

FY 2009

Annual Report

Conservation Education Program



San Juan Public Lands
USDA Forest Service—San Juan NF
San Juan Field Office
Anasazi Heritage Center
Canyons of the Ancients Monument

San Juan Mountains Association

Conservation Education Program Fiscal Year 2009 Year-End Report San Juan Public Lands

DIRECT CONNECTIONS

The Conservation Education Program of San Juan Public Lands creates direct experiences connecting people of all ages to their public lands, and provides educational and interpretive materials in a variety of mediums. The Conservation Education Program depends on partners and volunteers to leverage funding and efforts. This grassroots approach allows involvement at all levels of community.

Additional educational and interpretive contacts are made through the Public Affairs work (through additional PSAs and outreach, publications, and public meetings) Law Enforcement, and the Non-Personal Interpretation Program (interpretive signs and brochures and other written materials).

Audience Count by Target Audience

Program	Students and Teachers	General Public
Classroom Visits	293	
Field Trips & Service-Learning	3,786	
Special Events	944	10,659
Workshops	164	
Interpretive Programs		9,394
Info-Programs		12,669
Written Media		40,143
Visitor Information		149,479
Overall Coordination		7,188
Total	5,187	229,532

Audience Count by Age

Preschool to Fifth Grade	1,815
Sixth to Twelfth Grade	3,372
Adult and General Public	229,532
Total	234,719

FOREST-WIDE CE COORDINATION

- *Program Coordination* for each program includes work plans, goal-setting, grant-writing and fund-seeking, evaluation and improvement, growth of program, and reporting.
- *Agency trainings—VIS Workshop* (50 participants)
- *Grant contacts & public planning meetings* for program events (60 participants)
- *CE Conferences & Meetings* (78 participants)
- *Website* (7,000 contacts)

Total Contacts in Forest-Wide CE Coordination—7,188 contacts

PROGRAMS FOR SCHOOLS AND TEACHERS

- *Classroom Visits* are educational opportunities in local public and private schools. Presentations are made by partners, volunteers, and resource professionals. (16 class visits for 293 participants)
- *Field Trips and Field-based Classes for Schools and Teachers to the Anasazi Heritage Center* (76 programs reached 2,299 participants)
- *Field trips, including winter walks, Adaptive Sports partnership, SWCC hike & Upward Bound* (12 programs reached 1,041 participants)
- *Alternative Spring Break* (15 participants)
- *Field trips in the Dolores area* (8 programs reached 431 participants)
- *Teacher Workshops, SEA/PLT Workshop in October* (120 participants) and *Fire Ecology Institute* (34 participants) and *Beginning Birding Workshop* (10 participants)
- *Water Festivals* throughout the area (860 participants)
- *Project WILD Day in Ignacio* (84 participants)
- *San Juan String Band*

Total Contacts for Classroom Visits—293 contacts

Total Contacts for Field Trips— 3,786 contacts

Total Contacts for Teacher Workshops—164 contacts

Total Contacts for School-based Special Events—944 contacts

Total Contacts of Schools and Teachers—5,187 contacts

PROGRAMS FOR THE GENERAL PUBLIC

Info-Programs use staff and trained volunteers to provide educational and interpretive information to the public.

- *Cultural Site Stewardship Program* (350 contacts)
- *FireWise Council of Southwest Colorado* (4,000 contacts)
- *Volunteer Program* including *Adopt-a-Road* trainings, hunter patrol (102 contacts)
- *Hunter Booths* (1,226 contacts)
- *Alpine Steward Hosting & Alpine Loop Open House* (300 participants)
- *La Plata County History Project & Museum* (700 participants)
- *Wilderness Info Specialists & Winter Recreation Information Ambassadors* field contacts & trainings (2,753 contacts)
- *CANM Info Requests* (3,030 contacts)
- *Trail Information Specialists, CANM* (208 contacts)

Total Contacts of Info-Programs—12,669 contacts

Interpretive Programs are naturalist-led walks and talks for public lands visitors.

- *Field Seminars* (10 programs reached 196 participants)
- *Durango Mountain Resort Nature Hikes and Ski Naturalists* (338 participants)
- *Interpretive programs in Pagosa Springs* (21 programs reached 466 participants)
- *General district presentations in Pagosa Springs* (13 programs reached 344 participants)
- *Chimney Rock Interpretive Programs* (8,000 contacts)
- *Field visits with stewards* (20 participants)
- *Backpacking Light Cooking* (30 participants)

Total Contacts for Interpretive Programs—9,394 contacts

Special Events for the General Public

Special Events are one-time events that reach large amounts of people.

