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## Education in the Environment: A Strategy for Continued Interagency Outdoor Education Programming: Quarterly Progress Report: Period Ending November 30, 2010

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**QUARTERLY PROGRESS REPORT  
University of Nevada, Las Vegas  
Period Ending November 30, 2010**

**Cooperative Agreement Number H8R07060001  
Task Agreement Number J8R07070004**

**Education in the Environment:  
A Strategy for Continued Interagency Outdoor Education Programming**

**Executive Summary**

Highlights of the university's focused efforts during the past three months include the following:

- Two Families in Nature events were held, benefitting approximately 100 people.
- The Nevada Children's Outdoor Bill of Rights was officially launched on October 9, 2010.
- A total of 18 people are finishing capstone projects and homework to complete requirements for the Nevada State Certification in Environmental Education and Interpretation.
- Forever Earth was scheduled for 35 days serving 965 people.
- Discover Mojave Outdoor World events were conducted for 253 people.

**CONSERVATION EDUCATION AND INTERPRETATION**

The following progress has been made toward CE&I project objectives in this quarter:

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***Project 1 - Task 1. Assist CI teams in the implementation of at least three educational projects.***

- a. **Identify at least one project each year to focus on from the following areas of strategic importance to SNAP: litter prevention, responsible OHV recreation, wilderness, and/or restoration. Agency personnel, including SNAP CI teams, will assist in the identification of these educational projects, providing necessary information and guidance. Project identification will be completed by August 31 of each year.**

The project identified for this year is a graphic novel with an anti-litter/desert dumping theme.

- b. **SNAP Executive Director and PLI staff will work with SNAP Board of Directors to determine focus areas and context of delivery of messages for these focus areas.**

Kate Hanson, SNAP Executive Director, has been made aware of this project.

- c. **PLI staff, appropriate agency staff, and other experts will determine the best set of delivery systems for each area of strategic importance. Possible delivery systems include brochures, kiosks, multi-media products, billboards, electronic devices such as MP3 players etc.**

The delivery system identified is a graphic novel entitled “Trashed.”

- d. **Key user groups and best educational methodologies will be identified for each project, drawing upon the expertise of university faculty and staff. This will be completed by October 31 of each year.**

The topic of desert dumping is probably most appropriate for students in middle school and high school.

- e. **CE&I products and services for the focus project will be created and implemented by PI/Project Manager Allison Brody with assistance from the UNLV graduate student, Curriculum Development Personnel, Media Relations, and Web Communications. UNLV fiscal and clerical personnel will assist the PI/Project Manager with ordering, tracking, and documenting the purchase and delivery of required materials, supplies, and equipment. Agency personnel will assist in product development, review, and execution within their agency educational programs. Examples of possible projects include brochures, interpretive signs, web site content, multi-media products, curricula, and/or programs delivered by CE&I staff. Each project will be completed by May 31 of each year.**

The first draft of “Trashed” has been reviewed and approved by the SNAP Education and Anti-Litter teams. Comments are in process of being incorporated into the final draft.

The graphic novel will be accompanied by education pages to provide more in-depth coverage of the issue of desert dumping and its affects on Mojave desert wildlife. Ideas and concepts for this section pages are being drafted by West Technical Academy high school students working with Heather Whitesides, a PLI staff member working with the SNAP Anti-Litter team.

***Project 1 – Task 2. Produce assessment proposals and reports for at least two CE&I products or services.***

- a. **Identify data collection protocols for assessment of CE&I projects in priority focus areas: litter prevention, responsible OHV recreation, wilderness, and/or restoration. This activity for the selected focus area will be completed by November 30, 2007 and November 30, 2010.**

This task has been completed in previous years. Evaluation of the Children’s Outdoor Bill of Rights is primarily focused on number of outreach materials distributed to Alliance members for their outreach efforts and a detailed analysis of website usage (see attachment COBOR Website Usage Statistics). Additionally, assessment tools are being developed for the Wilderness education extensions (posted on Grovesite). Also, a survey tool has been constructed for teachers using the graphic novel: “The Story of Gill” (<http://www.surveymonkey.com/s/YK86GJ3>).

- b. **Drawing upon the expertise of university faculty and staff, the PI/Project Manager will write assessment proposals to human-subject standards specified by UNLV’s Internal Review Board. These proposals will be completed by February 28, 2008 and February 2, 2011.**

No progress was made this quarter.

- c. **Assessment end results will be cooperatively determined with the PLI staff, SNAP Executive Director, SNAP Board and appropriate agency staff.**

No progress was made this quarter.

- d. **Collect and analyze data, using UNLV faculty and research assistants as needed. PI/Project Manager, with assistance from the UNLV graduate student and hourly personnel, will produce a written report by May 31, 2008 and May 31, 2011.**

No progress was made this quarter.

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***Project 1 – Task 3. Document number of people reached by CE&I programs and services of the four federal agencies and cooperating partners.***

This has been completed. A follow-up meeting originally scheduled for September 10, 2010 with Angelina Yost (USFWS), Janis Kadlec, Sky McClain, and Ellen Anderson was canceled by SNAP. This meeting is in process of being rescheduled for January 2011.

The purpose of this meeting will be to come to understanding on who we will be collecting information for; come to agreement on categories of information to collect; and list and agree on data collection definitions and protocols.

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***Project 1 – Task 4. Work with at least one private sector group to implement at least two educational projects.***

- a. **Identify two or more projects for delivering SNAP priority focus area messages to at least one private sector group. Examples of private sector groups interfacing with public lands include tour companies, concierge associations, and housing developers. Examples of projects that incorporate SNAP messages could be the development of a training program for a tour company or an interpretive plan for a trail system through a housing development. Agency personnel, including SNAP CI team members, will provide necessary information and guidance. SNAP Executive Director will work with PLI to develop concepts for private sector educational programs. At least one project will be identified by August 31, 2008, and an additional project will be identified by August 31, 2009.**

In a letter dated July 21, 2010, the SNAP Education Team and the SNAP Board have advised UNLV not to proceed with this deliverable.

