

NCPARC

Education and Outreach Working Group Meeting

August 16, 2005
12:00-3:00 Cool Springs Environmental

Jeff Hall- Chair
Ed Corey- NC Parks & Recreation
Peyton Hale- NCSU Herpetology Club
Kevin Durso- Student
Sandy Durso- NC Herpetological Society
Mike Campbell- NCWRC
Jeff Beane- NCMNS
Grover Barfield- Independent Researcher
Zack Barfield- NCSU Herpetology Club

Jeff Hall: Introductory remarks. We should try to have 3 or 4 meetings per year to keep on track. Review of intent and goals of the working group from 2005 meeting: 1) facilitate communication of other working group initiatives to the general public. 2) multiply the flock by expanding education efforts. 3) promote the initiatives of PARC. Website Kudos to Mike Dorcas. Current initiatives of NCPARC. The first is CASP and Kendrick is going to give a review.

Kendrick: CASP, the Calling Amphibian Survey Program is part of the North American Amphibian Monitoring Program, NAAMP. This was the first year and it went well. All 61 random routes are groundtruthed.

Jeff Hall: How many of those 61 routes were not run?

Kendrick: About half were assigned but only 25 were actually run due to a variety of factors.

Mike: Are they like BBS? Do you run them once per year?

Kendrick: You run it three times per year at least; once in winter, once in spring, and once in summer. It is much shorter than a BBS.

Jeff Hall: My BBS route takes 4 or 5 hours. And one thing I was thinking that people who might be interested in a route, it might be a good idea to have someone doing a route take them with him or her to see what it is like. If you ever want to go with me, my route is over here by Big Pocosin. Do you have additional contacts that have an interest but are not assigned a route?

Kendrick: If they contact me with interest, I try to fit them in soon. Like you were saying, the website really provides all the information in one location. As far as other outreach, the only other exposure we have had is the Winston Salem Journal.

Sarah called and we put her on speaker phone.

Kendrick: I was just talking about the Winston Salem Journal and how it was good publicity. We have gotten two contacts from that article. They have not replied to my replies but we think this might be a good avenue to follow.

Jeff Hall: Were they folks that you knew from some other thing?

Kendrick: No. Lisa O'Donnell contacted us out of the blue. She said she was surfing online and found something about it. I am not sure if it was the CASP or NCPARC websites. As far as outreach, that is about all that has been done.

Sandy: Is there somewhere to go if someone wanted learn frog calls?

Kendrick: Mike Dorcas' website has all the calls in Realplayer format. Another really good website is the Frogs and Toads of Georgia by Walter Knapp which has downloadable mp3s of all our species. And of course, there is the CD that is coming out soon through the Wildlife Resources Commission.

Jeff Hall: And that was my next item, so maybe we'll get Jeff to talk about that in a minute.

Mike: In order to get a route approved, there's a test online, right?

Kendrick: It's basically the North American Amphibian Monitoring Program website.

Jeff Beane: That site has calls too.

Jeff Hall: There is a public test and a private test and you can hear individuals that you might not know as well. The public quiz allows anyone to take a quiz with the species from your state just to see what it's like. The NAAMP quiz.

Kendrick: And there is also a Frogwatch quiz.

Sandy: Is this something that might be good for Reptile and Amphibian Day at the museum?

Jeff Hall: Yeah, I think so we could talk about later...

Jeff Beane: They have a frog table every year.

Sandy: But we could have one geared toward teaching frog calls. We could develop it with PowerPoint and a game...

Jeff Beane: They didn't have a game but they have had the calls of all the frogs at the table.

Sandy: The talk at the NCPARC meeting (Steven Price) was really good matching the call with the picture.

Jeff Hall: It would be good to do something geared specifically towards learning frog calls to do a CASP route.

Sarah: It would be good to just tap into Steve Price's presentation since he already has something created with range maps and everything.

Jeff Hall: Yeah, that sounds great.

Kendrick: I think it would be great to have some PowerPoint to go with the new CD that would be timed to show the species of frog corresponding to the call.

Jeff Hall: Do you have an update on the CD Jeff?

Jeff Beane: It is coming out soon. They wanted to have it out in time for the Fair but I don't think that will happen.

Jeff Hall: Is it just the CD or a booklet, too?

Jeff Beane: It will have a booklet.

Jeff Hall: Is it laid out just like the booklet?

