



January 3, 2013

Proposal to Acquire

Outdoor Paragon listserv

Attn: David Spencer

From: Sierra Frank, School Programs Manager
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Proposal

It is with great interest that Ecosource proposes to transfer ownership and responsibility of the **Outdoor Paragon listserv** from David Spencer to Ecosource's dependable operation. We believe that this transfer could be easily integrated into our preexisting programming, while maintaining the integrity of the listserv and value to its subscribers.

Who we are

EcoSource was founded by Mississauga Mayor Hazel McCallion in 1979 and has been developing and implementing community environmental education projects since our creation. We are proud to serve over 30 000 community members annually in Peel Region, and beyond.

Over the past 5 years Ecosource has been directly supporting Peel Region teachers in the private, public, and separate school boards by providing programs and resources, with the goal of building capacity and filling gaps in knowledge. Amongst our successful programs is **The Trailblazers Environmental Education Online Newsletter** which reaches over 250 educators and community partners within Peel Region, and beyond. This seasonal online newsletter highlights the latest in environmental teaching resources, techniques, events, and opportunities by gathering submissions from community partners, to offer a comprehensive environmental education directory. From tree plantings, conferences, community garden visits, class field trips, webinars, workshops, seminars, and more, Trailblazers has proven to be a remarkable resource geared to support teachers in integrating environmental education into their teaching practice.

We believe that by making some modifications to our pre-existing program, we will be able to amply serve Outdoor Paragon subscribers while reducing a duplication of services.

The Proposed Transfer

- David Spencer would donate the Outdoor Paragon listserv, e-mail list to Ecosource.
- David Spencer would send an e-mail to the existing membership of the Outdoor Paragon E-newsletter announcing the switch.

- The membership would then be emailed to request their subscription to the new newsletter and all members would continue to have the option to unsubscribe at any time.
- EcoSource would continue using the name *Trailblazers Environmental Education Newsletter*, while recognizing Outdoor Paragon's collaboration on the template of the newsletter.
- David Spencer would continue to own the name Outdoor Paragon and Outdoor Paragon E-Newsletter.
- The Trailblazers Newsletter would maintain a similar mandate to Outdoor Paragon, primarily: "A professional learning and sharing network (PLSN) of educators and community partners who encourage and practice aboriginal, experiential, environmental, outdoor and recreation education in the Region of Peel."
- EcoSource would set predetermined dates for the newsletter distribution, starting with a bi-monthly distribution. In this way we could streamline the process and send more updates at one time.
- EcoSource would ask subscribers and community partners to send announcements in advance of the predetermined distribution times. We would also send all subscribers a reminder of the next submission due date.
- In keeping with the Trailblazers framework, we would ask for a maximum of 150 word blurb (with title, image, and option for hyperlink) for each submission.
- The cost would remain free for all subscribers.
- EcoSource would incur all costs of assembly, delivery, and maintenance of the newsletter.
- After the transfer and name change of the newsletter, David Spencer would continue to be able to post notices of outdoor and environmental education issues, events and professional learning workshops.
- EcoSource would require a few months to get the Newsletter up and running to make the necessary changes to meet this new agreement (including the redesign of the Newsletter template to recognize Outdoor Paragon's partnership).

We believe that this proposal will meet the needs of your 393 members by continuing in the spirit of Outdoor paragon, to offer a collaborative online resource that encourages environmental education within Peel Region. We look forward to hearing back from you and would be happy to meet in person, to discuss the possibility of this transfer further.

Sincerely,

Sierra Frank
School Programs Manager

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