- b. **CE&I products and services for the focus project will be created and implemented by PI/Project Manager, with assistance from the Curriculum Development Personnel, the UNLV graduate student, and Media Relations. UNLV fiscal and clerical personnel will assist the PI/Project Manager with ordering, tracking, and documenting the purchase and delivery of required materials, supplies, and equipment. Agency personnel will assist in project execution. Each project will be completed by May 31 of each year (2008 and 2010, respectively).**

The SNAP Education Team and the SNAP Board have advised UNLV not to proceed with this deliverable.

- c. **SNAP Executive Director will provide briefings to the SNAP Board of Directors on proposed private sector educational projects.**

The SNAP Education Team and the SNAP Board have advised UNLV not to proceed with this deliverable.

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*Project 1 – Task 5. Work with the Hispanic community to implement at least two educational projects.*

- a. **PLI staff, in coordination with the appropriate agency staff, will identify at least one project for delivering SNAP priority focus area messages to Hispanic community by convening one or more stakeholder meetings. Examples of potential projects include interpretive projects and educational programs delivered at community events. Project identification will be completed by January 31, 2009.**

Two “Families in Nature” events were held this quarter, consisting of a field trip to the Valley of Fire State Park on September 25, 2010, (attended by approximately 45 people) and a field trip to Pahrangat National Wildlife Refuge on November 6, 2010 (attended by approximately 55 people).

- b. **CE&I products and services for the focus project will be created and implemented by PI/Project Manager, with assistance from the Curriculum Development Personnel, the UNLV graduate student, and Media Relations. UNLV fiscal and clerical personnel will assist the PI/Project Manager with ordering, tracking, and documenting the purchase and delivery of required materials, supplies, and equipment. Agency personnel will assist in project execution.**

About 100 people attended two Families in Nature field trips this quarter. Activities included an atlant dart-throwing demonstration; rock art observation; photography; sun paper art; and a raptor walk (planning documents listed on Grovesite).

- c. **PLI staff, in collaboration with agency staff, will identify additional potential projects or services suggested by follow-up stakeholder meetings.**

The Families in Nature planning team (Allison Brody, Irma Wynants, Amanda Rowland, Jennell Miller, and Allyson Butler) is designing and creating a communication packet, which will include a flier and information sheet explaining the program, and a video featuring program highlights from the participant’s perspectives.

- d. **PI/Project Manager, with assistance from the Curriculum Development Personnel, the UNLV graduate student, Media Relations, general clerical support, and agency personnel will create and implement one additional program or service for the Hispanic community, evaluating success and documenting milestones in a written report.**

The SNAP Hispanic Outreach strategy and findings were presented at the National Association for Interpretation national workshop/conference on November 18, 2010, by Amanda Rowland, Allison Brody, Maria Marinch, and LaNelda Rolley.

A communication packet is being created to communicate the success of the Families in Nature program to potential funders and community “Influentials.” The packet will consist of a video, featuring quotes and images that relate how the program has impacted participants, as well as an informative flier and facts about the program.

The Families in Nature planning team proposes the development of a photographic exhibit telling the story of the Families in Nature program. This exhibit will be displayed at, and curated by, the Winchester Cultural Center art gallery, with an opening planned for mid-late April 2011. The planning team will host a reception for everyone that has been involved with the program, as well as select VIPs from the Las Vegas Hispanic Community.

- e. **PI/Project Manager will enlist the services of professional social researchers to create and implement a survey and monitoring program of the Hispanic community. Initial survey will focus on visitors to areas selected by the SNAP Board of Directors. Preliminary survey results will be provided to the SNAP Board of Directors as they become available. The results will be used to guide Hispanic messaging and outreach program development and implementation. The messaging and outreach program will be implemented by PI/Project Manager Allison Brody, with assistance from contracted marketing specialists, the UNLV graduate student, Media Relations, and Web Communications. UNLV fiscal and clerical personnel will assist the PI/Project Manager with ordering, tracking, and documenting the purchase and delivery of required materials, supplies, and equipment. Agency personnel will assist in product development, review, and execution within their agency educational programs. Agency personnel will assist in project development and implementation.**

The SNAP Hispanic Outreach Proposal, including the proposed phone survey and focus group questions, has been submitted for OMB review.

- f. **A database will be created by contracted personnel, and the results of the survey and monitoring program will be entered into this database. A step-by-step resource guide for connecting with Hispanic communities will be completed based on this research by January 31, 2011.**

No progress has been made this quarter.

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*Project 1 – Task 6. Maintain and participate in area-wide cooperative CE&I effort.*

- a. **Administer educators’ listserv/blog on a monthly basis, with assistance of Media Relations and Web Communications personnel and input from agency staff.**

Postings and associated information can be viewed at <http://blog.enviroedexchange.org/>.

- b. **Attend bi-monthly meetings of CHOLLA, a collaborative group of Clark County School District personnel and informal educators and from more than 20 informal education organizations in the Las Vegas area, including representatives from each of the four federal agencies.**

Allison Brody and Amy Page attended a CHOLLA meeting on September 21, 2010, providing updates on the GreenPrint: the Environmental Literacy Plan for Nevada. Allison Brody attended the

CHOLLA meeting on November 9, 2010, providing a presentation and facilitating a discussion on integration of the Nevada Children's Outdoor Bill of Rights (COBOR). Marketing and campaign materials were distributed to CHOLLA members, including COBOR posters, bookmarks, brochures, wrist bands, and coloring sheets.

- c. **Appropriate agency staff will attend Partners for Education about the Environment meetings and work to collaboratively to identify regional education focus and efforts.**

Amanda Rowland (NPS/SNAP) continues to facilitate CHOLLA meetings.

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***Project 1 – Task 7. Develop Public Awareness Campaign to inform residents about the benefits of our public lands; encourage residents to learn about the plants, animals, rocks, and the natural and cultural history of Southern Nevada; and motivate people of all ages to responsibly explore outdoor recreational opportunities on public lands.***

The Nevada Children's Outdoor Bill of Rights Alliance met on September 22, 2010 to discuss the campaign roll-out and review campaign materials. Campaign materials include posters, brochures, bookmarks, coloring sheets, and a series of colored wrist bands representing each of the outdoor activities listed on the COBOR. The website was also unveiled, with instructions on how to gain administrative access so that each Alliance member can input updates as needed ([www.nvoutdoorkids.org](http://www.nvoutdoorkids.org)).