- *CPI Conference & Visitor Info, including community outreach* (300 contacts)
- *Elderhostel and Redvale Project* (60 participants)
- *Smokey at Home Depot, Festival of Trees, Mancos River Day and Dolores River Festival, Farmers Market, Hummingbird banding, Reel Rock Tour, Verde Fest and Bird Festival* (1916 participants)
- *Members Only* (125 contacts)
- *Mountain Lion Exhibit opening* (400 contacts)
- *Fire Education Month, outreach and open houses throughout area* (1,000 contacts)
- *Ambassador Program of Fire Council, events hosted during Fire Month*
- *Children in the Park Day* (150 participants)
- *Expo* (250 participants)
- *Parades* (5,000 participants)
- *Mesa Verde Backcountry Horseman program* (302 participants)
- *National Public Lands Day* (30 participants)
- *Roundtable Discussions and Wild Bunch Partners Group* (26 participants)
- *Artist-in-Residence program* (100 contacts)
- *Additional Special Event programs offered to General Public by Columbine Ranger District* (1,000 participants)

Total Contacts for Special Events for the General Public—10,659 contacts

Total Contacts for the General Public—20,053 contacts



VISITOR SERVICES

Visitor Information Services provides information to visitors and residents via face-to-face conversations with visitors coming in to Visitor Centers, mailed packets, emails, and telephone conversations. These statistics include telephone calls, packets mailed, and emails from Anasazi Heritage Center as well as all the San Juan Public Lands Visitor Centers.

Visitor Services	
Method	Number Served
Walk-ins	75,442
Mailed Packets	1,321
Telephone Conversations	71,589
E-mail Responses	1,127
Total	149,479 Customers Served

WRITTEN MEDIA

- *Learning on the Land Conservation Education e-newsletter* 12 issues (Emailed to 1,800 contacts and downloaded 7,946 times)
- Get Moving! developed thanks to a Take it Outside grant from the BLM
- *Permanent Exhibits* at the Anasazi Heritage Center
- *Children's Tables* in the foyers of Visitor Centers (110 contacts)
- *Special Exhibits*, Anasazi Heritage Center (4 exhibits reached 20,000 participants)
- *Exhibits on loan*, Anasazi Heritage Center (4,000 contacts)
- *Artifact kits for loan*, Anasazi Heritage Center (borrowed 74 times for 3,445 participants)
- *Forest Keepers*, junior ranger program (672 distributed)
- *DMR Self-Guided Nature Trail* (100 distributed)
- *Junior Explorer*—Archaeology booklet (2,000 distributed)
- *Junior Forest Ranger* Distribution (50 distributed)
- *Junior Snow Ranger* (20 distributed)

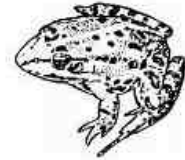
Total Direct Contacts in Written Media— 40,143 contacts



ADDITIONAL OUTREACH

Indirect audience numbers are difficult to count and reliability of messages-received cannot be confirmed. In this CE report, we are only reporting actual numbers. The following outreach were additional opportunities for educational learning and connecting people to information about public lands:

- San Juan Mountains Association bi-annual newsletter
- Twice a month SJMA e-news
- Durango Herald articles
- Educational public service announcements



PARTNERSHIPS AND LEVERAGE

Conservation Education partnerships leverage money, time, and effort, and provide improved services and products to the public. We work collaboratively with many networks, including the Interpretive Alliance of Pagosa Springs, the FireWise Council of Southwest Colorado, the Dolores River Nature Center founding board, Mesa Verde Home Educators. Partners include the San Juan Public Lands (Forest Service and BLM), San Juan Mountains Association, the Service-Learning of Southwest Colorado, Durango Nature Studies, Canyons of the Ancients National Monument, the Anasazi Heritage Center, Mesa Verde National Park, Hovenweep National Park, the Bureau of Reclamation, the Durango Silverton Narrow Gauge Railroad, Durango Mountain Resort, the Colorado Division of Wildlife, the Colorado State Forest Service, Colorado State Parks (Mancos, Lone Mesa, and Navajo), Rio Oso Backcountry Resource Educational Facility, Valley Inn Nursing Center, P&D Grocery, BearSmart of Durango, Home Depot of Durango, Fort Lewis College, Deer Hill Expeditions, the Southwest Conservation Corps, Colorado State Historical Society, Southern Ute Tribe, Colorado Alliance for Environmental Education, Whole New Concepts, Lake City DIRT, Third Street Market, Chimney Rock Interpretive Alliance, Adaptive Sports, Friends of Native Cultures, TARA, La Plata Electric Association, Mancos Public Library, Pagosa Springs Arts Council, Boy and Girl Scouts, PTA's, GOCO, Water Information Program, Backcountry Horsemen, Cortez CU Center, Wolf Creek Ski Area, local media outlets, local Chambers of Commerce, local municipalities and county governments, additional local public libraries, public and private school teachers and administrations, private businesses, additional parent-involved organizations, and individual volunteers including local farmers.

We offer a resounding thank you to you!



We always welcome your thoughts, ideas, and energy! Let us know how we can help you meet your educational and interpretive needs. Please help improve the program by taking the time to provide us with valuable feedback.

Is your program (or are you) currently using the CE program? If yes, what programs and do you have any suggestions for improvement?

What challenges make it difficult for you or your program to utilize the CE program?

Can we help mitigate those challenges?

Do you have additional programming ideas or suggestions for educational or interpretive assistance to resource professionals?

Please return to the San Juan Mountains Association, Education Program,
P.O. Box 2261, Durango CO 81302 or email your feedback to education@sjma.org

