

**CHEMICAL EDUCATIONAL FOUNDATION®**

**Board of Trustees Meeting Minutes**

**June 7, 2022**

**I. Welcome and Call to Order**

The meeting of the Chemical Educational Foundation® (CEF) Board of Trustees was called to order by President Terry Hill at 10:00 a.m. He welcomed the Board, reviewed the day's schedule, and conducted roll call. Terry then confirmed the presence of a quorum and reviewed the antitrust guidelines.

Those present were:

CEF Officers:

Terry Hill  
*President*

Chief Executive Officer, Barentz North America, LLC

Robert (Bob) Moser, Jr.  
*Vice President*

Vice President, Corporate Relations & Government Affairs, Brenntag North America, Inc.

Megan E. Gluth-Bohan, Esq.  
*Treasurer*

CEO & Owner, TRInternational, Inc.

Dwayne Sattler  
*Secretary*

Executive Director, Chemical Educational Foundation

CEF Trustees:

Rob Benedict

Vice President, Petrochemicals and Midstream, AFPM

Ed Boss

President, Riteks, Inc.

Aileen Doyle

Senior Director, Business Excellence, Univar Solutions

Alysia Diffendal

Director, Engineering & Operations Technology, Corteva Agriscience

Calvin Emanuel, PhD

Vice President & General Manager, Net Zero Solutions, Nalco Water, An Ecolab Company

Kurt A. Hettinga

President, Superior Industrial Solutions, Inc.

Bruce Schechinger

Rene Whigham

Vice President, Global Chlor Alkali & Customer Services, Olin

Catherine Wieckowska

President, Responsible Distribution Canada (RDC)

CEF Staff:

Dwayne Sattler

Executive Director

Brandy Gates

Director of Development

Alyson Freedman

Director of Communications

Ferleshare Starks

STEM Education Manager

Kathrine Gerhardt

Project Coordinator

Absent Trustees:

Jennifer Jewson

Vice President, Global Procurement, Strategic Materials and Sustainable Solutions, Lyondellbasell

Raj Sengupta

Mergers & Acquisitions Manager, Shell Plc

Colie Whitaker

President, Whitaker Oil Company

## **II. Review and Approval of February 8, 2022, Board of Trustees Meeting Minutes**

Terry Hill called for review and approval of the minutes of the February 8, 2022, Board of Trustees meeting. A motion was made by Bob Moser and seconded by Bruce Schechinger to approve the minutes as written. The motion passed unanimously.

## **III. Nominating Committee Report**

Dwayne Sattler shared that the Nominating Committee met and recommended Jennifer Jewson, Rene Whigham, and Catherine Wieckowska for membership. Terry requested a motion to approve the nominations. A motion was made by Kurt Hettinga and seconded by Bruce to approve their nominations. The motion passed unanimously.

### **A. CEF Board of Trustees Introductions**

Following the approval of the new board members, the Board and CEF staff introduced themselves to the new members, giving summaries of their careers to date.

## **IV. Open Discussion National *You Be The Chemist* Challenge**

### **A. Competition**

Overall, the Trustees were very impressed with the Challenge event as well as excited to see the students compete in person for the first time since 2019. The Trustees congratulated the CEF staff on a job well done. Additionally, many comments were made about the impressive industry turnout at the Industry Reception and Awards Dinner, a goal of moving the National Challenge to Houston from Washington, DC. Adding to those comments, the Trustees indicated that it would be beneficial if the schedule could be modified to attract industry to the morning competition.

Specific to the competition, Rob Benedict and other Trustees suggested changing the ice breaker questions so that they are more personal and will not solicit the same answers from each student.

Bruce thought it might be more beneficial to show the student videos during the competition before each Q&A, as opposed to only at the awards dinner. This would help give the audience context for the Q&A. Bob and Aileen Doyle both agreed that would be beneficial for the judges as well. Bob also mentioned that there was repetition between the answers to the Q&A and the videos. He suggested making the questions markedly different from the video to draw them out. Ed Boss suggested that prepping the judges better might help.