The official roll-out of the Nevada Children's Outdoor Bill of Rights occurred on October 9, 2010 at the National Trails Day celebration at the Henderson Pavilion.

Allison Brody has presented COBOR updates and a COBOR Awareness power point to CHOLLA (November 9, 2010); to the Clark County School District at the Health/PE teacher staff development conference (November 2, 2010); and to the Nevada State Fitness and Wellness Advisory Council meeting (November 15, 2010).

As the primary strategy of the campaign is to direct people to the website, the campaign's success is currently being evaluated by examining on-line activity associated with the website. The results thus far have been attached (see attachment: Google Analytic Results for the NV Children's Outdoor Bill of Rights). Some information gathered for the month of November include:

#### **Google Search**

The average position improved each week. Additionally, the click-thru-rate improved over the last four weeks:

\*w/o 10/25 - 0.44%

\*w/o 11/1 – 0.45%

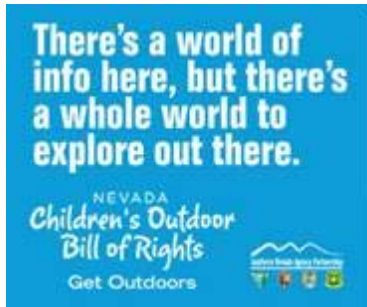
\*w/o 11/8 – 0.53%

\*w/o 11/15 – 0.65%

The industry average click-rate is 0.02%.

#### **\*Google Display**

11/22 will be the final active week of the display campaign. The site maintained consistent cost-per-click over the last 6 weeks. The following are the best performing ad units:



0.14% overall click rate



0.07% overall click rate

This is the lowest performing unit by click-rate:



0.04% overall click rate

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*Project 1 – Task 8. Develop Mobile Exhibit program to deliver SNAP messages.*

- a. **PI/Project Manager will coordinate the development and construction of three-dimensional museum-quality exhibits with graphical elements and supporting educational materials, with assistance from the Curriculum Development Personnel, the UNLV graduate student, and Media Relations. SNAP and agency staff will assist in project development and implementation, message and graphic design development, and with the design of quality assurance protocols to ensure the consistent and effective use of the exhibit program. This will be completed by May 31, 2010.**



Engineering specs and a scale model have been created for the Mobile Exhibit. The RV has been gutted, electrical wiring has been conducted, and components and walls have been shifted and/or constructed in preparation for exhibits. Planning team meetings were held on September 17, 2010 and October 18, 2010. Bids have been gathered for design and fabrication work (see attachment). The design plan was presented to the SNAP Education team on October 7, 2010.

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***Project 1 – Task 9. Investigate potential delivery systems for integrating SNAP messages into the Clark County School District.***

This task was completed in Year 2.

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***Project 1 – Task 10. Develop a Nevada State EE&I Certificate Program and conduct an Our Places Tell Stories Conference.***

- a. PI/Project Manager, in cooperation with the Nevada Natural Resource Education Council, will facilitate the implementation of the Nevada State Certification Program for Environmental Education and Interpretation (NEE&I). Certification program components will include: recruitment and registration of Certificate Program participants; four workshops for Certification program participants; mentor-training workshops; and supervised internships for Certification program participants. SNAP and agency staff will provide review of certificate standards. Curriculum will be developed for the pilot program by May 31, 2008.**

Eighteen people registered for the fourth cohort of the NEEI program, completing coursework held July 21-28, 2010. Participants are in process of completing capstone facilitations and homework assignments. Graduation has been scheduled for January 14, 2011.

- b. PI/Project Manager will facilitate the planning and implementation Our Places Tell Stories conference. Conference components will include: identification and invitation of speakers, including a keynote; recruitment and registration of participants; creation of conference program; and facility logistics (food, rooms, set-up, etc.). The conference will be held on March 4-6, 2008. If sufficient sponsorships are procured, it will be possible to hold an additional conference before May 2010.**

This task has been completed.

**SUMMARY OF YEAR 4 (ROUND 6) DELIVERABLES – CE&I**

Year Two Deliverables (June 2010 – May 2011)	Percent Complete as of August 31, 2010	Plan for Completion
<b>Project 1 – Task 1</b>		
a. Identify at least one project each year to focus efforts.	100%	Completed: a graphic novel on desert dumping.
b. SNAP Executive Director and PLI staff will work with SNAP Board of Directors to determine focus areas and context of delivery of messages for these focus areas.	100%	SNAP Litter team and SNAP Education team has approved.

c. Determine the best set of delivery systems for each project.	100%	Proposed: graphic novel.
d. Key user groups and best educational methodologies will be identified for each project.	100%	Proposed: middle-high school with education extensions.
e. CE&I products and services for the focus project will be created and implemented.	85%	Final draft in process
<b>Project 1 – Task 2</b>		
a. Produce assessment proposals and reports for at least two CE&I products or services.	150%	An assessment plan is being developed for the Children’s Outdoor Bill of Rights campaign.
<b>Project 1 – Task 3</b>		
Document number of people reached by CE&I programs and services of the four federal agencies and cooperating partners.	100%	Completed
<b>Project 1—Task 4</b>		
Allison Brody has been directed not to complete this deliverable.		
<b>Project 1 – Task 5</b>		
a. Identify project for delivering SNAP priority focus area messages to Hispanic community.	100%	Families in Nature program; Super Hector comic books; participating in outreach events.
b. Create and implement project.	In process	Continue delivering Families in Nature program and developing additional Super Hector comic books. Create communication packet for potential funders. Develop and implement exhibit featuring Families in Nature.
<b>Project 1 – Task 6</b>		
a. Administer educators’ listserv/blog.	Continuous	
b. Participate in CHOLLA.	Continuous	
c. Appropriate agency staff will attend CHOLLA meetings.	Continuous	
d. Implement stated goals (see overview section) for Partners for Education about the Environment.	Continuous	
<b>Project 1 – Task 7</b>		
Develop a media plan and budget for the implementation of the public awareness campaign. This will be complete by January 5, 2009	100%	Children’s Outdoor Bill of Rights media plan presented to SNAP Board; approved by COBOR planning team and SNAP Education team.
<b>Project 1 – Task 8</b>		
Coordinate the development and construction of three-dimensional museum-quality exhibits with graphical elements and supporting	60%	Design plan to be finalized and implemented in the coming quarter.

educational materials		
<b>Project 1 – Task 9</b>		
Investigate potential delivery systems for integrating SNAP messages into the Clark County School District.	100%	Completed
<b>Project 1 – Task 10</b>		
Develop a Nevada State EE&I Certificate Program and conduct an Our Places Tell Stories Conference.	100%	18 people are participating in the fourth cohort of the NEEI program.

