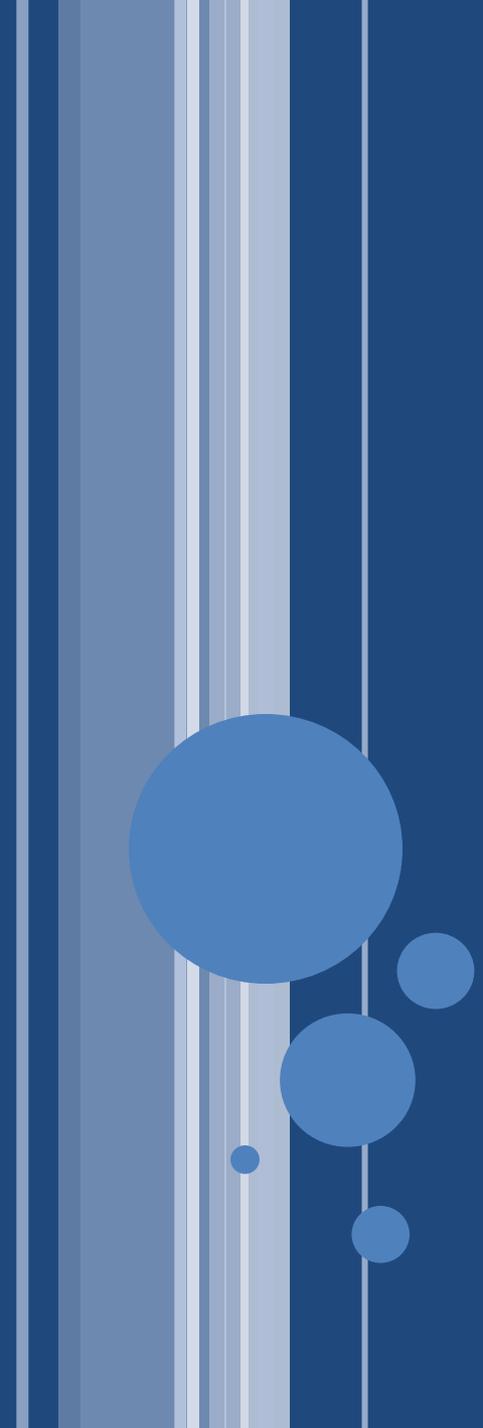


2012 WRAP UP MEETING

Outreach, Education and Volunteer Programs

February 12, 2013



2012 EDUCATION WRAP UP

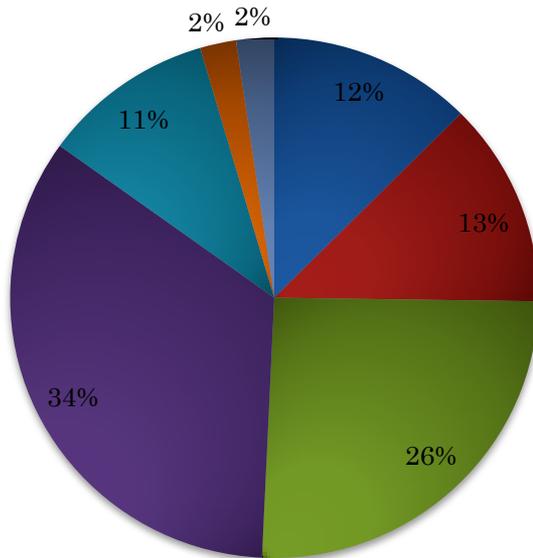
PROGRAMMING AND OUTREACH

- 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).

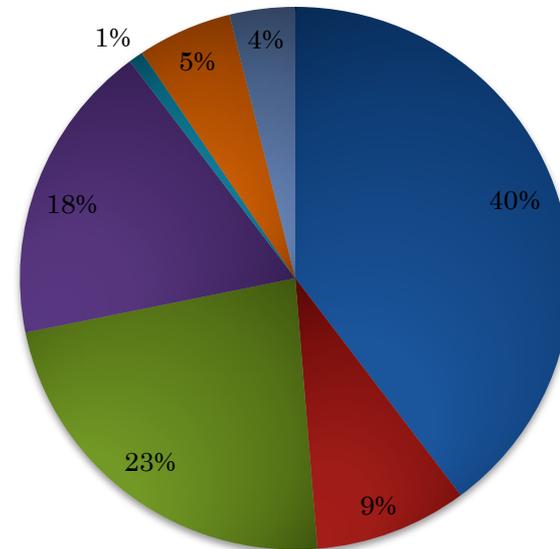


2012 NUMBER OF PROGRAMS AND PARTICIPANTS BY CATEGORY

2012 Number of Participants by Category



2012 Number of Programs by Category



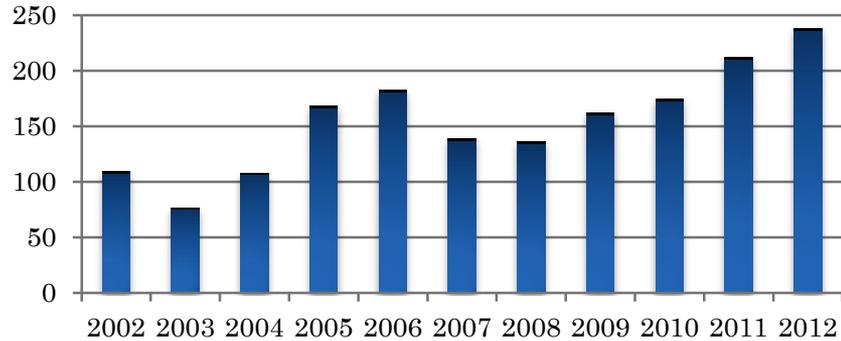
- Guided Hikes
- Special Requests (not school)
- Public Tours
- School Field Trips
- NCBF/Grand Openings
- Campground Programs*
- Volunteer Training/Events

