



Green Schools National Network

ANNUAL REPORT
2015 - 2016



WHO WE ARE

The Green Schools National Network, or GSNN, works with educators, government and non-governmental organizations and agencies, as well as private partners to create broad-based initiatives and successful strategies aimed at fostering healthy, sustainable K-12 schools across the United States. GSNN is devoted to accelerating student achievement through the implementation of green, healthy, and sustainable practices as outlined in our GreenPrint® for Green, Healthy, and Sustainable Schools.



OUR VISION

All schools and school districts are green, healthy, and sustainable.

OUR MISSION

GSNN connects PreK-12 teachers, administrators, leaders, and professionals with evidence-based resources and tools to transform schools for a sustainable future.

WE BELIEVE

- Sustainability is the driver of innovation in education
- Leadership is the key to creating sustainable schools
- High quality professional learning opportunities inspire educators to transform their schools
- Innovation is fostered through collaboration with change makers

LETTER FROM THE EXECUTIVE DIRECTOR

“You’ve got to think about big things while you’re doing small things, so that all the small things go in the right direction.”

It is with immense gratitude, deep appreciation, and an enthusiastic outlook towards the future that I invite you to celebrate a year of transitions and new beginnings for GSNN.

With an eye for innovation and a “can do” attitude by our small but mighty staff and Board of Directors, we have leveraged our partnerships to define a five-year Strategic Plan that charts the course for the future of GSNN. Our friends and partners in state, local, and federal agencies, non-profit organizations, corporations, and schools and school districts around the country have provided input on the next chapter for GSNN and we appreciate and value what you have added to this process.

During the past year, we passed the Green Schools National Conference baton to the U.S. Green Building Council (USGBC) and have stepped into our new role as co-presenters of the Green Schools Conference and Expo with the Center for Green Schools at USGBC. This decision has opened the door for GSNN to chart a new course that includes a membership program; the publication of a professional journal, The Green Schools Catalyst; the creation of a Professional Development Collaborative; and a network of Catalyst Schools and School Districts.

This transition has required us to maintain a broader, longer-term vision while creating new vision and mission statements that align with other critical partners in the movement; revamping the content of our monthly newsletter, GreenNotes; redesigning our website, and developing a business model with a diversified funding stream that includes a year-round calendar of professional development opportunities.

Our commitment to supporting schools and school districts in their efforts to create thoughtful and mindful citizens for the future is the foundation of these shifts in GSNN’s work. Going forward, the Network will be charting a course that includes deeper partnerships with other thought leaders who want to travel with us to effect positive, far-reaching, and impactful change for teachers, students, administrators, and schools.

Cheers,

Jenny Seydel

OUR HISTORY

GSNN was first incorporated as the Green Charter School Network in 2008. That same year, the Green Charter School Network hosted the first Green Charter School Conference in Madison, Wisconsin. Approximately 150 people from 16 states attended. In 2009, the Board of Directors voted to host the first annual Green Schools National Conference. To support the shift in focus from green charter schools, the Board of Directors voted in October 2010 to change the name to the Green Schools National Network. That October, over 900 people attended the first Green Schools National Conference in Minneapolis, MN. Attendance at subsequent conferences includes:

- 1,100 people at the 2nd Annual Green Schools National Conference in Denver in 2012
- Over 1,200 people at the 3rd Annual Green Schools National Conference in West Palm Beach in 2013
- 1,200 people at the 4th Annual Green Schools National Conference in Sacramento in 2014
- Over 850 people at the 5th Annual Green Schools National Conference in Virginia Beach in 2015

In addition to the conference, GSNN has communicated and interacted with its audience through its website, www.greenschoolsnatioanlnetwork.org; its social media channels, including Facebook, Twitter, LinkedIn, and YouTube; and its e-newsletter, GreenNotes.

Stakeholders in the green, healthy, and sustainable schools movement include K-12 education, non-profit, corporate and public sector leaders, educators, and organizations. Conference participants, website visitors, and newsletter readers include individuals in the following jobs and fields:

- Administrators/leaders of schools and school districts;
- School buildings and grounds managers
- Curriculum and instruction specialists
- Energy providers and managers
- Extracurricular environmental clubs and youth action leaders
- Facilities designers and architects
- School food and nutrition specialists
- School health and well-being specialists
- Informal education partners
- Instructors/teachers/faculty members
- Parents
- Policy maker
- Professional development providers
- School reform specialists
- School board and school governance members and organizations
- Students
- School purchasing agents and business officers
- Sustainability managers and green team members
- School transportation specialists
- Waste management specialists.