Jeff Beane: It is supposed to be.

Mike: Is it a CD-ROM or just a CD?

Jeff Beane: Just audio. Mike Dorcas narrates it and he did a good job.

Jeff Hall: Do we know what the cost will be? And, where will they be sold?

Sarah: It depends on printing costs but I think it will be \$11 to \$15 for the set. And, I know they are going to be selling them through WildStore and nature centers. And, they plan to target natural stores in the mall.

Sandy: All the folks I have sold the Snakes of North Carolina book all want this as soon as you have them.

Jeff Hall: Do you know if there will be an opportunity for sponsors to pick up this like the snake book?

Sarah: I don't think so because the NCWRC is publishing it.

Jeff Hall: Should we hold a CASP workshop in the areas where we need folks to adopt routes and we could provide the CD and booklet for participants.

Sarah: I have already budgeted for all route-assigned volunteers to receive a free frog call CD for next year. I don't have it budgeted for those who take the training and don't adopt a route.

Jeff Hall: Well, that is great. We can say, "if you do a frog call route, you get a frog call CD and booklet.

Sarah: There you go.

Mike: Lake Waccamaw State Park would be a good place.

Jeff Hall: Yeah, and then maybe do one in the middle like the Zoo in Asheboro. Do you think that will help get people doing routes?

Sarah: Yes and I would like to hold them for those already running routes also. Because they did not get training and some are a little concerned about their skills. But, one of the things we need to decide is do we want to do regional training or a big training session.

Mike: Could we have one big meeting and split up the people by regions?

Sarah: Yeah, I think if we did have a big meeting we would have to split up people into regions. But, I think regional meetings would bring more people in proximity to the routes to the meeting.

Grover: There is a guy in Whiteville that will publicize this ahead of time if we need to. And, I think you will get a big draw.

Jeff Hall: I think that regional meetings would also be good to be able to visit the field.

Mike: We definitely need to be prepared with the CD because nothing happens to be calling that day.

Ed: I was thinking that maybe the bird-radio could be adapted to have a training course.

Jeff Hall: I would be willing to talk with them about switching out mp3s but I think that may be something to talk about for the future. Do you think the regional meetings would be best?

Sarah: Kendrick and I discussed this and came up with some pros and cons for both. Although a statewide meeting could be more energized and more attendees, I am leaning toward the first year having regional meetings because potential volunteers would more likely drive an hour to a meeting than 4 hours.

Grover: One more comment. The price of gas will limit potential volunteers.

Jeff Hall: If we want to do training and hear real frogs, we need to do something by November. What about that Mike?

Mike: November is the earliest.

Jeff Hall: Incorporating advertising for training in any more media articles on CASP would be a way to get the word out.

Grover: Should we contact high school or college students?

Sarah: The only thing I worry about with that is that they will sample for a year or so and then we have another empty route. I think the best thing is that if you know any high school teachers or college professors that are interested so that there is an official observer and keeper of the route.

Jeff Hall: I think Sarah hit the nail on the head.

Ed: I think we should also have a workshop in the northeastern coastal plain also and I could help out since I already have a route up there.

Jeff Hall: OK. So Mike and I will talk about one in the southeast coastal plain and Ed and Kendrick can work on one for the northeast coastal plain. Is there anyone who wants to work on one in the Piedmont?

Ed: I can do one in the Piedmont too.

Jeff Hall: What about the mountains? Do we need to do one sooner there?

Jeff Beane: November is the absolute worse time for frog calls.

Ed: Is it necessary to do one right away? I know we need to fill the routes but can't we wait until the frogs perk up or at least generate some initial attention?

Grover: Why don't we come up with a workshop model out here (coastal plain) and see what works. Due to hurricane Katrina and professor from LA will be moving to Western North Carolina University and will be interested in this.

Jeff Hall: For now Mike, Ed, and I will get together to work on the first workshop.

Sarah: Ok. And Kendrick and I will search around for folks to spearhead the other regional meetings. I am sure Lori Williams will want to be involved in any workshop in the mountains.

Jeff Hall: One last question before we move on, I wanted to know how the Winston Salem Journal find out to do the story.

Kendrick: She found something on the internet about it and I assume it was through NCPARC website.

Sarah: We have been talking to Jodie Owen about a press release that would alert reporters to contact the state coordinators for more info.

