

**TMN Chapter Presidents/Advisors Meeting (10/24/24)  
In-Person at Annual Meeting Chapter Leadership Luncheon**

1. Meeting recordings, notes, & slides may be viewed on the [Naturalist News page of the TMN website](#).
2. Those present in-person each introduced themselves.
3. Our upcoming 2024 Monthly Presidents and Advisors meetings are on November 12 (Joint TMN Tuesday – TMN Technical Guidance Projects Showcase) and December 10 (Joint TMN Tuesday)
4. Welcome to our new Student Program Aides Christian Lopez and Hannah Thornton!
5. Each attendee received a leather TMN notebook, a 25<sup>th</sup> Anniversary Report, and “Texas Master Naturalist Project” signs. A raffle was held for some spare equipment from the TMN office.
6. Attendees were reminded to pick up TMN Curriculum orders, Silent Auction wins, and other items this weekend.
7. The new H-E-B Pollinators for Texas grant program was introduced. This topic was also presented to all Annual Meeting attendees at Friday’s lunch.
8. Reminders to our Membership! Chapter presidents, please make your chapter aware.
  - a. The Texas Master Naturalist title, your Chapter name and your Program/Chapter membership should never be used in connection with advocacy or to invoke policy.
  - b. TMN Title and Certification should never be used for personal gain or profit.
  - c. REMEMBER: The TMN logo and title are trademarks. You must seek state office approval when adding them to chapter t-shirts, merchandise, flyers, etc.
  - d. Public Comment should only be made as a private citizen. Your TMN title should never be associated with your public comments.
  - e. Review guidelines here: <https://txmn.tamu.edu/chapter-resources/chapter-documents/>
9. [Hannah Ferguson](#) (TMN Program Support Specialist)  
Currently working on:
  - i. Brand Guide Update
    1. Any use of the TMN logo on printed materials and merchandise must be approved by the TMN state office.
    2. Cohesive branding across all Chapters is imperative to maintain the integrity and recognition of the TMN trademark, brand, and mission.
  - ii. Chapter Templates/Resources (Social Media/Promotional Materials, Etc.)  
Promotional materials will be available to Chapters as well as Canva templates for Chapter customization.
    - a. Web page and initial templates nearing completion.

- b. Will be a password-protected page under the “For Chapters” tab.
    - c. Requests for templates still being accepted.
  - iii. Training Class Survey
    - 1. Completed by 42 of 49 Chapters.
    - 2. The full results were shared in a Saturday class session at the Annual Meeting.
  - iv. The Speaker Master List now resides with Hannah Ferguson.
    - 1. Email Hannah to request speakers for curriculum topics
    - 2. Email Hannah if you have additional speakers to add to the list
  - v. 2025 New Training Class Info
    - 1. May now be added to the TMN Website:  
<https://txmn.tamu.edu/blog/2025basic-training-classes/>
    - 2. Twelve chapters have submitted their information for Spring 2025 training classes; the website will be updated with this information soon.
    - 3.
- 10. Chapters celebrating anniversaries in 2025 were listed. Attendees from these chapters were invited to speak on what they are doing to celebrate.

#### 11. Fall Pins

- a. Most orders via [AgriLife Learn Store](#)
- b. [4000-hour \(PVSA\), 5000-hour, 10,000-hour, and Up](#)
  - i. Filled by [Michelle Haggerty](#) via [txmn.tamu.edu/chapter-resources/4000-abovepins/](https://txmn.tamu.edu/chapter-resources/4000-abovepins/)
  - ii. *PVSA pins are back in stock, and all backorders have been placed.*
    - 1. *If the recipient is registered for the Annual Meeting, Michelle will hold for the TMN Annual Meeting Awards Banquet.*

#### 12. [TMN Tuesdays](#)

- a. November 12<sup>th</sup>: Joint #TMNTuesday + Presidents Meeting
- b. December 10<sup>th</sup>: Joint #TMNTuesday + Presidents Meeting

#### 13. [2024 Annual Meeting](#): San Marcos, October 24<sup>th</sup> – 27<sup>th</sup>

- a. It’s finally here!
  - 636 total registrants
  - 44 chapters attending (44/49 = 90%)
  - Many more statistics were shared for this record-breaking annual meeting.
- b. Highlights of the agenda and the ways to access it via CVENT and Slack were covered.
- c. The table centerpieces “Boots on the Ground” represent all the hours, miles, and sweat equity that our TMN volunteers pour into their passion for nature. *Thank you* to those who put these together!
- d. The TMN Program’s 25<sup>th</sup> anniversary History Timeline has been updated this past year – check it out!
- e. The Annual Meeting stage was decorated with native pollinator plants. These are available to take home with a voluntary donation.
- f. Friends of TMN – a financial support organization for the Texas Master Naturalist Program to alleviate any financial and logistical concerns from both sponsoring state agencies - Texas

Parks and Wildlife Department, Texas A&M AgriLife Extension. This was covered in its own class session immediately after the Presidents and Advisors meeting.