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## FOREVER EARTH PROGRAM

The following progress has been made toward Forever Earth project objectives in this quarter.

***Project 2 – Task 1. Coordinate and schedule Forever Earth uses.***

**a. Revise Forever Earth Standard Operating Procedures (SOPs; Sewing et. al., 2006) and produce revised SOP edition.**

This task was completed in the first quarter for Year 4.

**b. Provide training on revised SOPs for boat captains and deckhands. This activity will be completed by September 30 of each year.**

Trainings were held on September 15, 2010 and November 8, 2010.

**c. Maintain Forever website and update content.**

This activity is on-schedule to be completed by May 31 of each year, as needed.

***Project 2 – Task 2. Schedule and deliver educational programming for a minimum of 25 trips.***

**a. Coordinate with Clark County School District teachers as well as private school teachers and home school educators to schedule a minimum of 25 educational trips on Forever Earth. This will be completed by May 31 of each year.**

In the second quarter, 963 passengers benefited from educational programming during 33 trips aboard Forever Earth. These are detailed in the following table. Highlights of Forever Earth educational use included:

- Fourth grade students from Clark County’s West Prep., Keller ES, and Wengert ES learned about Lake Mead’s Water Use Cycle.
- Fifth graders from Clark County’s Goldfarb ES, Jeffers ES, Peterson ES, and Reedom ES learned about the suitability of Lake Mead as a habitat for the Razorback Sucker.
- Seventh graders from Bridger ES explored the geology of Lake Mead.
- GATE (Gifted and Talented Education Program at Clark County School District) from Stanford ES and Billbray ES explored invasive species and investigated quagga mussels at Lake Mead.
- Other non-traditional groups participated in the Invasive Species Curriculum including:
  - Harney MS
  - Burk Horizon HS
  - Clark County Black Youth Caucus
  - Seniors from Paradise Recreation Center
  - Las Vegas Wash Committee
  - Desert Regional Center – adults with mental incapacities
- Professional Organizations used the Forever Earth experience including UNR’s Cooperative Extension Nevada Naturalist Program and the NAI National Conference

*(NOTE: See attached for a listing of all Forever Earth trips conducted during the 2nd<sup>d</sup>Quarter.)*

### Forever Earth Education Trips – Year 4 (Round 6), 2nd Quarter

Date(s)	Group	Group Type	Trip Purpose	Length of Trip	# of Adults	# of Students	Total Pass.
11-Sep	Harney Middle School	Education	Outdoor World Activity - Science and Art Adventure	5 hrs.	5	15	20
15-Sep	Public Lands Institute	Education	MOB/Fire Drills; Facilitator Training	3 hrs.	8	0	8
16-Sep	West Prep ES (4th grade)	Education	Student Field Trip	4.5 hrs. (2 trips)	9	23	32
17-Sep	West Prep ES (4th grade)	Education	Student Field Trip	4 hrs. (2 trips)	8	24	32
20-Sep	Keller ES (4th grade)	Education	Student Field Trip	4 hrs. (2 trips)	8	39	47
22-Sep	Keller ES (4th grade)	Education	Student Field Trip	4 hrs. (2 trips)	9	41	50
24-Sep	Goldfarb ES (5th grade)	Education	Student Field Trip	4 hrs. (2 trips)	8	29	37
27-Sep	Keller ES (4th grade)	Education	Student Field Trip	4 hrs. (2 trips)	4	23	27
28-Sep	Goldfarb ES (5th grade)	Education	Student Field Trip	4 hrs. (2 trips)	4	31	35
29-Sep	Goldfarb ES (5th grade)	Education	Student Field Trip	4 hrs. (2 trips)	3	31	34
30-Sep	Goldfarb ES (5th grade)	Education	Student Field Trip	4 hrs. (2 trips)	4	30	34
1-Oct	Burk Horizon HS (High School)	Education	Student Field Trip	4 hrs. (2 trips)	4	39	43
4-Oct	Wengert ES (4th grade)	Education	Student Field Trip	4 hrs. (2 trips)	5	20	25
11-Oct	Jeffers ES (5th grade)	Education	Student Field Trip	4 hrs. (2 trips)	4	31	35
12-Oct	Stanford ES and others (4th and 5th grade GATE)	Education	Student Field Trip	4 hrs. (1 trip)	2	19	21
14-Oct	Jeffers ES (5th grade)	Education	Student Field Trip	4 hrs. (2 trips)	5	30	35
16-Oct	Clark County Black Youth Caucus	Education	Outdoor World Activity - Science and Art Adventure	4 hrs.	5	4	9
18-Oct	Wengert ES (4th grade)	Education	Student Field Trip	4 hrs.	11	22	33
19-Oct	Paradise Recreation Center Senior Group	Education	Outdoor World Activity - Science and Art Adventure	3 hrs.	21		21
20-Oct	BillBray ES GATE	Education	Student Field Trip	4 hrs. (2 trips)	6	43	49
23-Oct	Nevada Naturalists	Education	Nevada Naturalists Class - UNR	4 hrs. (2 trips)	11	1	12
26-Oct	Peterson ES (5th Grade)	Education	Student Field Trip	4 hrs. (2 trips)	4	32	36
27-Oct	Peterson ES (5th Grade)	Education	Student Field Trip	4 hrs. (2 trips)	4	32	36
28-Oct	Peterson ES (5th Grade)	Education	Student Field Trip	4 hrs. (2 trips)	5	33	37
3-Nov	Las Vegas Wash Committee	Education	Student Field Trip	4 hrs.	6	13	19
4-Nov	Las Vegas Wash Committee	Education	Student Field Trip	4 hrs.	7	13	20
5-Nov	Wengert ES (4th grade)	Education	Student Field Trip	3.5 hrs.	4	19	23
8-Nov	Man Overboard Training	Staff Training	MOB Fire drills/Staff Training	3 hrs.	11		11
12-Nov	Desert Regional Center	Education	Student Field Trip	3.5 hrs.	12		12
15-Nov	Bridger MS (7th Grade)	Education	Student Field Trip	4 hrs. (2 trips)	2	41	43
16-Nov	Bridger MS (7th Grade)	Education	Student Field Trip	4 hrs.	2	30	32

