

# CT Outdoor & Environmental Education Association Final Presentation

Presented by Julia Padget, Emily, Saleski, Katelyn Jepsen & Marcella Vertefeuille

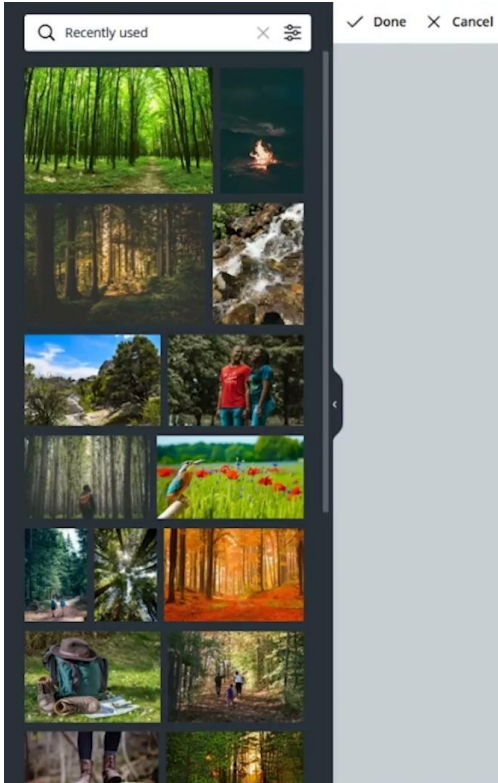


# Who is COEEEA?

The CT Outdoor & Environmental Education Association works to engage, support and strengthen a growing collaborative network of individuals, educators and organizations to promote outdoor education and environmental literacy.

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# BTS Video



## HOW THE TEAM CREATED THE COLOR PALETTE





# What We Did

1. New Branding
2. Website Refresh
3. Expanding Marketing Efforts



# New Branding



- ▷ New Logo!
- ▷ Provided a style guide
  - Created a color scheme that fits the brand feel
    - Included a unique color (most environmental brands are all green)
  - Determined two unique fonts to follow
- ▷ Branded all social media to follow style guide
- ▷ Created branded templates for social media

# COEEA Moodboard



#D7DD91



#EEA340



#CE5845



#286171



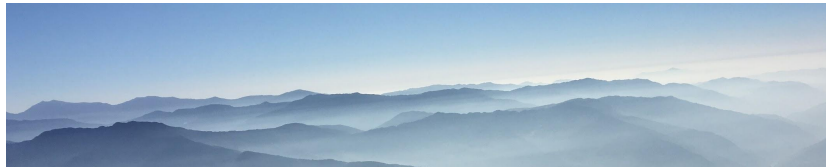
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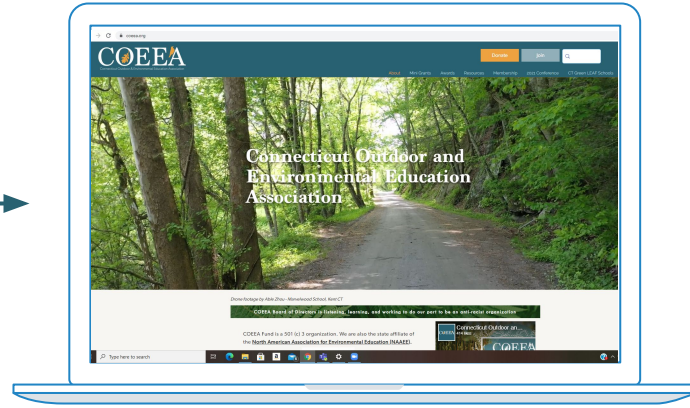
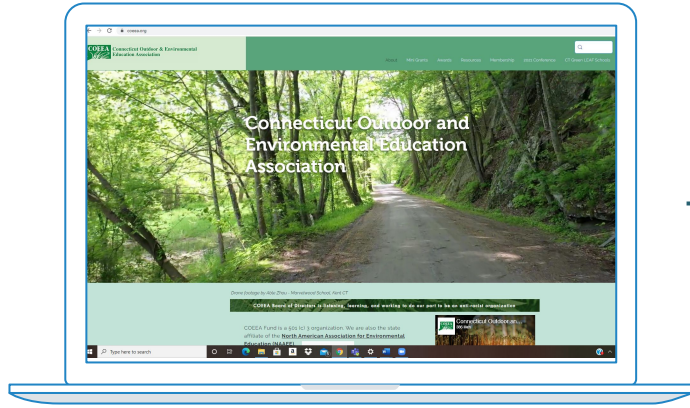


#F8F6F3



#212F57





# Website Refresh



# Incorporating New Branding

- ▷ New Logo
- ▷ New Colors
- ▷ New Fonts

**COEEA**  
Connecticut Outdoor and Environmental Education Association

Home About Membership Contact Us News Events Calendar CT Green LEAF Schools

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**Why Join?**

With more than 100 members, being part of the COEEA network connects you to environmental education professionals, teachers, and students using nature, science centers, and other organizations throughout Connecticut. Our network allows members to gain or contribute to education, network, and discover resources throughout the state.