Ferleshare Starks commented that the students did what they are most familiar with, which was regurgitating their videos. Moving forward we need to help teachers figure out how to find the chemistry related to the topics. How is chemistry related to states of matter from space? And judges should be from the correct industry to ask the right follow-up questions to help lead the students.

Bob also suggested showing teams' scores up until the National Challenge, then describing how the event is scored, to give an audience a sense of the teams' standings. It might be more exciting for the audience.

Catherine Wieckowska attended a Challenge in Philadelphia several years ago, which used the individual format. She liked the team format this year, which helped the students with networking and public speaking. She also appreciated the presence of multiple, inspiring female judges, which showed inclusivity and presented excellent optics.

Bob thought there was a great turnout for the Awards dinner but asked about ways to increase turnout for the competition. Perhaps have the competition before dinner, without such a large gap in the middle of the day? Alysia Diffendal agreed. The local industry representatives she invited only came to the awards dinner. Rene Whigham indicated the industry representatives that she works with would be very interested in attending the National Challenge next year.

Aileen added that the competition is compelling, and that industry staff can get exposure to the students and see the future workforce. Meg Bohan and Kurt Hettinga both stressed the need to broaden the future workforce discussion for the students to better align with the needs of CEF's industry supporters. While agreeing that 4-year and advanced degrees are important, skilled careers are equally and sometimes more important to address ongoing and future workforce challenges.

Kurt mentioned that he is not a scientist, but has a marketing degree, and is more interested in how chemistry makes our lives possible. He did not feel like his skill set or people in the industry outside of scientists were as relevant at the competition. He suggested it should be broader, not only about scientific concepts. What do the business and science of chemistry do for clean water? Making coatings last? How do pharmaceuticals make us healthy? Bring the level of science down to bring more industry to the table and have fewer gifted and talented students, and more students that represent the industry workforce.

Building on that, Renee and Catherine both suggested that we need problem solvers and more diverse teams. Perhaps we give the students 5 or 6 different problems and see how they would solve them from the perspective of people throughout the workforce ladder.

Rob added that the students could be asked to work together as they do in companies to solve current community issues, building a business / entrepreneurial component to the competition. Meg agreed, stating that may assist with broadening CEF support from other industries.

Calvin Emanuel said that we have the cream of the crop at the event, which is the correct outcome for what we designed. Regional events and activities have a broader focus and see a big impact on lots of students, but it's good to have the cream of the crop at nationals. Bruce agreed; we want the best of the best, but we still want other students excited about STEM.

Aileen noted that the Univar Solutions' tables had a cross-section of people in various jobs. She promotes CEF internally, but a lot of people at her table still did not realize the level of support that the company and so many of their colleagues provide to CEF. Trustees looked to CEF staff to work jointly on future communications tools that could be used internally and externally to highlight industry support, volunteer and financial, as well as the *You Be The Chemist* programs.

Ed suggested having the students sit at each table so they can meet and get to know the industry people and vice versa.

Rob thought that Ryan Prouty was an amazing keynote speaker. He loved how she spoke directly to the students.

Bruce suggested showing the Sasol video to illustrate what else we are achieving outside the competition.

Round table discussions ensued, brainstorming ideas to build on the Challenge team format, especially the video portion to increase the diversity of student participation by showcasing broader STEM skills, focusing the videos on current issues, such as sustainability, and allowing students to present innovative ideas and solutions, especially during the Q&A with the judges, and including the need for the students to engage in a broader workforce opportunity discussion.

#### **B. Facilities tour of Univar Solutions Center**

Ferleshare mentioned that the students loved going to Univar Solutions lab. They anticipated being talked to, but it turned out that it was hands-on. They loved “making stuff” and “doing stuff.” Trustees congratulated and thanked Univar Solutions for their support and hard work hosting the student finalist teams.

