

## Action Plans

Bold faced items were added at the southern strategic planning meeting, March 14, 2005.

### ① Communication, Publication and Outreach

Recruitment – Visioned Project

1. Identify Target Audience and tailor message: Teachers, natural resource agencies, environmental organizations, sportsmen, clubs, scouts, 4-H, colleges, service clubs, church groups, retired, **outfitter guides and tours**
2. Develop Message – Introduce NNREC's mission: past, plans, potential collaboration; Request - \$, advocacy, active participation, increased awareness, behavior change; **PSAs, smaller messages, who we are**
3. Listen to and learn audience needs
4. Update resource guide online

**Questions: Are we educating educators? What are we actually going to do in this area?**

### ② Membership

1. solicit links to NNREC website (from NDOW, NDF, USFS, BLM, BIA, Sierra Club, Audubon, school districts, home school websites, school environmental clubs, conservation districts, **RPDPs**, etc.; Who: funded position, Susan Stead
  2. Contacts to give presentations to: high school and college clubs, teacher/faculty meetings, master gardeners, service organizations, **booths at related events**, State Lands Rural Planning workshop, conservation groups, tribal councils, Nevada Department of Education, **Regional Professional Development Programs (RPDP)**; Who: Shirley Pollock
  3. Active vs. Passive membership solicitation. Active: presentations, talks. Passive: brochures, newsletters distributed at meetings; Who: all members
  4. Need communication tools:
    - cover letter
    - PowerPoint presentation
    - brochures
    - talking points
    - website updates
    - **resource guide update available online**
- **make sure we are reaching citizens as well as organizations; offer participation at many levels; identify benefits to citizens; have FUN meetings**

### ③ Funded position

1. position description. Who: Dan Allison, by February 29, 2005
2. \$25,000 part-time and/or \$50,000 full-time
3. Potential funders
  - in-kind: Nevada Outdoor School, potential office space at BLM in Reno
  - Nevada MAX and other equipment sources
  - NNREC has \$1500 toward position on hand
  - BLM Winnemucca Field Office \$2000
  - **EPA grant**
4. Case Statement for NNREC

## **Added questions/comments/concerns from southern strategic planning meeting**

Advocacy – do we, are we? This led to controversial discussion, and needs to be explored more.

Geography – north/south/rural/STATE? Act regionally, think ‘state-ly’

What is needed at the STATE level? What is the commonality of interests? General public is involved, not just agencies; fun meetings, gap: classroom organizations

Natural history type association for federal and state in north

Being more efficient by coordinating outreach

Get other people doing the work (not just NNREC)

Umbrella organization: coordinate and share, identify and meet rural needs

Clearinghouse for resources

Communicate resources and curriculum

Represent state and citizens for NRE

Find the message we want to put out

Where do I fit in?

Education opportunity for teachers, especially rural

Purity of vision, so that everyone can jump onboard

Get information about NAAEE affiliate successes and challenges back to the group (action item: Dan Allison)