The power of our network comes from you - our members! As more members connect with the COEEA network, our network grows and evolves, becoming a richer resource for all of us.

So join a group of like-minded Connecticut Environmental Education Association for Environmental Education and help our members connect to this vast and valuable resource.

Get involved and show your support for outdoor and environmental education in the Housatonic Valley!

**Ready to join as a COEEA Member?**

Individual, Student, Retiree Membership  
Organizational Membership

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**To Join or Renew**

**To Join or Renew**  
Membership is a click away [Sign up now!](#)

You may also wish to contact our Membership Chair at [membership@coeea.org](mailto:membership@coeea.org)

[Our Membership Chair is Jessica L. Donohue, MSW](#)

**Cost:**  
Individual: \$30  
Student: Retiree: \$12  
Organizational: \$100

**ABOUT US:**

Individual, Student, Retiree Membership  
Organizational Membership

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**Ready to join as a COEEA Member?**

Individual, Student, Retiree Membership  
Organizational Membership

Follow us on Facebook, Twitter, and LinkedIn

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**Board Members**

**Bill Flynn**  
President

Hailing from the great state of Ohio, since the 80's Tom has had his base of nature during working days in the Boundary Water of Minnesota and Canada. He attended the University of Colorado at Boulder, and in 2007 he graduated with a B.S. in Environmental, Population, and Organismic Biology and Ph.D. in medicine. He has worked as a naturalist in Ohio and Southern California before heading out to Connecticut to work at the New Canaan Nature Center. Formerly the Director of Adult Care, Bill currently serves as the Executive Director. He is member of the New Canaan Nature Center and is the father, and son, and grandson.

**Abby Peilo**  
Executive Director, Green LEAF Schools Chair

Abby is a passion in experiential, place based learning. She has many years of experience as an informal educator, program manager and administrator. Abby currently serves as the Director of Instructional Services and Programs at EarthArise in Oldfield. She is a successful grant writer and has created many innovative outdoor environmental education programs for K-12 students, working with grant funding from the Connecticut State Department of Education, NOAA and EPA. Abby has an undergraduate degree from Middlebury College and an MEd in Education and Human Development from The College of William and Mary. She was the recipient of COEEA's 2013 Environmental Administrator of the Year Award. Abby lives in a renovated 19th century farmhouse with her environmentally conscious husband, adolescent son and toddler niece.

**Gustavo Requena**  
President Elect, Social Media Chair

Gustavo grew up in close contact with the Boundary Waters, a fascination that years later motivated him to become a field biologist at the University of Colorado Boulder. His passion for nature and science compelled him to look further to the North American continent to experience, and also to the British isles, in the Azores, and in the Tropics Forest of Mexico, Panama and Costa Rica. In 2012, he returned to PhD in Ecology from the University of Oldfield, Azores. As an educator, Gustavo strongly advocates for the importance of nature being and utilizing learning for advancement in education and social transformation. In 2017, he returned to Connecticut and worked for a number of years teaching in the area and also participating in various outdoor education programs, where many others have students of all ages and backgrounds experience the outdoors, including daily science instruction. He has worked with the area youth through the New Canaan Youth and Elder Youth Center and his partner Together We In-Formers, love hiking and camping, and have been enjoying CT outdoors on weekend trips across the state.

**Chelsey Hobby**  
Treasurer

One of nature's great joys is an early sign for this outdoor New Yorker with family camping and field trips across New England. Her love of nature guided her to a 2007 Master's degree where she earned her MEd in Natural Resource Conservation. After graduation, she continued to develop a passion for the non-profit outdoor sector. For almost 23 years, she has worked in different areas of the Planning Department for multiple non-profits. Chelsey holds a BA in Business Management with a minor in Non-Profit Administration. She currently serves as Director of Finance and HR at the New Canaan Nature Center. She spends time on and off her camping, backpacking, snowshoeing and hiking across NY State with her daughter, Sarah.

**Heather Kordula**  
Secretary

Heather is currently the Education Program Manager for the Connecticut Audubon Society / Roger Terry Peterson

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**Connecticut Outdoor and Environmental Education Association**

From biologists, Bill Flynn, Membership Chair, and I to welcome to be an environmental professional

**COEEA Board of Directors in October, November, and December to be an environmental professional**

COEEA Fund is a 501 (c) 3 organization. We are also the state affiliate of the North American Association for Environmental Education (NAEEE).