Jeff Hall: Maybe we should time that with the first window so that folks can go out with other volunteers. Just a thought. OK. The third annual meeting. You had written something about that in the agenda, Sarah.

Sarah: Yes, I was thinking maybe we form an annual meeting committee to determine the agenda. I like the workshop agenda, but we can brainstorm about other formats. Today, we might just want to brainstorm about where we might want to have the next meeting and some possible agenda items.

Discussed possible locations.

Jeff: Some have suggested to do the Summit again.

Sarah: It is nice. All the participants surveyed had positive remarks about it. We also discussed maybe moving it around.

Ed: Well, you can still have workshops on regional herps in a central location.

Jeff: Another reason to have it located centrally is that attendance is greater at centrally located meetings. Sarah?

Sarah was disconnected.

Ed: I will participate if it is at Brown Summit.

Grover: Let's back up. Whose working group is responsible for this meeting?

Kendrick: I think it is E&O because it educates participants.

Discussion about other possible venues and annual meeting committee. Ed and Jeff Hall will be on this committee and solicit others for help.

Jeff Hall: OK, lets move on to the Habitat Management Guidelines (HMGs). I am disappointed that they aren't making it available as PDF. They are \$10 for a hard copy. We need to see one in order to develop a workshop. I think that we definitely need to get that information out to people. Who has seen that?

No one has seen it other than draft format at the annual meeting.

Jeff Hall: OK, once that is finalized and made readily available, we will promote it. Next, we need to talk about the Outreach Program Registry on the NCPARC website. You click on it and it sends an email to Sarah. I need to talk to her about that because now that I have completed my thesis, I can have her redirect that to me so that when so and so comes and asks me about a program, I can help.

Grover: Is there a standard format?

Jeff Hall: Yeah. Well, good question. It depends on if you were doing a talk on NCPARC or CASP or something else. I have a program called 'Conservation of North Carolina Herps' that I do. My hope is that it is going to be posted on the internet. The only issue might be that someone takes it and modifies it. Is this an issue?

Discussed value of the file.

Mike: We made the Partners in Flight slideshow read only file.

Jeff Hall: What happens if you resave the file?

Mike: Nothing. You can't touch it.

Jeff Hall: Would having access to something like that on the internet be valuable to you?

Grover: Yes,

Mike: I don't mean to interrupt but it is not only good for that but is good for someone who wants to know more while surfing the internet.

Grover: One of this groups' goal was a program that comes up with a standard program for us to use.

Jeff Hall: (Jeff read correspondence with Mike Dorcas about stuff for the website his students have created). They are probably going to put it on a hidden website and then let us review it. I agree that we need to standardize the information we are putting out there. It is just going to be difficult to standardize what people do.

Grover: The reason I brought this up is because YMCA requires liability insurance for live animal programs.

Jeff Hall: There is no input-output for the education registry. I think it should be like the research registry.

Ed: Why isn't it just made so there is a check-box to the research registry?

Jeff Hall: Have you registered?

Jeff Beane: Yeah but it was a little difficult to follow.

Jeff Hall: I'll try to get up with Mike about that. Next thing we have is the CASP article in the Winston Salem Journal. Is that the only one?

Kendrick: Yes. We are trying to contact the Wilmington Star about the Bald Head Island route.

Anthony Snider is the Southern Sites Manager for the Coastal Reserve Program, runs that route and is interested in getting more exposure.

Mike: Mike Marsh is an outdoor writer for the Wilmington Star also.

Jeff Hall: Ok. Next thing I have is an article for Wildlife in North Carolina? Or, some

Jeff Beane: They said they weren't interested in running an article. They said they ran a blurb in the back corner and that was enough.

Jeff Hall: That was Greg saying that?

Jeff Beane: No, that was Margaret when she was there.

Jeff Hall: What's an angle that will make it more attractive. Maybe a CASP article.

Kendrick: And the CD....

Jeff Hall: That's it. That's the tie-in. Ok. Maybe that's a way to get some exposure.

Mike: Maybe that's something the new guy at the Commission can work on. He wants to do more of a feature than Backporch.

Jeff Hall: And if Mike and I get a workshop together, we can put that in there too.

Kendrick: I think that will get the most out of everything.

Jeff: So, are you and Sarah going work to get something together.

Kendrick: Yes, I have some early drafts without any art department consultation that we will use at the exotic animal show.