				(2 trips)			
17-Nov	Bridger MS (7th Grade)	Education	Student Field Trip	4 hrs. (2 trips)	2	30	32
19-Nov	NAI – NPS	Agency	Conference Field Trip	2 hours	23		23
<b>TOTALS for 2nd quarter</b>		Education -- 35 groups		Education – 127.5 hrs.	<b>227</b>	<b>738</b>	<b>965</b>
<b>TOTALS for Year 4 (to date)</b>		Education -- 85 groups		Education – 453 hrs.	<b>750</b>	<b>1967</b>	<b>2723</b>

**b. Review and revise existing Forever Earth curricula (Sewing et. al, 2006) and produce 2007-2008 Edition. This will be completed by May 31 of each year, beginning in 2008.**

The 2007-2008 Edition was completed by May 31, 2008.

The 2008-2009 Edition was completed by May 31, 2009.

The 2009-2010 Edition is on schedule to be completed by May 31, 2010.

**c. Drawing upon the expertise of university faculty and staff, develop and produce one additional curriculum module for sixth-grade students.**

This activity was completed in Year 1.

**d. Identify and purchase any needed program materials, supplies, equipment, and/or visual aids required for delivering the curriculum. This will be completed by May 31, 2008.**

This activity was completed in Years 1 and 2.

This activity is on-going as items are identified throughout Year 3. Visual aids and equipment needs have been identified for 2009/2010 school year. This task is on schedule to be completed by May 31, 2010.

**e. Develop a partnership with one of the agencies responsible for water quality monitoring for integrating data collection performed by high school students into an ongoing research database. This will be completed by May 31, 2008.**

This activity was not completed due to the low number of high schools scheduling field trips aboard Forever Earth. It was determined by the Curriculum Development Team to re-assign resources to on-going improvements and additional activities for the 7<sup>th</sup> grade Forever Earth curriculum.

**f. Develop one additional curriculum module for fifth grade students. This will be completed by May 31, 2009.**

This activity was completed in Year 2.

**g. Develop one additional curriculum module for fourth grade students. This will be completed by May 31, 2010.**

No progress was made on this task during the quarter. The task is on schedule to be completed by May 31, 2010.

**h. Working with agency personnel and drawing upon the expertise of university faculty and staff, produce a written assessment report that summarizes changes in student and teacher knowledge, attitudes, and performance and includes recommendations for program improvement. Utilize UNLV research assistants and faculty as needed to collect and analyze data.**

This task was completed in the first quarter for Year 3.

*Project 2 – Task 3. Schedule a minimum of three trips per year for research purposes.*

**a. Develop and distribute a letter of introduction and a program brochure to university, state, and federal researchers in Nevada, Arizona, and Utah to inform them of Forever Earth and its purpose. This will be completed by August 31, 2007.**

This activity was completed during Year 1.

**b. Coordinate with university, state, and federal researchers to schedule Forever Earth for a minimum of three scientific research trips. This will be completed by May 31 of each year.**

No progress was made on this activity in this quarter.

**c. Identify and purchase any needed research supplies and/or equipment. This will be completed by May 31 of each year.**

No progress was made on this activity in this quarter.

**d. Revise Forever Earth program brochure (Sewing and Miller, 2006) as necessary. Distribute a letter of introduction and program brochure to university, state, and federal researchers in Nevada, Arizona, and Utah to inform them of Forever Earth and its purpose.**

This task was completed in previous years.

*Project 2 – Task 4. Schedule Forever Earth as a mobile visitor center.*

**a. Coordinate with the Interpretive Division at Lake Mead National Recreation Area on a continuous basis to schedule Forever Earth at least twice per month during peak visitation (June, July, August of each year).**

One trip was conducted in the second quarter

*Project 2 – Task 5. Provide Forever Earth for agency purposes for a minimum of six trips per year.*

**a. Coordinate on a continuous basis with local, state, and federal agencies to schedule Forever Earth for a minimum of six trips per year. This will be completed by May 31 of each year.**

One agency trip was scheduled in the second quarter, bringing the total to 7 trips for the year. On November 19, 2010, the National Park Service conducted field trip for participants in the National Association for Interpretation’s National Conference.

**Forever Earth Agency Trips – Year 3 (Round 6), 2<sup>nd</sup> Quarter**

Date(s)	Group	Group Type	Trip Purpose	Length of Trip	# of Adults	# of Students	Total Pass.
Nov. 19	National Park Service	Agency	NAI Field Trip	2 hrs.	23	0	23

TOTALS for Year 3		Agency -- 7 groups		28.5 hrs.	86	0	86
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***Project 2 – Task 6. Provide funding for student field trips to public land sites.***

PI/Project Manager Amy Page, with the assistance from UNLV staff, will coordinate and disburse transportation funding for field trips to public lands by Clark County School District students.

**a. Produce a written report on Transporting Students to Public Land Sites for Field Trips. The report will include recommendations for future implementation.**

This activity was completed during Year 1.

**b. During the 2007-2008 school year, provide transportation funding for a minimum of 15 field trips to public lands.**

This activity was completed during Year 1.

**c. During the 2008-2009 school year, provide transportation funding for a minimum of 35 field trips to public lands.**

This activity was completed during Year 2.