**naeee Affiliate**

The mission of COEEA is to engage, support and strengthen a growing collaborative network of individuals, educators and organizations to promote outdoor education and environmental literacy.

The vision of COEEA is to sustain a growing network across Connecticut that:

- Increases awareness and value of environmental literacy and education for all ages in the community and state level.
- Encourage collaboration in sharing best practices and resources to increase a more environmentally literate Connecticut, and
- Promote equitable and inclusive access to environmental education.

COEEA serves its members by supporting professional development, providing networking opportunities, and promoting environmental education in Connecticut.

**Ready to join as a COEEA Member?**

Sign up now!

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**Congratulations to our Photo Contest Winners!**

**Events:**

- COEEA-CT Outdoor and Environmental Education Association
- State Natural Area Conference
- Theme in the Environment

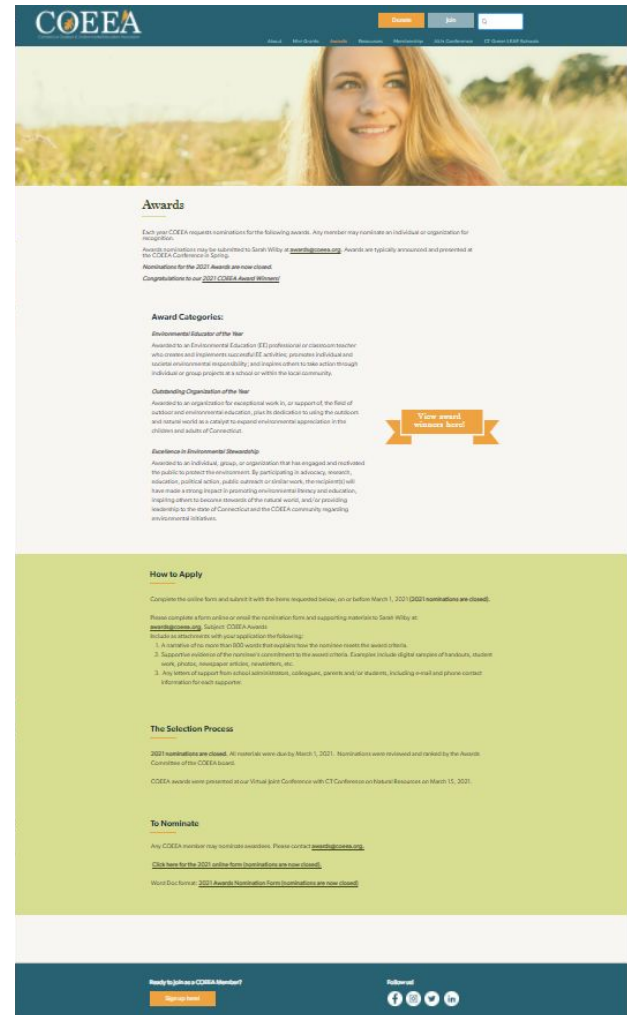
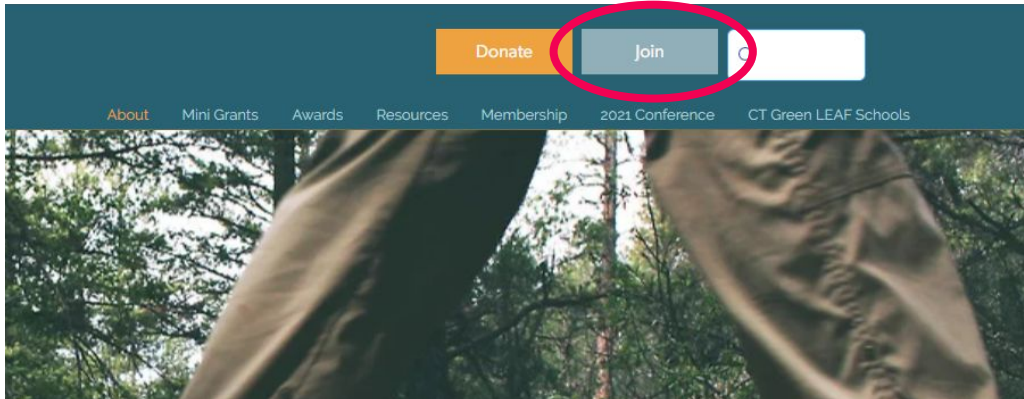
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Follow us on Facebook, Twitter, and LinkedIn

# Improving UI/UX

- ▷ Adding a JOIN button to top of every page
- ▷ Splitting up large text areas
- ▷ Adding/updating imagery



# Increased Web Traffic

- ▷ Created social posts to reveal new brand
- ▷ Directed viewers to view the new site





# Expanding Marketing Efforts

# Social Media Marketing

- ▶ Virtual convening series conference
  - Created posts to advertise the conference and gain interest



March 15th-16th

## JOINT VIRTUAL CONFERENCE 2021

Register Now!



