

EDUCATION COMMITTEE DRAFT MEETING MINUTES



Friday, November 1, 2024 | 8:30 - 9:30 AM

The Nature Conservancy, 159 Waterman St., Providence, RI 02906

With remote participation available via Zoom.

Members in Attendance: Sue AnderBois, Kurt Teichert, Peter Gill Case

Others in Attendance: Georgia Cheney, Katie Critelli, Jeanine Silversmith, Craig Johnson, Rachel Sholly, Toby Ast, Kate Felder (virtual), Brett Feldman (virtual), Theo Smith (virtual)

1. Call to Order

Vice Chair Gill Case called the meeting to order at 8:33 a.m.

2. Vote on Meeting Minutes

Council Member AnderBois motioned to approve the October 9th, 2024 Education Committee Meeting Minutes. Council Member Teichert seconded. All in favor, none opposed, and the minutes were passed.

3. LEAD Session Debrief

Ms. Sholly asked for feedback on the LEAD session as well as suggestions for the next session. Council Member Teichert noted that the last topic regarding the market potential study was originally the first topic, and it was the most robust discussion, but time ran out. Vice Chair Gill Case underscored the need for relevant historical data of the Council (e.g., the history of the Market Potential Study). Mr. Johnson agreed with incorporating that information into the Briefing Memos. Discussion included how to increase Council time for more of these types of sessions for brainstorming such as at Full Council meetings, additional LEAD sessions, or something else. The Committee discussed how committed most of the current members are, demonstrated by the fact that they join additional committees of the Council. Vice Chair Gill Case raised the concept of "seizing the moment" while the Council has such committed members.

4. EE Education for Legislators

Council Member AnderBois talked about the Priorities Task Force Committee. She will schedule a meeting after the election with the goal of scheduling a presentation in early December. Vice Chair Gill Case agreed. Ms. Sholly shared a draft of the EEC pamphlet as a handout as a leave-behind after the presentation. Ms. Sholly explained her approach and asked for feedback. She also offered to assist Council Member AnderBois with the presentation. Vice Chair Gill Case suggested incorporating sound bites of Council Members into the presentation to reinforce the message that the EEC is the trusted partner. The Committee discussed how to present savings in graphs. The presentation will be short and high level and the focus will be interactive discussion. Council Member AnderBois asked about who would like to present. Vice Chair Gill

Case volunteered to participate and it was suggested that Council Member De La Cruz may also want to participate.

5. Public Awareness Campaign Update

Ms. Sholly shared that the campaign has launched. Currently, there are issues with the social media ads. There is a meeting with PivotPath today for a progress update. PivotPath will provide an evaluation report the week of November 11th. The Committee also discussed website updates. Ms. Felder asked if people need to be following on social media to see the campaign which is not required as they are sponsored ads. Ms. Sholly suggested a discussion with the Full Council about becoming more active on social media. She noted that there are questions to consider for 2025 regarding the campaign, including the vendor, content, and project management. This topic will be included on next month's agenda after getting performance reports. Council Member Teichert will reach out to the EC4's Science and Technology Advisory Board to see if there is any overlap in their outreach and messaging. Vice Chair Gill Case would like the direction of the campaign going forward to incorporate energy efficiency with climate change. Council Member Teichert mentioned that his most recent energy assessment highlights dollars saved with no mention of carbon emissions. Mr. Johnson said RISE could add that metric. The Committee would like to see a report that shows the public's motivations for efficiency.

6. 2024 URI PIER Lecture Series

Vice Chair Gill Case suggested the creation of a highlights reel of the first lecture. It was noted that the entire session is available on their YouTube page. He also suggested taking more ownership of the series. Mr. Johnson suggested timestamped snippets rather than a highlighted, edited reel. Mr. Johnson attended; he reported it was a good turnout, that there were good panelists, and that the audience was engaged. Mr. Johnson offered the ideas of adding lectures and of holding events elsewhere to increase interest and audience. The details of the next lecture were also discussed.

7. Public Comment

Jeanine Silversmith, Rhode Island Environmental Education Association

Ms. Silversmith introduced herself and commented on the public awareness campaign and the topic of "climate anxiety."

Mr. Feldman shared the ACEEE's awards to Rhode Island Energy and shared the link in the chat.

8. Upcoming Meetings

- Friday, December 6th, 8:30-9:30 a.m.

9. Adjournment

Vice Chair Gill Case adjourned at 9:34 a.m.