

NCPARC

Education and Outreach Working Group Meeting

December 13, 2005
12:00-3:00 Wildlife Resources Commission Headquarters, Raleigh

Introductions: (who we are and why we are here)

Opening remarks:

- Welcome
- What is PARC
- What is the intent of the E&O Working Group
- The need for the WG chair(s): how Sarah's position coordinating NCPARC and also working for the Commission necessitates other leadership
- Learning from NCPIF: Mark Johns describes successes/hurdles in E&O
- Mike Dorcas: an update on CCARI

Overall Goals for this Working Group (as Sarah and Jeff see them):

- 1) Officially form the E&O Working Group: become ACTIVE with regard to education and outreach initiatives for NCPARC
- 2) Be the voice of NCPARC: the E&O working group will bring to the public understanding of the efforts of the PR&T and RIMM working groups
- 3) Multiply our flock to protect our herps
- 4) Promote initiatives of NCPARC and PARC
- 5) Facilitate herp education

Meeting Goals (action items):

- 1) Further develop goals for the WG (see above)
- 2) Brainstorm and air the big-picture issues and initiatives in need of outreach attention (see the brainstormed ideas from the Inaugural Meeting below)
- 3) Prioritize these as topics for future meetings or topics that need to be addressed TODAY
- 4) Current initiatives of NCPARC that E&O needs to address ASAP:
 - a. Frog Call project: planning and coordinating it, training folks on frog calls, promoting/publicizing it
 - b. Upcoming Annual Meeting: promoting/publicizing, planning and coordinating it
 - c. HMGs: promoting/publicizing, and HMG implementation training sessions
 - d. New herp regs proposed by the PR&T working group.
- 5) Schedule future meetings
- 6) Outline WG structure for voting on the issues do we: involve the entire NCPARC membership in planning our initiatives, re-issue invitations to the general NCPARC membership for future WG meetings, require a quorum of this body on decisions, or chose another decision-making method for this WG?
- 7) Officially elect a chairperson

Some general E&O Issues, as we (Sarah and Jeff) see them (compiled from the input of the NCPARC general membership at the Inaugural Meeting; the working group will undoubtedly pinpoint others):

Themes:

1) Curriculum development

- Make ecology/natural history a required part of school curriculum for all grades
- K-12 curriculum/ lesson plans- herp conscious curriculum and good teacher Training
- Develop educator programs for all age groups (scout badges, interactive webbased field trips)
- Standardized curriculum for schools/ youth- to promote a standard message
- Develop teaching modules appropriate to a range of grade levels
- Develop science project ideas/ guidance appropriate to a range of grades

2) Herp educational program development – consistency and conservation

- Develop a message that includes the importance of habitat and de-mystifying herps (i.e. not all snakes are venomous) and accomplish this through hands-on opportunities
- Developing materials such as posters, magnets and easy-to-read field guides that would allow people to understand the herps in their communities
- Use outreach to reach all corners of society with conservation issues- educate to inform
- Printed information (kiosks, posters or products available to educators across the state)
- Nontraditional educational outreach- PARC presence at herp shows, etc.
- Target age: K-3 for teaching

3) Work with landowners

- Get herp info (including benefits of herps) to private landowners
- Landowner guidelines for ‘herp friendly’ private land management

4) Work with media

- Cultivate good relationships with the media
- Mass media communication/ outreach- news, radio, written materials, TV
- Target these audiences: decision and policy makers, school, public

5) NCPARC “hub” of activity

- NCPARC as clearinghouse for research/education, etc.
- Target the universe (pre K- ancient)
- Develop statewide list of educators based on location/ specialty
- Organize a network of herp experts to provide presentations with live specimens