**Dr. Holly Brown**

VIRTUAL JOINT CONFERENCE

SPEAKER HIGHLIGHT



Ecologist & STEM Ed Researcher at Walter Reed Army Institute of Research



REGISTER NOW



**Parker McMullen Bushman**

VIRTUAL JOINT CONFERENCE

KEYNOTE SPEAKER!



Colorado State University Director of Extension for the City and County of Denver, Founder of Ecoinclusive

REGISTER NOW



VIRTUAL JOINT CONFERENCE

SPEAKER HIGHLIGHT



**Wanjiku Gatheru**  
Environmental Justice Advocate & Rhodes Scholar at University of Oxford

REGISTER NOW

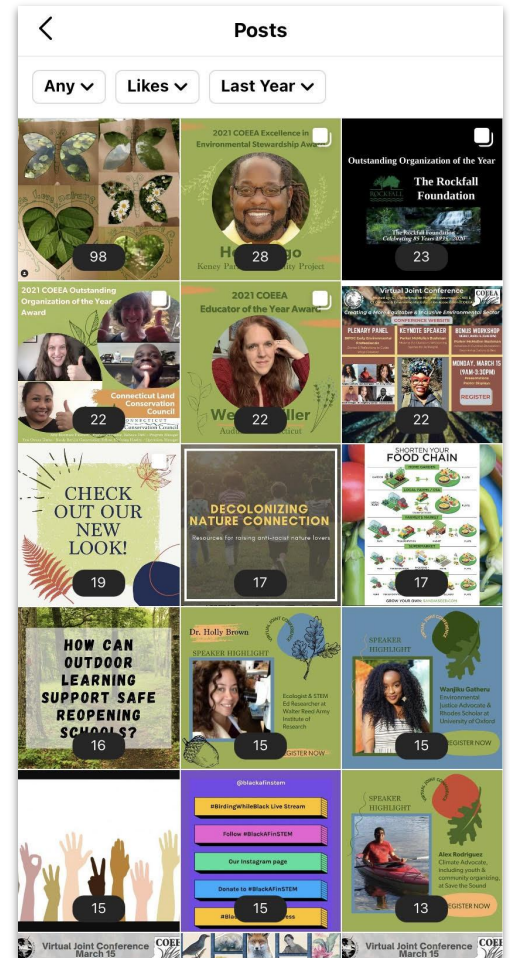
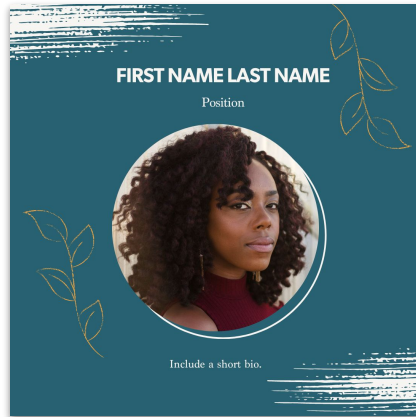
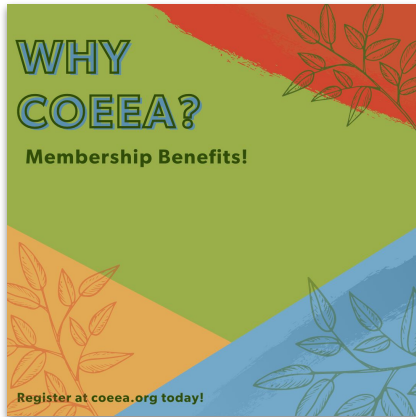
# Social Media Marketing

- ▷ COEEA Award Winner Posts
  - Created posts to congratulate and advertise the award winners from the virtual conference



# Social Media Marketing

- ▷ Monitored social media analytics, determined conference related posts that included people did the best
- ▷ Created a sample posting calendar
  - Included post templates for photo contests, member bios, and membership benefits



# Enhancing Interactivity

- ▶ Created a document with outdoor and nature accounts to follow and engage with
- ▶ Enhanced interactivity / gained followers on all platforms
- ▶ Created an email template for use when in direct contact with members

+24 page likes



+64 followers



+8 followers



+4 followers





# Thanks!

## Any questions?