

3-31-2005

## Cooperative Conservation: Increasing Capacity through Community Partnerships – Interagency Volunteer Program & Cooperative Conservation Program: Quarterly Progress Report, Period Ending March 31, 2005

Margaret N. Rees

*University of Nevada, Las Vegas, peg.rees@unlv.edu*

Follow this and additional works at: [https://digitalscholarship.unlv.edu/pli\\_outdoors\\_nevada](https://digitalscholarship.unlv.edu/pli_outdoors_nevada)



Part of the [Civic and Community Engagement Commons](#), [Environmental Policy Commons](#), and the [Environmental Sciences Commons](#)

---

### Repository Citation

Rees, M. N. (2005). Cooperative Conservation: Increasing Capacity through Community Partnerships -- Interagency Volunteer Program & Cooperative Conservation Program: Quarterly Progress Report, Period Ending March 31, 2005. 1-5.

Available at: [https://digitalscholarship.unlv.edu/pli\\_outdoors\\_nevada/7](https://digitalscholarship.unlv.edu/pli_outdoors_nevada/7)

This Report is protected by copyright and/or related rights. It has been brought to you by Digital Scholarship@UNLV with permission from the rights-holder(s). You are free to use this Report in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/or on the work itself.

This Report has been accepted for inclusion in Get Outdoors Nevada by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact [digitalscholarship@unlv.edu](mailto:digitalscholarship@unlv.edu).



## QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas  
Period Ending March 31, 2005

Cooperative Agreement Number H8R07010001

Task Agreement Number J8R07040006

Cooperative Conservation: Increasing Capacity through Community Partnerships -- Interagency Volunteer Program & Cooperative Conservation Program

### Executive Summary

- 800+ records now loaded into volunteer database
- Website launched – [getoutdoorsnevada.org](http://getoutdoorsnevada.org)
- 50 new volunteers already recruited through website
- Program logo developed
- First interagency event held March 5 – Great American Clean-Up
- First event featured on national Take Pride In America website
- Program marketing, public relations, and promotion underway
- Additional 2005 interagency events identified:
  - April 2 – Red Rock Day at Red Rock Canyon Conservation Area
  - April 15 – Stewardship Saturday at Moapa Valley National Wildlife Refuge
  - June 4 – National Trails Day at Spring Mountains National Recreation Area

### Collaboration with Interagency Team

Project manager Donna Grady and the Interagency Volunteer Team met monthly during the first quarter 2005 (*see attached meeting notes*). Numerous individual meetings were held as well. Topics of discussion included volunteer event planning, Privacy Act issues related to Volgistics volunteer database, use/approval of interagency volunteer applications, and the interagency website. The team initiated discussions to develop an interagency volunteer recruitment, training, and recognition program. The team also successfully reached consensus on the content and look for the interagency website. During the second quarter the team will identify and prioritize eight critical conservation initiatives while continuing development of a common recruiting, training, and recognition program.

## **Program Development**

### **Volunteer Database**

The Interagency Volunteer Program (IVP) database is now populated with over 800 volunteer records. Issues related to Privacy Act compliance briefly delayed a mass mailing planned in February 2005 to announce the interagency program and inform volunteers about upcoming events and opportunities. Diligent follow-up by Conservation Initiatives Manager Bobbie Antonich, Interagency Liaison Jennifer Haley, and others brought resolution through contacts in Washington, D.C. It was determined that UNLV is performing functions for the government and by virtue of its cooperative agreement is acting as an agent for the federal government; therefore, allowing UNLV to administer the entire database is permissible under the Privacy Act. As a result, the database was used for the first time to market the interagency program to volunteers as well as promote upcoming volunteer events. Over 650 letters promoting the interagency partnership and announcing upcoming special events were mailed to volunteers in late February (*see attached*).

At the request of the Interagency Liaison, agency logos were removed from the volunteer website to comply with agency design standards and logo-use policies. The Southern Nevada Agency Partnership is in the process of developing an interagency logo that will be incorporated into promotional materials when it becomes available

In the meantime, the following boilerplate language has been developed for use in program promotional materials and press releases:

*Get Outdoors Nevada is an interagency volunteer program administered by the University of Nevada, Las Vegas Public Lands Initiative in collaboration with the four federal agencies with land management responsibilities: Bureau of Land Management, US Fish and Wildlife Service, US Forest Service and National Park Service. This innovative partnership was formally established in April 2004 to implement cooperative projects through the Southern Nevada Public Land Management Act of 1998 that fit the university's educational and research strengths. The act specifies that a portion of the proceeds from federal land sales in southern Nevada be used for capital improvements, education, and conservation initiatives on public lands.*

### **Public Relations and Outreach**

With the commencement of sponsored interagency events, a variety public relations and outreach activities were numerous in the first quarter of 2005. Some highlights include the following:

- Project Manager Donna Grady is working with each agency Public Affairs department as well as UNLV Public Affairs to coordinate public relations initiatives (including press releases, PSAs, flyers, and print ads).