#### 14. Chapter Resources

a. [State Website](#): First Line of Defense for Information & Questions b. [Listserv](#)  
Best way to stay in the loop and up to date on daily/weekly TMN events, trainings, opportunities, and other news.

#### b. TMN WordPress Website Trainings

##### i. TMNTech Tuesdays

1. 1<sup>st</sup> Tuesday, Monthly
2. 12:00 pm – 12:45 pm
3. Hosted via Teams ii. Best and fastest resolution for WordPress issues:  
[firstcall@ag.tamu.edu](mailto:firstcall@ag.tamu.edu)

#### 7. VMS Updates

- a. Nothing has changed for end users; proceed with entering hours as normal.
- b. Moratorium on VMS Trainings Until Further Notice of New VMS. Contact the VMS Help Desk for Emergencies
- c. Updates this month:
  - i. It is looking like the change to the new VMS will take place at the first of 2025 (not confirmed)
    1. We will be given as much advance notice as possible.
    2. Some training will be given to the TMN VMS Administrative Team in a development environment in early December.
    3. The TMN VMS Administrative Team has begun to collect a team of additional trainers for later deployment.

#### 8. Improving TMN Reporting

- a. For Chapter Meetings, AT, and Service Projects
  - i. Provide reporting guidance.
    1. Opportunity
    2. Project Category
    3. Service Description

#### 9. [AgriLife Learn Store](#)

- a. New items and shirts now in stock.

#### 10. TMN License Plate

- a. Order on <http://myplates.com/>
- b. \$30 non-personalized; \$70 personalized
  - i. \$22 of each plate sold goes back to TMN Program:  
<https://txmn.tamu.edu/blog/tmn-license-plate/>
    1. 722 sold as of Q3 2024
    2. 800 Goal

#### 11. [TMN Endowment](#)

- a. Initiated in 2016
- b. Current Balance: \$176,000
  - i. Individual or Chapter Gifts

- ii. Employer Gift Matching
- iii. Estate Planning
- c. To Give: [give.am/TexasMasterNaturalist](https://give.am/TexasMasterNaturalist)

## 12. The Season of Thanks 2024

A survey will go out soon; the focus this year is Celebrating our Texas Master Naturalist Family. Please share the survey with your chapter members.

## 13. End of Year Success Planning

- a. Incoming 2025 Chapter Presidents are invited to the December Presidents and Advisors meeting.
- b. Chapters: plan your New Year Board retreats.
- c. December: remember to enter new leadership in VMS.
  - i. Mark in Directors List

## 14. Beware of Phishing / Scams Issues via email

- a. Let your members know that you will never ask for money, gift cards, etc via email
- b. When in doubt – phone the person who appears to be emailing the request.

## 15. Triennial Review of TMN Governing Documents is coming up.

- a. Bylaws, Chapter Management and Operations Protocol (CMOP), and Chapter Operating Handbook (COH)
- b. All found at: <https://txmn.tamu.edu/chapter-resources/chapter-documents/>
- c. Provide comments and feedback at <https://txmn.tamu.edu/chapter-resources/chapter-documents/governing-documents-feedback-form/>
- d. Timeline:
  - i. Summer of 2025: Feedback and suggested edits will be compiled
  - ii. Fall 2025: Completed updates made & sent out
  - iii. 2026: New documents Year 1
- e. An update of the Marketing and Brand ID Guidelines is pending; expected late 2025 / early 2025. <https://txmn.tamu.edu/chapter-resources/tmn-brand-marketing/>

## 16. Presidents Questions Submitted:

- a. From the Hill County Chapter regarding Chapter Project Management...
  - Are any Chapters using metrics to indicate project health, viability, and/or sustainability?
  - Are any Chapters using surveys and/or metrics to determine satisfaction with the service we're providing to a partnering organization
  - Is there a best practice and/or lessons learned list that's being maintained?
  - Are any Chapters using a process to fill open project leader positions?
- b. From a couple of chapters regarding capturing outreach participant demographics attending chapter outreach projects
  - New survey tools to capture that information