Jeff Hall: OK. Do we need to deal with that or are you going to take care of it?

Kendrick: We will take care of it. For the exotic animal show we are going to have a CASP brochure, CASP poster, NCPARC postcards, and NCPARC slideshow.

Jeff Hall: OK. Let's talk about the Exotic Animal Show. Unfortunately I won't be there. I asked Grover to lead our education and outreach. At the same time, NC Herpetological Society (NCHS) will be there also. So, we need to figure out who might be available for what.

Grover: From what I have seen, NCHS needs another table for the herp store. I was thinking we could combine the booths.

Jeff Hall: Well, I think Sarah told me that she wanted to keep them separate but I think that would be a good idea. I would like to figure out who are NCPARC members that aren't NCHS.

Sandy: How do we distinguish between the two?

Jeff Hall: Well, I was seeing NCHS being geared more towards herp husbandry and other projects that we do. And at the NCPARC booth, it could be geared more towards general information and the projects associated with that like CASP handouts. Is there a NCPARC flyer?

Kendrick: A postcard is what we had decided on.

Jeff Hall: Can she have those?

Kendrick: Yes, they are drafts so if you have any comments or pictures to contribute...

Grover: We only have a few days.

Kendrick: This can all be produced pretty quickly.

Jeff Hall: Do we have any banners?

Kendrick: We don't have any fabric banners of just NCPARC, but we do have some laminated signs and posters. We also have some 'protect', 'conserve', 'enjoy' vertical, fabric banners.

Sandy: We need something you can see from far away.

Jeff Hall: I also thought it would be nice if you had money to produce the "Don't Turn It Loose" flyer that I have a PDF of. Another flyer, "Is It a Cottonmouth?" would be good.

Grover: Here is a flyer that could be distributed to hunters that could report where they saw Eastern Diamondback Rattlesnakes.

Jeff Hall: If you're willing to do the booth, I think you can do whatever you like.

Discussion about Exotic Animal Show volunteers. Grover will be there both days. NCPARC seminar is checked on the registration. Mass emails to both memberships will direct folks to Grover and NCHS. Discussed separate booth for NCPARC at Amphibian and Reptile Day. Discussed the difference between NCHS and NCPARC. Discussed having 100s of flyers of "Don't Turn It Loose!"

Jeff Hall: I think it would be a good idea to develop a group of things for festivals and trade shows that we may want to do. I have a few things written down here: State Fair, NC Teachers Association, and Dixie Deer Classic. Those are places we need to be in my opinion. Out of those things, targeting, I think we need to be at the Dixie Deer Classic.

Mike: It's usually in March.

Jeff Beane: It's in March on the fairgrounds around the time as Reptile and Amphibian Day.

Ed: There is a fall show but those guys are the ones seeing emergent snakes. I think it would be an excellent place to do.

Zack: I can talk to some Leopold Wildlife Club about it.

Jeff Hall: Could you do that and email me.

Mike: The Wildlife Commission has a booth there.

Some discussion about other events.

Jeff Hall: Let just do that for this year and discuss other venues after the exotic animal show.

More discussion about other materials for events.

Mike: I brought some example species profiles and there are 19 herps. You can print these out, however many you wanted, and hand them out. Do you have a link on the NCPARC website to them?

Kendrick: No, I don't think so.

Jeff Hall: Ok that sounds good. We have just about run out of time. Another thing I have down for us to discuss is curriculum development. There needs to be clear concise information that can be used in our programs. So, we should compile some reference material for everyone. I have some of these materials here. I would like to have some of you pull herp relevant material out of these references. Let me know what you want to review and I will loan you the books or PDF. We have been given permission to use any of the material out of Project SAVE booklets so I would like everyone to review one of these.

Several publications were assigned to different folks. Peyton and Zack demonstrated a poster on identifying poisonous snakes asking if NCPARC could use it.

Sandy: I think that is a great poster and very important to informing the general public

Ed: I think you should add shapes of non-venomous snakes.

Jeff Hall: Sarah also sent a comment about prioritizing our initiatives and I think we have done that already by focusing on issues that are coming up real soon and not on those that we have time for. The frog call surveys start soon so we should focus on those sooner rather than later.

Discussion about when and where for the next meetings and then the meeting was adjourned. Next meeting set for November 16 from 11-3 at Umstead State Park in Raleigh.