BOARD OF DIRECTORS

The GSNN Board of Directors is comprised of green schools leaders whose backgrounds include public education from elementary through university, environmental education, and healthy learning environments.

Jennifer Seydel, PhD, Executive Director

School Designer
Expeditionary Learning Schools
Madison, WI

Al Stenstrup, President

Environmental Education Consultant
Orlando, FL

Tim Cole, Vice President

Sustainability Officer
Virginia Beach City Public Schools
Virginia Beach, VA

Erin Green, Treasurer

Director of Business
Greendale School District
Greendale, WI

Bridgitte Alomes

Co-Founder/CEO of Play
Natural Pod
British Columbia, Canada

Stefan Anderson

Head of School
Conserve School
Land O'Lakes, WI

Alison Suffet-Diaz, PhD

Founder/Executive Director
Environmental Charter School
Lawndale, CA

Susan Toth

Director of Education
Pine Jog Environmental Education Center,
Florida Atlantic University/College of Education
West Palm Beach, FL

ADVISORY BOARD

Darryl Alexander American Federation of Teachers

Cheryl Bauer Armstrong Earth Partnership for Schools

Claire Barnett Healthy Schools Network

Kara Belle US Environmental Protection Agency, Children's Environmental Health

Kirk Bergstrom WorldLink

Marilyn Black GreenGuard/United Laboratories

Jill Buck Go Green Initiative

Paul Chapman Inverness Associates

Jaimie Cloud Cloud Institute

Sharon Danks International School Grounds Alliance

Diana Dehm Sustainability News and Entertainment

Brian Dunbar Institute for the Built Environment, Colorado State University

Deanna Duncan EL Education

Jim Elder Campaign for Environmental Literacy

Tracey Enger US Environmental Protection Agency, IAQ Program

Rachel Gutter USGBC Center for Green Schools

Laura Hickey National Wildlife Federation

Carolyn Kolstad US Fish and Wildlife

Jerry Lieberman Ph.D. State Education and Environment Roundtable

James McGirt Project Learning Tree

Robin Organ Green Schools

Bill Orr Center for High Performance Schools

Darlene Pierce National Association of Elementary School Principals

Stephen Ritz Green Bronx Machine

Victoria Rydberg Wisconsin Department of Public Instruction

David Sobel Antioch University – New England

Jennifer Tabola ecoAmerica

Peg Watson Green Schools Alliance

Jenny Weidower USGBC Center for Green Schools

Barbara Worth Association for Learning Environments



OUR PROGRAMS

2015 and 2016 have brought major changes to GSNN and its role in the green schools movement. To start, the Network adopted new vision and mission statements that align more closely with its GreenPrint® for Green, Healthy, and Sustainable Schools:

Old Vision:

GSNN is nationally recognized as the premier partner in advancing collaboration to integrate a green and healthy culture in schools to ensure that current and future generations of students are environmentally literate, as well as practice and promote sustainability in their communities.

New Vision:

All schools and school districts are green, healthy, and sustainable.

Old Mission:

GSNN advances the national green and healthy schools movement by connecting like-minded and passionate education, non-profit, corporate, and public sector individuals and organizations.

New Mission:

GSNN connects PreK-12 teachers, administrators, leaders, and professionals with evidence-based resources and tools to transform schools for a sustainable future.

Secondly, the Network entered into a partnership agreement with the Center for Green Schools at the USGBC to co-present the Green Schools Conference and Expo (formerly the Green Schools National Conference). USGBC has taken the lead as host and planner for the conference with GSNN assuming a smaller, but important, role as co-presenter of the program. This shifting of responsibility for the conference to the USGBC has enabled GSNN to adopt a new direction and assume a leadership role in guiding schools and districts in creating a culture of sustainability with sustainability education as a core component in the curriculum. To this end, GSNN has developed a suite of new programs and resources for educators, school leaders, and green schools advocates to help them gain the knowledge and skills needed to drive innovation in the classroom.

Catalyst Schools and Districts

Over the next three years, GSNN will be building a network of schools and districts that are committed to adopting the practices of a green, healthy, and sustainable school as outlined in the GreenPrint®; showcasing their work with others both regionally and nationally; and disseminating best practices to peers. These schools and districts will also participate in a rigorous evaluation program that is designed to explore the link between college and career readiness and education for sustainability.