**d. During the 2009-2010 school year, provide transportation funding for a minimum of 35 field trips to public lands.**

In this quarter, funding for bus transportation was provided for 26 field trips making 54 total paid transportation trips this year.

***Project 2 – Task 7. Implement additional program assistance.***

PI/Project Manager Amy Page, with assistance from Project Planner Allyson Butler, will evaluate, and to the extent possible, implement a volunteer or other workforce structure to increase the scope of delivery and impact of the program.

**a. Determine and, to the extent possible, implement the most efficient, high quality delivery structure for the Forever Earth program.**

This task is on schedule to be accomplished by May 31, 2010.

**DISCOVER MOJAVE OUTDOOR WORLD**

The following progress has been made toward Outdoor World project objectives in this quarter.

***Project 3 – Task 1. Conduct a minimum of 25 Outdoor World events annually.***

**a. Coordinate and develop a schedule of events for the year. This will be completed by September 30 of each year.**



A draft schedule for the remainder of this year is attached. In large part, participation in DMOW for the remainder of the year will be by the Clark County School District’s PE/Health department who has expressed great interest in the program and its ties to personal health and connection to place.

**b. Utilize UNLV students and staff, volunteers, and federal agency personnel to conduct a minimum of 25 events. This will be completed by May 31 of each year.**

In this quarter, 8 events were conducted for 253 participants (see table below).

Activities included Science and Art with recreation groups from Paradise Recreation and Clark County Recreation Center. Science and Art activities were also conducted with Harney MS on Forever Earth, the Clark County Black Youth Caucus and Desert Regional Center.

Highlights from these events included working with new audiences including seniors, adults with mental incapacities, and families.

**Discover Mojave Outdoor World Schedule – 2nd Quarter, Year 3 (Round 6)**

DATE	GROUP	# of PARTICIPANTS	ACTIVITY	LOCATION
Saturday, September 11	Harney MS Outdoor Adventure Club	15	Science and Art Adventure	Forever Earth, Lake Mead NRA
Friday, September 24	Paradise Recreation Center, Clark County Parks and Recreation	7	Geocaching – Family Activity	Paradise Recreation Center
Saturday, October 9	Henderson Trails Day Event, General Public	157	Nature Activity	Henderson Pavilion
Friday, October 15	Paradise Recreation Center, Clark County Parks and Recreation	15	Geocaching – Family Activity	Paradise Recreation Center
Saturday, October 16	Clark County Black Youth Caucus	9	Science and Art Adventure	Forever Earth, Lake Mead NRA
Tuesday, October 19	Paradise Recreation Center, Clark County Parks and Recreation	21	Science and Art Adventure – Senior Group	Forever Earth, Lake Mead NRA
Monday, November 1	Paradise Recreation Center, Clark County Parks and Recreation	17	Geocaching – Senior Group	Paradise Recreation Center
Friday, November 12	Desert Regional Center	12	Science and Art Adventure	Forever Earth, Lake Mead NRA
<b>Totals for 2<sup>nd</sup> quarter</b>	<b>8 Groups</b>	<b>253</b>	<b>8 Events</b>	
<b>TOTALS for year</b>	<b>18 Groups</b>	<b>1655 participants</b>	<b>34 Events</b>	

**c. Draw upon the expertise of university faculty and staff to produce a written assessment report that summarizes changes in participant knowledge, attitudes, and performance and includes recommendations for program improvement. Utilize UNLV research assistants as needed to collect and analyze data. This will be completed by August 31 of each year, beginning 2008.**

This task was completed during the first quarter. The assessment report for Year 3 is on track for completion by August 31, 2010.

**d. Maintain website to highlight program activities and partner contributions and update content as necessary. Website content will be evaluated regularly by agency staff. This will be completed by May 31 of each year.**

Updates to the website were made this quarter; additional updates will be made throughout the year.

*Project 3 – Task 2. Develop a minimum of one new Outdoor World activity each year.*

**a. UNLV and agency staff will work together to identify the type of recreational activity to develop into an additional event for targeted youth audience. This will be completed by August 31 of each year.**

Offering events such as geocaching for new audiences including seniors and families has been a great accomplishment for Discover Mojave Outdoor World as these audiences are often underserved by organized outdoor recreation opportunities. In quarter three Outdoor world will develop some events on Wildlife Refuges for the purposes of connecting youth to these valuable places as well as building relationships for managers at those sites for future events and projects.

**b. Develop curriculum (goals, objectives, programs, activities, locations, etc.) for the selected recreational activity. This activity will be completed by January 31 of each year.**

This task is on schedule to be completed.

**c. Field test new event curriculum, make changes, and finalize curriculum. This will be completed by May 31 of each year. This activity will be completed by January 31 of each year.**

This task is on schedule to be completed.

*Project 3 – Task 3. Develop a minimum of two partnerships that increase the impact of the program each year to assist in conducting Outdoor World events, providing financial assistance, or supplying the desired target audience of economically disadvantaged youth, ages 8-12.*

**a. UNLV, SNAP Executive Director, and SNAP Board of Directors work together to identify potential new partners.**

No progress was made on this task during the quarter.

**b. UNLV and appropriate agency staff, including the SNAP Board of Directors, will contact potential partners for intended purposes. This will be completed by October 31 of each year.**

The relationship developed with the Clark County School District's Outdoor Adventure grant manager has continued to be a positive partnership for this program. This relationship has covered transportation costs as well as substitute teacher costs for middle school and high school teachers bringing students on Outdoor World events.

**c. Formulate a minimum of one partnership. This will be completed by January 31 of each year.**

Amy Page is in the process of developing a relationship with West Career and Technical Academy which will bring high school students to public lands as well as potentially allow for a continuation of the student/ teacher relationship with those land managers for volunteer opportunities and future projects.

The partnership with Clark County School District is ongoing to provide activities for physical education students in middle school and high school.

**d. Highlight partner contributions on website. This activity will be completed by May 31 of each year.**

This activity is on schedule for completion.

***Project 3 – Task 4. Implement additional program assistance.***

PI/Project Manager Amy Page, with assistance from Project Planner Allyson Butler, will evaluate and, to the extent possible, implement a volunteer or other workforce structure to increase the scope of delivery and impact of the program.