### **V. Treasurer’s Report**

Meg shared the financial Dashboard and mentioned that our investments are down because the market is down. The actuals are excellent, however, and Meg thanked Brandy Gates for her efforts.

Bruce mentioned that we had been benefiting from the market for years. As seen on page 2 #11, CEF gained \$159,000 from the stock market, but it was down this year by \$127,000. Ed mentioned that we do not have an aggressive portfolio. Our budget expenses are at \$1.3 million, but we only spent \$900,000. Dwayne said we are still spending down that \$1.3 million but will probably come in a little below on our expense side.

Based on May numbers, revenue was \$1.11 million and expenses \$1 million. We have tried to make up the Dow loss by revenue enhancement and some savings. Brandy has done a fantastic job.

Brandy has turned around how we ask for dollars to follow trends in corporate giving. Creating sponsorships, rather than just corporate giving. Much more sponsorship dollars coming in to meet strategic needs and interests. Bruce wants Brandy to send around a “shopping list” of needs. Brandy is also moving the “ask” to once per year to fit with budget cycles.

#### **A. April 2022 Financials**

Bruce made the motion, and Ed seconded. April 2022 Financials were passed.

#### **B. FY22 Year to Date & Projection**

Dwayne said there is an even split between corporate and sponsorship (\$600K each), and \$30,000 from individual donations. Brandy intends to emphasize Amazon Smile as a way to increase individual giving.

### **C. Draft FY23 Budget & Assumptions**

Expenses are the same as this year. There is a 3% increase in programs, and fundraising is up 5% (including board expenses). Increase in communications budget for more videos. Operations should see the full impact of the renegotiated contract with NACD.

Staff support is throughout the budget, not specific line items. Dwayne recommends a 12% increase in staff. That would include bringing on a new staff member, plus COLA and a healthcare increase for existing staff. New staff money should come out of the strategic initiative.

It was noted that CEF has over 12 months in organizational operational reserves, and auditors would like 3-6 months.

Alysia wondered what the staff increase looks like. Dwayne has a few job descriptions but is looking at the coordinator level to help Ferleshare and Kathrine. Also, potentially, two intern positions. Dwayne anticipates posting the position(s) in late June or early July, starting September.

Terry mentioned that post-COVID, positions do not have to be in DC.

Terry called for a motion to pass the draft budget. Meg and Bob both seconded. The motion was approved.

## **VI. New Business**

### **A. NACD Ex-Officio Representation on CEF Board of Trustees**

Terry presented the proposal to change to bylaws so that NACD Board Members would not automatically be ex-officio representatives on the CEF Board of Trustees. This would not affect the strategic partnership between the organizations but is rather an acknowledgment of how much CEF and its mission have grown over the decades. The current NACD ex-officio members are passionate about CEF but moving forward we want it to be natural volunteer work and not just a board requirement.

Kurt mentioned that it made sense to have the same board members when CEF was an NACD foundation, but not anymore. Opening the board up could make it more diverse and could create opportunities for other leaders on the CEF Board. CEF will still do community outreach with NACD.

Meg mentioned that the CEF treasurer position is a good stepping stone to CEF VP and CEF President, as it is easier to understand the financials if you have first been treasurer. There should be a Treasurer election at the November Board Meeting, where we will also look at bylaw changes.

Dwayne mentioned that these changes to the bylaws would be presented to the Trustees at the November meeting for approval.

### **B. Trustee Travel Policy**

Dwayne reviewed the proposed travel reimbursement policy, which lays out a plan for CEF to underwrite travel expenses for educators or past participants who join the Board.

Ed mentioned that when the Board is voting on a potential trustee, they need to know upfront if they would be covered under this policy. Dwayne suggested that should be a communication point made to the Full Board as part of the Nominating Committee process.

Meg suggested narrowing the proposed language to exclude corporate representatives. Perhaps there would be a way to sponsor Board members?

