2012 Wrap Up Meeting
Outreach, Education and Volunteer Programs
February 12, 2013
2012 Education Wrap Up
PROGRAMMING AND OUTREACH

- Total outreach impact for Education Program
  - 238 events for 6753 members of the public
- 12% increase in number of programs
- 29% increase in attendance (1500 more people contacted in 2012 than in 2011)
- 14% increase in DNR involvement in individual programs
- 15% increase in participants per program (29 people/program on average).
2012 Number of Programs and Participants by Category

*Wolfwood was unable to attend in 2011, so 2012 numbers have been adjusted to reflect this discrepancy.
LONG TERM TRENDS

Total Number of Programs

Average Participants per Program

Total Participants
SUCCESS STORIES

- Tiny Trekkers and Nature Notes Club
- Better marketing efficiency: Brochures, website, Plug In To Nature
- Standardized curriculum

LESSONS LEARNED

- Focus on programs with higher attendance
- Intentional programming
- Continue to refine marketing efforts to be most effective: begin to survey program participants
- Expand program curricula to better meet needs of community and volunteers
2012 Volunteer Wrap up
WHAT WE DID...

- 27 Groups
- 387 Individuals
- 30 campground hosts
- 2 conservation easement projects
- 1091 hours from interns
- 1900 + new photographs from volunteers
- The top 4 Volunteer Ranger Assistant’s hiked a total of 2133 miles in 2012
- 10,800 hours total *turned in* from individuals and groups in 2012

*2012 hours are still coming in*
• In-Situ
• Overland Mountain Bike Club
• Team B.O.B
• Poudre Learning Academy
• LCHA
• Mtn. High Trail Association
• Rocky Mtn. Flycasters
• HP Interns
• Scouts
• NC3
• Latter Day Saints
• Friends Group
• ASU
• Loveland Fishing Club
Plug In To Nature
Plug in to Nature – Dissemination and Implementation

• 15+ presentations about the project
• Developed Action Plan for Phase 1 Implementation with local nature program providers
  • Fill in gaps in programming and audiences
  • Establish kits for school teachers
  • Enhance programming for Early Childcare Centers
  • ID Aps for use in connecting to Nature
• Phase 2 Implementation
  • Focus on Awareness and School Partnerships
    • Pilot for www.getoutdoorscolorado.com - single source website for event information
    • Statewide E-Literacy Plan
• PIN won 3 awards
FACEBOOK AND TWITTER

- Since April there has been marked increases in visitors using our Social Media
  - 53% increase for Fb (272 new users, total 513)
  - 67% increase for Twitter (310 new users total 460)
    - Total Social Media Outreach = 973

- Field staff use of sites has been excellent
  - Adjustments in “Tweet of the Month”
  - Monthly encouragement

- In 2013
  - Trying to work out ‘contests’ for increasing use
  - Implementing some interactivity to the sites