- The Get Outdoors Nevada website includes a listing of upcoming events along with a summary of completed events. It also includes photo galleries highlighting volunteer participation.
- The Volunteer Center of Southern Nevada website is being used to promote events (*see attached*).
- Mass e-mails are being used to reach the UNLV community and other interested organizations.
- Local interagency events have been registered on the national Take Pride in America website and event results provided (*see attached*)
- When appropriate, the Keep America Beautiful site and others will be used to promote events and opportunities.
- The volunteer program was promoted at a two-day Community Service Fair held at UNLV's Moyer Student Union.
- The interagency team, with the assistance of UNLV, developed and delivered a PowerPoint presentation at a National Park Service Regional Volunteer Manager training seminar held in Las Vegas on February 16, 2005. Over 50 Park Service volunteer managers were given an overview of the Interagency Partnership Programs, including the Interagency Volunteer Program.
- Presentations about the IVP program were made to the Outside Las Vegas Foundation Board of Trustees on January 31, 2005, to the Friends of Red Rock Canyon Board of Directors on February 8, 2005, and to the River Mountain Trail Partnership Advisory Council on March 22, 2005.
- Newspaper display ads are being purchased prior to interagency events.
- Business-sized cards listing upcoming interagency events were printed and distributed at community events and meetings (*see attached*).
- Event banners and custom water-bottle labels were produced (*see attached*).
- Post-event thank you notes were mailed to Great American Clean-Up Day volunteers (*see attached*).
- Interagency brochures were updated with stickers to reflect UNLV's role and updated contact information, along with the Get Outdoors Nevada web address (*see attached*).
- Ten 3' x 3' directional signs titled "Volunteer Event" were produced to assist volunteers in locating event sites.

#### *Great American Clean-Up Day Publicity*

- Articles were published prior to Great American Clean-Up Day in the *Boulder City News* and in the *Las Vegas Review-Journal* on-line and print versions of its 'Out There,' a listing of local outdoor events and activities (*see attached*).
- The *Boulder City News* printed pre-event and post-event articles.
- Television station KVBC-Channel 3 news promoted the event on air, attended the event, interviewed volunteers, and ran a piece on both its 5 and 6 p.m. news on event day.

- The Take Pride in America website highlighted the event on its website, including photos. UNLV also highlighted the event on the homepage of its website (*see attachment*).
- A broadcast e-mail was sent to the UNLV community and two large plasma screen televisions in the student union ran an advertisement for several days prior to the event.
- Letters were mailed to database volunteers, introducing the interagency partnership and promoting the website and upcoming events.
- Display ads ran in the Review Journal's *Nevada* section and *Neon* promoting the event (*see attached*).

## Website

The interagency website, [www.getoutdoorsnevada.org](http://www.getoutdoorsnevada.org), was launched on February 10, 2005, and subsequently was modified to introduce the new Get Outdoors Nevada logo (*see attached*). This friendly website promotes upcoming events and allows volunteers to sign-up for events online. The homepage center photo changes upon refreshing, and a right-side scroller highlights interagency events. The site lists specific volunteer opportunities and provides application forms, highlights past volunteer events, includes a photo gallery, and provides agency-specific contact information. The site was developed by the Public Land Initiative's webmaster Megan Iudice to be dynamic and flexible. The goal is to keep the content and visual look fresh, thereby motivating users to return to the site frequently. Megan has also implemented a statistical package, which analyzes log files for visitor usage, allowing us to track and report website activity.

Changes and improvements to the website include:

- Updated Volunteer Interest Form to comply with OMB Form 301.
- Added randomizer script on main page so center image rotates among relevant outdoor pictures at locations where events occur.
- Added scrolling news section on main page that has clickable links to upcoming and recent events.
- Added Flash-generated year-at-a-glance dynamic calendar.
- Created additional photo gallery, including images from Great American Clean-Up.
- Added name animation to main page.
- Integrated program logo into website design.
- Created domain name which directs email from website to UNLV project manager.
- Added event sign-up button that is strategically placed throughout website as a call to action for visitors to sign up.
- Researched and added metatags to sites for better search engine optimization and indexing, thereby enhancing opportunity for prospective volunteers to locate the website.

## Interagency Events – 2005

The following events have been prioritized as “Interagency” by the team and are collaborative efforts in 2005:

March 5	Great American Clean-Up – Lake Mead NRA - <b>Complete</b>
April 2	Red Rock Day – Red Rock Canyon NCA
April 16	Saturday Stewardship – Moapa Valley NWR
June 4	National Trails Day – Spring Mountains NRA

### *Great American Clean-Up Day Summary*

On March 5, 2005, sixty-five community volunteers participated in a litter pick-up at the Lake Mead Marina in the Lake Mead NRA. Volunteers began signing in at 8:30 a.m., and enjoyed coffee and pastries donated by the local Starbucks team until a 9:00 a.m. welcome and safety talk by Park personnel. In just under three hours, volunteers had filled a 20 yard dumpster with litter and other shoreline debris (*see attached photos*).

### **Summary**

The IVP team will focus continued efforts on developing a common training and recognition program for volunteers. In a short period of time, 50 new volunteers have been successfully recruited through the interagency website, and it appears that on-line posting of events and ongoing volunteer positions is proving to be a valuable recruiting tool. With the launch of [www.getoutdoorsnevada.org](http://www.getoutdoorsnevada.org) and the successful planning and implementation of the first interagency event, the IVP program has begun to shift from an internal focus towards a more external community focus. Partnerships with the Outside Las Vegas Foundation, with Friends of Red Rock Canyon in the planning and implementation of Red Rock Day, and with the Southern Nevada Regional Trails Partnership on National Trails Day have enhanced community outreach efforts. The IVP team will continue to develop and nurture these and other similar partnerships deemed critical to the program’s success.

Submitted by: \_\_\_\_\_

Margaret N. Rees  
Principal Investigator

Date: March 31, 2005