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Board Member Report

Reading through my Personal Workplan for my period as a YEE Board Member near the end of my tenure as Publications & Promotions Officer is a rather sobering experience. While I was enthusiastic and ambitious about what I could achieve in my role – and laid out a wide range of objectives - the reality has been rather different. I have not achieved many of the objectives I set out for myself.

Nevertheless, let us start with the positives. What have I achieved during my time as Publications and Promotions Officer?

1. Improvement to YEE publications – Every year YEE publishes 6 Newsletters and 2 magazines. While these were already of a high quality, over the past year I have worked with the Secretariat to improve them even more by:

NEWSLETTER
- Attending virtual meetings with the Secretariat team so as to coordinate and plan work in advance
- Encouraging as many MOs as possible to submit articles to ensure a diversity of information
- Working with the authors of articles to help them make the articles interesting for readers, e.g. by including photographs
- Proofreading and editing all articles in detail to ensure they were written in clear and engaging English.
- Wrote Editorials

MAGAZINE
- Working with the Secretariat and project teams who had responsibility for the editions of the magazines to provide advice, and answer any queries
- Encouraging as many MOs as possible to submit articles to ensure a diversity of information
- Proofreading and editing the magazines to ensure they were of a very high standard

Indeed, I believe that the 2 magazines published by YEE in 2010-2011 (Discover Nature – Tools for Environmental Education, and Games for Nature) were of an extremely high standard and will be useful resources for MOs and other NGOs long in to the future. While I do not claim much credit for their quality (the hard work was really done by the Secretariat and project teams) I believe our teamwork contributed to their success.

2. Introducing YEE's e-newsletter

During the AM 2010 MOs decided to change YEE's Newsletter from a paper/pdf Newsletter to an e-Newsletter. I worked with the Secretariat – in particular Gosia Zubowicz and Paulina Piasecka – to investigate how to make this transition. Following this we worked together to create, test, and dispatch our first e-Newsletter. Given how people communicate and share information today this was an important step, and while improvements need to be made to our e-Newsletter, I consider this to be a great step forward for YEE.

3. Creation of a YEE social media strategy

Social media tools, such as Facebook, are central to the way people communicate these days. I worked with the YEE Secretariat to develop a strategy for how YEE uses social media tools.

Overall:

I consider my key contribution to YEE over the past year was providing English language support on a whole range of documents, reports, and publications. Since English is my native language and I have proofreading experience, I was able to provide support to many members of the YEE team to ensure their text was written in clear and engaging English. I hope this made a positive contribution to the organisation's work over the past year.

Nevertheless, the amount of time I dedicated to proofreading and providing advice on English meant that I did not spend sufficient time on my other responsibilities as Publications and Promotional Officer. For example, I did not spend much time promoting YEE – I didn't send articles or information to newspapers, or other organisations.

While I am rather disappointed I did not achieve more during my year as a YEE Board Member I did very much enjoy my time as Promotions and Publications Officer. The most fulfilling part of my work was cooperating closely with the YEE Secretariat – helping the team with their work and learning from them. It was a real pleasure working with Adriana, Gosia, Michal and the EVS volunteers.