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

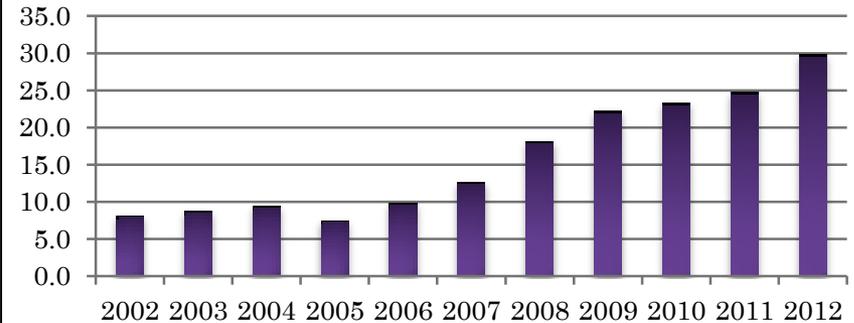


LONG TERM TRENDS

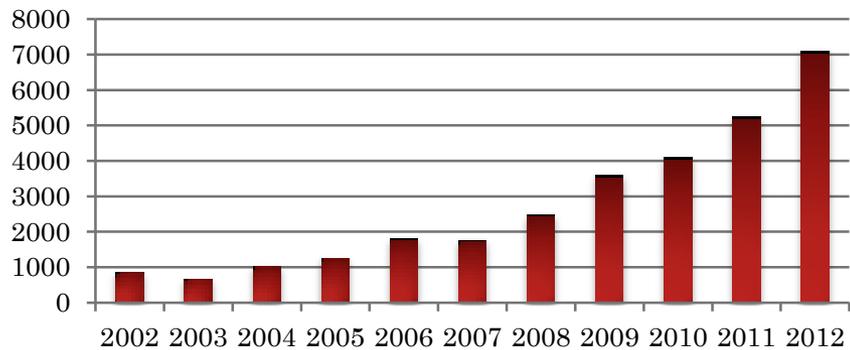
Total Number of Programs



Average Participants per Program



Total Participants



SUCCESS STORIES

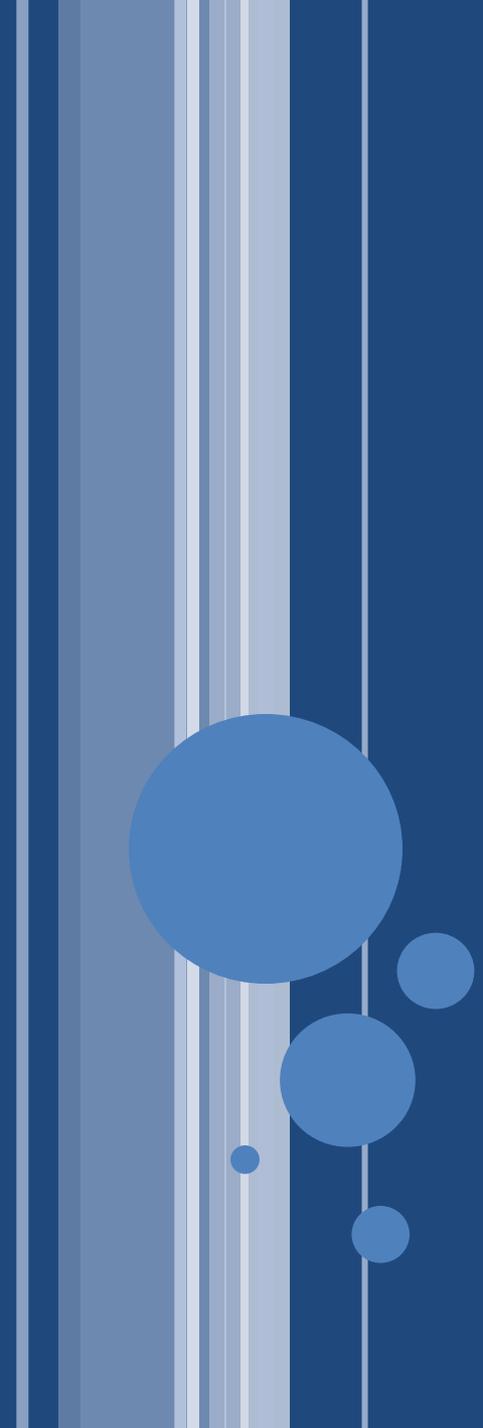
- Tiny Trekkers and Nature Notes Club
- Better marketing efficiency: Brochures, website, Plug In To Nature
- Standardized curriculum



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

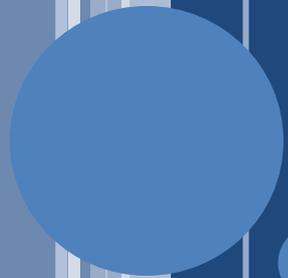
**2012 hours are still coming in*





2012 GROUPS

- 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



Finding Connections to the Outdoors
for Youth and Families in Larimer County





LCNR SOCIAL MEDIA

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





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**QUESTIONS OR
COMMENTS?**