

NNREC Strategic Plan: Communication

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Objective 1: Increase Membership: To recruit more interested participants to support Environmental Education in Nevada and to participate through either financial support, legislation or volunteer participation to promote and advance education of the environment in Nevada.

Action 1: Develop outreach and recruitment materials: For each different objective i.e are you trying to increase membership of the NNREC, are you trying to get support for a project; are you trying to change law, regulation develop outreach media.

Develop a message to recruit participants. This message will differ depending upon the objective.

Develop (or re-visit the current) brochure stating the mission of NNREC and asking for financial support and active participation in organization events.

Develop a mailing list and recruit funding to distribute the brochure throughout Nevada.

Identify NNREC advocates in each community.

Distribute brochure to Natural Resource Agencies, School, Environmental, Sportsman and other groups to distribute through their channels.

Action 2: Identify specific projects you want people to work on. Target their skills so they WANT to come and show us what they have to offer. Through this effort you would gain their interest and support for the organization and for environmental education.

Allow people to contribute things they are good at for example...i.e.

- a) Write a press release seeking an individual who enjoy s writing and that we need someone to volunteer to write a newsletter.
- b) Recruit someone with carpentry skills to build signs.
- c) Recruit eagle scouts or others to build trails.
- d) Contact high school science teachers or government teachers and solicit for students to work towards community involvement requirements by volunteering to help with a service project.

This list could go on and on!

Objective 2: Gain Recognition of the Importance of Environmental Education: Change Curriculum and Legislation regarding Environmental Education in Nevada Schools.

Action 1: Make personal contacts with people in high places who can make a difference.

Action 2: Develop/write the law to require environmental education in Nevada Schools. Push this through people identified in action 1.

Objective 3: Publish a Directory Listing Advocates of Environmental Education; Funding, Grant Sources and Resources Available for Teachers, Agencies, Community Groups and others.

Action 1: Develop a budget for the directory and recruit funding to publish the Directory, distribute, and update as necessary.

Idea: Call agencies and ask them each to contribute \$1,000. (USFWS, BLM, USFS, NDOW, BOR). You'd have enough money by the time you did this!

Action 2: Develop a list of organizations and individuals to list in the directory and distribute the directory too.

Initial brainstorming included: Teachers, schools (public, private, charter, Home schools, district offices), 4-H, Scout groups, Boys & Girls Clubs, Churches, Colleges (UNR, UNLV, Sierra Nevada College, TMCC), Service Organizations (Rotary), Environmental Groups (Sierra Club, Audubon, Native Plant Society, etc), Sportsman's Clubs (Mule Deer Foundation, Rocky Mountain Elk, Nevada Bighorn Unlimited, Ducks Unlimited, Trout Unlimited...), Government Agencies (Federal, State and County)

Action 3: Create a web-site with the directory that can be linked to all of the entities (listed above) web-sites.

Objective 4: Distribute a newsletter or e-mail every four months to NNREC membership and others.

Action 1: Recruit a writer/editor to publish the newsletter.

Action 2: Consider changing the name of NNREC to something people would recognize when it comes through the mail or e-mail.

Action 3: Recruit funding for the writer/editor and publishing, mailing.

Action 4: Publish announcements and articles in other organizations and agencies newsletters.