GreenPrint® Consulting Services

The most successful schools in the greens schools movement exhibit a set of common characteristics across various domains. GSNN is committed to demonstrating that sustainability leadership supports high achieving schools that reduce their ecological footprint and support the health and well-being of their communities while also improving academic outcomes for students. Sustainability touches every aspect of education including planning, policy development, program implementation, finance, curricula, teaching, learning, assessment, and administration. GSNN will work with schools and school districts in each of these areas as they seek to provide the most sustainable and innovative learning environments for their students.

Membership Program

GSNN launched its first ever membership program at the 2016 Green Schools Conference and Expo on March 31. The program is designed for leaders who use sustainability to drive innovation in their classrooms, schools, or school districts. There are five membership levels to choose from: individual, non-profit, school, district, and corporate. Each level comes with its own set of benefits and discounts.

Professional Development Collaborative

As the green schools movement advances, it is becoming clear that there is a need for high quality professional development that embraces sustainability as the driver of innovation. The GSNN Professional Development Collaborative is designed as a community of practice for professional development providers in this movement who are focused on whole school transformation. The Collaborative will share best practices and create new knowledge to advance our professional practice.

Publications and Media

GSNN is revamping its content strategy to better meet the needs of its target audience. This includes a new look for its e-newsletter, GreenNotes; a new quarterly online journal, Green Schools Catalyst; and a greater online presence via the Network's blog and social media channels.

GreenNotes

In September 2015, GSNN unveiled a brand new format for its popular GreenNotes e-newsletter. Formally a collection of general interest articles and announcements concerning the latest happenings in green schools, the new GreenNotes is focused on sharing more original content that is evidence-based and best practice driven. Each monthly issue is centered on a theme relevant to the green schools movement, and features case studies, expert interviews, research-based articles, professional development resources, and grants. Content is created by GSNN's content writer and guest authors, who are invited to write for the newsletter on a topic related to their work or line of expertise.

Green Schools Catalyst

Green Schools Catalyst is GSNN's new quarterly journal. The online publication promises to bring readers more in-depth content and resources from thought leaders in curriculum, operations, and leadership than is possible with GreenNotes. Each issue will include trends, research, and best practices covering all five core practices outlined in the GreenPrint®. An Editorial Board has been assembled to support the development and publication of Green Schools Catalyst. Members of this board include Jill Buck, Jaimie Cloud, Sharon Danks, Lisa Kensler, Jerry Leiberman, Victor Nolette, Bill Orr, and David Sobel.

The inaugural issue is expected to roll out in autumn 2016.

Online Engagement

GSNN is looking to expand its online presence and engagement with its target audience through its social media channels and blog. To achieve this, GSNN has increased the frequency of its social tweets and posts, looking to highlight events, people, professional development and grant opportunities, and timely topics and research findings relevant to the green schools movement. In addition, GSNN has committed to producing more original content for its blog around GSNN events, programs, and activities. GSNN will also be inviting green schools thought leaders and educators to share guest posts on the latest research, best practices, and work going on in the green schools movement.

	Jul '14 - Jun 15	Jul '13 - Jun 14
Revenue		
Administrative Income	1,800.00	0
Conference Revenues	293,615.50	287,128.50
Donations	24,763.06	15,270.00
Interest Income	5.55	0
Other Income	905.4	96.1
Partnership Fee	9,000.00	0
Student Sponsorship	6,900.00	0
Total Income	336,989.51	302,494.60
Expense		
Operations	11,624.14	18,686.22
Conference Expenses	263,486.02	323,055.25
Copying	0	193.9
Design, Printing & Copying	6,388.34	2,249.73
Dues & Subscriptions	361.5	0
Green Ribbon Award	10,960.00	0
Interest on Debt	2,945.64	0
Legal & Insurance	7,326.00	2,470.00
Office Expenses	180.1	3,439.55
Prof Fees - Nonconference	8,060.00	0
Strategic Planning	12,648.54	0
Supplies	0	48.35
Taxes & Licenses	0	89
Travel	6,766.17	19,818.06
Website	1,606.36	826.77
Writeoff Past Receivables	1,195.00	0
Total Expense	333,547.81	370,876.83
Net Income	3,441.70	-68,382.23

2014-15 FUNDERS

Lead Funders \$10,000 - \$20,000

Conserve School
Healthcorp
Mark Heininger & Jennifer Seydel
Siemens
Office Depot

Supporters \$5000 \$10,000

ABM Building Services
Evergreen
Growums
HRGBC
Hansen Foundation
Planet Aid
VMDO Architects

Patrons – Less than \$5000

Jim Elder
Deborah Moore
National Wildlife Federation
Project Learning Tree
Robin Organ
Alison Suffet-Diaz
Allen Stenstrup