet been informed of the transition of the Provider's



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Program to GBCI. The ERC recently completed its first Education Provider Appeal, and supported the reviewers' finding that the program did not meet the assessment requirements for a web-based program and that disparate topics should be unbundled and offered as separate topics. The provider has since re-submitted the topics separately.

EDTC – Karol Kaiser – Doing a best of GreenBuild webinar series.

- i. Participants selecting 5 topics and will host as -online courses, one to six weeks in length.
- ii. USGBC -will share the online learning platform with select education - partners. Karol has asked faculty if they have other education programs which they would like to migrate to this platform. Committee - has given recommendations on which to move forward. Orientation call to familiarize the faculty with the platform.
- iii. LEED Integration guides provide an opportunity for continuing education and credentialing maintenance. Work is underway to figure out how to address timing and assessment. The LEED Integration guides are compatible with the project-based learning initiative under the leadership of Jen Schill. There are two teams – one addressing the behavioral barriers to project-based learning, and one addressing the project issues (skills, etc.) A report is forthcoming.
- iv. The Research team is working with the Center for Green Schools project. The Research to Practice Program is tied to the initiative around USGBC/ partnership programs. The program will engage institutions of higher learning (students and faculty) in populating the data sets. Work will start this summer.

EEC- Kimberly Lewis/ JC Burton

- v. McGraw Hill conducted a detailed evaluation for GreenBuild 2010, which included interviews. Special consideration is being given to 2011 being the first international conference. The evaluation results will drive changes in GreenBuild 2011.
- vi. Master series have been eliminated due to poor attendance.
- vii. Other changes include an increase in education time slots and cancelling the soft opening of expo hall.
- viii. The EEC has a goal of scheduling more LEED specific sessions and minimizing the competition between the expo and educational sessions. GreenBuild has been moved up a month to October.

RAC - Chris Pyke

RAC has been working on a thought Leadership and research track with Kimberly Lewis/ EEC. Provide thought leadership and research in Green Build, went through three rounds of peer review process established 14 sessions to be approved. Move forward with peer reviews then publish papers on our own website. There are two tracks: thought leadership (innovation) and primary research. An important note for next year is that a good peer review process for research requires 18 months.

5. Kimberly Lewis- Mid-Year retreat

- a. Sunday, July 10 – Friday, July 15. ESC Tuesday, July 12, Education Committees meet after Opening Plenary on Wednesday, July 13 and Thursday, July 14
- b. Plan arrivals Monday, July 11. Steering committees to meet on Tuesday, July 12 from 8:00 am – noon. Then ESC to meet at 1pm.
- c. Wednesday, July 13 mini- plenary session themed “USGBC Next.”



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- d. Marge - Is there a place in retreat to create reflective space, to post thoughts and share ideas? Kimberly considering idea. Marge will put on agenda for conference call with other Steering Committee chairs.
 - e. Head of steering committees to develop agenda then present to steering committees.
 - f. Lynn requested that there be some scheduled connection between the ESC and the Board of Directors so that we can begin to build advocates for education on the Board of Directors. Kimberly will look into this.
6. Thom Lowther presented a powerpoint outlining the vision for USGBC's branded education and selective partnerships. Emphasis is to be placed USGBC education courses and products. Thom provided the new product work flow process that includes.
- a. Identifying new course topics, resources and/or partnerships
 - b. Creating both business and marketing plans
 - c. Creating the course content and support materials
 - d. Formatting the course content into appropriate delivery media
 - e. Promotion, advertisement and delivery
 - f. Evaluation, reporting, certificates, and feedback
7. Sarah Burrell and Thom Lowther to re-vamp ESC monthly call schedule if needed to insure more participation.
8. Thom asked for feedback on the committee reports, and there was a favorable response in general from the ESC. Marge remarked that there is some confusion about why the Green Building Education Agenda Working Group was not approved, but that the presentation of USGBC's plans going forward can help the ESC determine whether that agenda needs to be for green building in general or for USGBC in particular. Marge will follow up with the other Steering Committee chairs and come back to the ESC with a recommendation.

Meeting adjourned at 3:54pm EST