**a. Determine and, to the extent possible, implement the most efficient, high quality delivery structure for the Outdoor World program. This will be done by May 31, 2010.**

This task is on schedule for completion.

**FOREVER EARTH PROGRAM**

**STATUS OF YEAR4 (ROUND 6) DELIVERABLES – FOREVER EARTH & OUTDOOR WORLD**

<b>Year Four Deliverables (June 2010 – May 2011)</b>	<b>Percent Complete as of August 31, 2011</b>	<b>Plan for Completion</b>
<b>FOREVER EARTH</b>		
<b>Project 2 – Task 1</b>		
a. Revise SOP.	100%	
b. Provide training on SOP for boat crew.	20%	Training is scheduled for September 14, 2010.
c. Update and maintain website.	0%	Updates will be made as needed.
<b>Project 2 – Task 2</b>		
a. Schedule a minimum of 25 educational trips.	48%	Additional reservations will occur throughout the school year.
b. Produce 2010/2011 edition of FE curriculum.	0%	
d. Purchase program materials, supplies, and visual aids.	20%	Visual aid and equipment needs have been identified for the 2010/2011 school year.
h. Produce written assessment report of participants in Forever Earth curricula.	100%	Completed.
<b>Project 2 – Task 3</b>		
b. Schedule 3 scientific research trips on Forever Earth.	0%	These will be scheduled throughout the year.
c. Purchase needed research supplies	0%	Purchases will be made dependent on needs

and equipment.		identified by researchers.
<b>Project 2 – Task 4</b>		
a. Schedule Forever Earth as a mobile visitor center twice per month during June, July, and August.	67%	NPS conducted four trips this summer.
<b>Project 2 – Task 5</b>		
a. Schedule a minimum of 6 trips for agency purposes.	0%	These will be scheduled throughout the year.
<b>Project 2 – Task 6</b>		
e. Provide bus transportation funds for 35 student field trips.	34%	Additional trips will be funded throughout the year.
<b>OUTDOOR WORLD</b>		
<b>Project 3 – Task 1</b>		
a. Develop a schedule of events for the year.	50%	Draft schedule will be modified as more events are scheduled by partners.
b. Conduct a minimum of 25 events.	104%	Current partners indicate they will schedule more events throughout the year.
c. Produce written assessment report of participants in Outdoor World program.	100%	Completed.
d. Update and maintain website.	0%	New partners will be highlighted on website. This is expected to occur throughout the year.
<b>Project 3 – Task 2</b>		
a. Identify a new recreational event to be developed.	50%	Will work on developing events on Wildlife Refuges.
b. Develop curriculum for the selected recreational event.	0%	This is expected to occur during the second and third quarters.
c. Field test new event curriculum.	0%	This is expected to occur during the third quarter.
<b>Project 3 – Task 3</b>		
a. Identify potential new partners.	100%	Completed.
b. Contact potential partners.	100%	Completed.
c. Formulate a minimum of one new partnership.	300%	Three new partnerships were established in the first quarter.
d. Highlight partner contributions on website.	0%	New partners will be highlighted on website. This is expected to occur during the second quarter.
a. Determine delivery system to increase scope of program.	0%	Will work with the project planner to analyze potential delivery systems.

Submitted by:



Margaret N. Rees  
Principal Investigator

November 30, 2010

Date

***ATTACHMENT: Children's Outdoor Bill of Rights  
Website Usage Statistics***



Chitras Online - Bill of Rights Online Performance  
10/11 - 10/24

GOOGLE SEARCH						
Date	Budget	Spent	Imps	Clicks	CPC	avg. Pos.
WEEK 1	\$250.00	\$168.53	36,176	157	\$1.08	3.2
WEEK 2	\$251.17	\$131.08	34,451	84	\$1.62	3.4
<b>TOTAL</b>	<b>\$501.17</b>	<b>\$309.61</b>	<b>70,627</b>	<b>241</b>	<b>\$1.29</b>	<b>3.3</b>

→

Top Performing Keywords
je de games
les vejos je de act vides
activites for e de las vejos
outdoor eds
je's games for kids to play
les vejos activites for e de
outdoor games
activites for e de

GOOGLE DISPLAY						
Date	Budget	Spent	Imps	Clicks	CPC	
WEEK 1	\$295.95	\$302.94	90,197	246	\$1.23	
WEEK 2	\$297.26	\$304.26	463,027	380	\$1.08	
<b>TOTAL</b>	<b>\$593.21</b>	<b>\$607.20</b>	<b>553,224</b>	<b>626</b>	<b>\$1.20</b>	

→

Top Performing Sites
aga-mes.com
centurylink.com
play25.com
wondergo.net.com
gamepuma.com
ironcafe-games.com
sa-mocadron.pl.com
ccc-games.com

FACEBOOK						
Date	Budget	Spent	Imps	Clicks	CPC	
WEEK 1	\$290.00	\$345.11	1,625,767	257	\$1.38	
WEEK 2	\$251.79	\$111.22	2,394,183	134	\$1.03	
<b>TOTAL</b>	<b>\$541.79</b>	<b>\$456.33</b>	<b>4,019,950</b>	<b>391</b>	<b>\$1.20</b>	

→

Top Performing Demographic Sets
W 15-44 (25% of clicks)
W 45-54 (19% of clicks)
W 25-34 (11% of clicks)
M 15-44 (12% of clicks)
M 45-54 (10% of clicks)
M 25-34 (9% of clicks)



Children's Center Bill of Rights Or re Purpose and  
10/11 - 1/11

GOOGLE SEARCH						
Date	Budget	Cost	Imp	Clicks	CPC	avg. Pos.
10/21/11	\$250.00	\$100.00	16,136	107	\$1.00	3.2
10/22/11	\$250.00	\$120.00	14,407	64	\$1.60	3.4
10/23/11	\$250.00	\$110.00	14,664	74	\$1.70	3.5
10/24/11	\$250.00	\$100.00	15,000	64	\$1.50	3.2
10/25/11	\$250.00	\$200.00	17,000	94	\$2.00	3.1
10/26/11	\$250.00	\$200.00	14,314	41	\$2.40	3.1
<b>TOTAL</b>	<b>\$1,416.76</b>	<b>\$1,051.22</b>	<b>94,251</b>	<b>524</b>	<b>\$2.01</b>	<b>3.3</b>