Terry, Bob, and Aileen suggested naming the roles (Education and advisement Role) vs. corporate representative role.

Dwayne suggested caution in not creating two tiers of trustees. Bob then remarked that the Board should discuss this further with Stephen, CEF's lawyer. Dwayne will follow up with Stephen.

## **VII. Executive Director's Report**

### **A. Scorecard Review**

Kathrine Gerhardt reviewed the Challenge scorecard.

Catherine mentioned that she was excited about the French translations of the Activity Guides that will roll out at the beginning of the 2022-2023 program year.

Bruce asked about the Spanish translations, and Kathrine indicated that CEF is having discussions with her former Spanish professor regarding a path forward.

In the discussion regarding CEF's international partners, Kathrine mentioned that with ASDAN, CEF's cultural partner in China, a licensing agreement exists. Additionally, ASDAN charges participation fees, generating approximately \$15,000 over the last 3 years for CEF. To note, CEF does not charge for student participation in the U.S.

Kathrine and Dwayne mentioned that CEF had students in the UK and Croatia participate in the Challenge programs this year. To address their participation, CEF created a separate "international division" providing recognition to the student participants, but at the same time not having them directly compete with North American students.

As of now, only U.S. or Canadian students are eligible to compete for the student scholarships awarded at the National Challenge. Kathrine added that she made that clear to the UK and Croatian contacts when they inquired about participating.

Alysia asked what CEF's focus is in expanding to other countries. Dwayne answered that ASDAN approached CEF three plus years ago, and it was originally a major strategic goal of Dow. Moving forward, CEF looks at international opportunities as a way to expand industry partner recognition as well as revenue opportunities.

Bob mentioned moving forward in Germany with Brenntag, but COVID got in the way. International programs need to be self-sustaining; CEF can't be responsible for them.

The Trustees were impressed with CEF's Activity Guide download numbers, with Ferleshare and Dwayne noting that most of the downloads derived from CEF's relationship with Discovery Education. Ferleshare noted that Discovery Education was the largest online content distributor for teachers. Alysia asked how CEF plans on increasing the download numbers. Dwayne answered that CEF has begun advertising more on social media and has put together a Summer STEM learning package for parents and teachers that we are promoting.

Bob asked if there are other platforms we should be looking at besides Discovery ED, and Ferleshare responded that she is not aware of any other platforms with such a broad reach. She does think that expanding our advertising to other education organizations that target science teachers might be a good long-term strategy.

#### **B. Communications & Outreach**

Alyson Freedman reviewed the communications scorecard, going over engagement numbers and email open rates.

Bob asked about communications to donors, which Brandy answered is within her purview. She sends the Annual report, news articles, etc. to donors.

#### **C. Development**

Brandy reviewed development. CEF has exceeded our FY 2022 monetary goal with 50 fewer donors than last year. Brandy indicated that she continues to work on ways to reach smaller donors with less output on her part. Her focus this year was reaching and retaining the larger donors.

Rob would be interested in seeing revenue per donor numbers.

Meg asked why there were fewer donors, and Dwayne answered that the consolidation of the industry is hitting us.

Dwayne also mentioned that CEF is behind on the President's Club. Brandy mentioned that CEF is trying not to ask at the same time as NACD, but that is hard since we do not know when their ask will be. Brandy suggested adding information on Amazon Smile has the potential to attract smaller donors as well as individual donors.

### **VIII. Closing**

#### **A. Board of Trustee Meeting Calendar**

Dwayne reviewed the upcoming Board calendar. There will be a meeting on the afternoon of Monday, November 7<sup>th</sup> at the Hotel Del Coronado, during the NACD Annual Meeting, and a reception that night.

#### **B. Adjournment**

Terry adjourned the meeting.

Respectfully submitted,

Dwayne Sattler  
Executive Director  
Secretary, Board of Trustees  
Chemical Educational Foundation®

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