Top Performing Keywords  
 website address for children's center  
 hours for day activities for children  
 website address for children's center  
 → website address website re of rights  
 graphic games for kids  
 family and children  
 activities for kids in vegas  
 website address for kids  
 website address for kids

GOOGLE DISPLAY						
Date	Budget	Cost	Imp	Clicks	CPC	
10/21/11	\$200.00	\$100.00	98,000	300	\$1.20	
10/22/11	\$200.00	\$200.00	100,000	300	\$1.00	
10/23/11	\$1,200.00	\$1,200.00	1,000,000	600	\$1.00	
10/24/11	\$1,200.00	\$1,200.00	1,000,000	600	\$1.00	
10/25/11	\$1,200.00	\$1,200.00	1,000,000	600	\$1.00	
10/26/11	\$1,200.00	\$1,200.00	1,000,000	600	\$1.00	
<b>TOTAL</b>	<b>\$6,071.53</b>	<b>\$5,289.69</b>	<b>5,583,650</b>	<b>3265</b>	<b>\$1.62</b>	

Top Performing Sites  
 website address  
 → website address  
 website address  
 website address  
 website address  
 website address  
 website address  
 website address  
 website address

FACEBOOK						
Date	Budget	Cost	Imp	Clicks	CPC	
10/21/11	\$100.00	\$100.00	1,000,000	100	\$1.00	
10/22/11	\$100.00	\$100.00	1,000,000	100	\$1.00	
10/23/11	\$100.00	\$100.00	1,000,000	100	\$1.00	
10/24/11	\$100.00	\$100.00	1,000,000	100	\$1.00	
10/25/11	-	-	-	-	-	
10/26/11	-	-	-	-	-	
<b>TOTAL</b>	<b>\$1,798.64</b>	<b>\$1,554.27</b>	<b>8,000,026</b>	<b>1742</b>	<b>\$0.89</b>	

Top Performing Demographic Sets  
 → 18-24 (100% of clicks)  
 25-34 (100% of clicks)  
 35-44 (100% of clicks)  
 45-54 (100% of clicks)  
 55-64 (100% of clicks)  
 65-74 (100% of clicks)

***ATTACHMENT: Participant List for Families in Nature***



NAME	Age	Language	Food
Anita Fox	Adult	E	Chicken Salad 09/16/10
Page Owns	9	E	
Tommy Owens	4	E	
Diego Larco	Adult	S/E	
Yvonne Moya	Adult	S/E	
Fracinsco Larco	11	S/E	
Paula Larco	12	S/E	
Sonia Magaña	Adult	S/E	Sandwiches 09/16/10
Daniel Salazar	3	S/E	
Angel Salazar	Adult	S/E	
Sofia Magaña	10	S/E	
Sharon Baron	Adult	E	Hot-dogs
Prince Baron	Adult	E	
Jamal Baron	4	E	
Ninfa Caballero	Adult	S/E	Enpanadas de carne. Water or Sodas
Gerardo Gonzalez	Adult	S/E	
Grace Gonzalez	7	S/E	
Laura Reyes	Adult	S	Ensalada de sopa fria
Ismael Ozuna	Adult	S	
Ana Ozuna	11	S/E	
Fiorela Ozuna	7	S/E	
Bruno Ozuna	4	S/E	
Carmen Godinez	Adult	S	Carne
Yazareth Arredondo	9	S/E	
Naxielli Arredondo	6	S/E	
Jaqueline Arredondo	12	S/E	
Donaji Ortiz	7	S/E	
Andy Taylor	Adult	E	(Irma send Andy an email) to bring Napkins and Cups
Francesca Taylor	9	E	
Duncan Taylor	13	E	
Angelina Vique	Adult	S	Ensalada de Pasta
Anastacio Vique	Adult	S	
Orlando Martinez	16	S/E	
Oliver Martinez	14	S/E	
Miguel Angel Peña	10	S/E	
Nadia Vique	6	S/E	
Laura Rich	Adult	E/S	Potato Salad
Sarah Rich	14	E	
Janet Villafuerte	Adult	S	
Blanca Larco	Adult	S	Hamburgers
Luis Larco	Adult	S	
Diana Larco	Adult	S	
Cristina Anguiano	Adult	S/E	Plates and Forks
Monique Anguiano	11	S/E	
Emely Anguiano	7	S/E	
Ashley Anguiano		S/E	
Vanessa Kwan	Adult	E	Salad
Vivian Tiue	8	E	
Gaby Villafuerte	24		Related to Janet Villafuerte and Blanca Larco
Andrea Villafuerte	26		
Argelia Cervantes-Montes	Adult	E/S	Pastel
Jimmy Beltran Cervantes	14	E/S	
Infinity Montes	2	E/S	
Star Beltran Cervantes	11	E/S	
Esbeyde diaz	Adult	E/S	Nopales
Marco Rubio	8	E/S	
Antony Rubio	5	E/S	
Jacob Rubio			
Esbeyde Rubio	1		

***ATTACHMENT: SNAP Mobile Exhibit Final Bids***

<b>Category</b>	<b>Bids</b>
Exhibit Design	\$10,000
RV Demo	\$5,000
Graphic Design	\$15,000
Photography & Illustrations	\$30,000
RV Wrap	\$7,500
Outside RV Exhibits	\$5,000
Video/Photo Displays	\$6,000
Exhibit Hardware	\$32,000
Content Development	\$10,000
Software Development	\$7,500
Graphic Panels	\$5,000
Displays & Interactives	\$5,000
Project Management	\$7,500
<b>TOTAL</b>	<b>\$145,500</b>

3 Payments of \$48,500 =	\$145,500
1st Payment (Deposit) Paid	\$29,333
2nd Payment (Due Nov.)	\$67,667
3rd & Final Payment (Due Mar.)	\$48,500