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Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Covering April 5, 2011-July 4, 2011

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Covering April 5, 2011-July 4, 2011

Cooperative Agreement Number FAA010017

Take Pride in America in Southern Nevada

Executive Summary

- Plans were set for a meeting of government, business and nonprofit stakeholders to explore how to enhance statewide collaboration on litter and dumping issues.
- The Hector's Helpers program with the Clark County School District continued in various schools.
- Planning for the integration of the information sharing portal, volunteer litter monitoring and the GIS database was conducted.
- A total of 12 clean-up events were conducted this quarter.

Summary of Attachments

- Meeting Agendas
- Meeting Minutes
- Overview of state collaboration process
- Social Media Squad Position Description

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter: May 24th and June 28th. The meeting agendas and meeting minutes can be found in the Attachments to this report. The team continues to meet on a regular basis and is providing direction on all four subtasks as detailed below.

Task 1: Strategic Planning and Project Management.

Task Agreement

The expiration date of the current task agreement is December 31, 2011. To facilitate continuation of the accomplishments of the anti-litter and desert dumping team using Round 6 SNPLMA awards, the Bureau of Land Management has developed a Request for Assistance to which UNLV will reply as soon as it is posted on grants.gov.

Collaborative Efforts

A key strategy for sustaining the work of the Anti-litter team is to explore the idea of developing a statewide affiliate of Keep America Beautiful. An overview of the process is included in the attachments. The team contracted with the facilitator that played a key

role in the redevelopment of Keep Virginia Beautiful to conduct a meeting of stakeholders from across the state. During this quarter plans were set by the team to host this meeting and invitations were extended to a diverse group of stakeholders representing local, state and federal governments, businesses and citizen groups.

Work with West Career and Technical Academy continued to proceed as the director of the Information Technology major partnered with the team to engage his students in investigating location based social media platforms. The team convened their May meeting at the school so that students could present their findings and suggestions related to the appropriateness of this emerging technology for the Don't Trash Nevada program. While working on this project, the director volunteered to partner with the team to help develop the Social Media Squad. As a member of the Don't Trash Nevada (DTN) Social Media Squad (SMQ), students will become public advocates of DTN in social media spaces. The goal of the DTN SMQ program is to enhance the stewardship ethic of students while providing them with a complete understanding of how social media works, as well as how to successfully manage social channels in a manner expected by potential employers. The IT director agreed to assist in the development and delivery of a training and certification program for the SMQ. This work began with the development of a position description which is included in the attachments to this report.

Partnerships with other teachers at West Career and Technical Academy continued. During this quarter time was spent in preparation for next year. Preparations for conducting research on the Hector's Helpers project, as well as discussions about lesson plans for the next year were made. It was discussed that perhaps next year the majority of the marketing project will take place in the third and fourth quarter of the school year to allow students to gain the fundamentals of marketing in the first two quarters. It was noted, however, that as students progressed through the marketing curriculum this year, the students could see how they were immediately applying what they learned during the project-based learning project. It was also noted that this year, being that West CTA was a new school, the students did not have the background experience and knowledge as future students in the program. Therefore, next year's sophomores will have already been through the fundamentals of marketing, and the teacher has high hopes for creativity and innovation from the students.

The after school Hector's Helpers curriculum continued to be delivered at Roy Martin Middle School through collaboration between the team and Keep Las Vegas Beautiful. The Public Lands Institute supplied a once a week hands-on curriculum which included a litter clean-up fieldtrip. Students learned general environmental concepts such as community, conservation, recycling, and litter prevention. At the end of the program the students presented a comprehensive anti-litter project.

On May 5, 2011 the Hector's Helper students went to a litter clean-up fieldtrip in East Las Vegas. The Public Lands Institute provided the materials and bus to transport 24 students and a teacher to the site. Along with the PLI employee, two BLM staff members joined the clean-up group. The litter site was full of trash, and by the end of the clean-up 6 cubic yards of trash was collected. The students were very energetic in the clean-up process and appreciated serving the environment. When it was time to leave the students

did not want to go, and even asked their teacher if they could participate in another clean-up event. In addition to the clean-up, the students were educated about possible environmental careers. A Law Enforcement Ranger and the Desert Clean-up Coordinator from the Bureau of Land Management discussed their jobs with the students.

On May 19, 2011, the Roy Martin Hector's Helper students presented their semester project. The morning was set aside for the Hector's Helper students to educate the younger elementary school class about the dangers of littering. The students were the instructors so that the older group worked with the younger students at Sunrise Elementary. The Roy Martin students behaved very responsibly as they led the young class of first grade boys. The project was highlighted on City Scene, a program of KCLV Channel 2 in Las Vegas.

Recycling Efforts

Clear bags with the SNAP recycling logo on them were obtained and delivered to the four federal agencies to be used with their Clear Stream recycling containers.

GIS Project Planning and Management

In preparation for the development of the response to the request for assistance, the project manager, UNLV GIS lab director and Director of the Harry Reid Center met to discuss integrating the information sharing portal project with the GIS database and volunteer monitoring projects. It was determined that the assistant lab director for the UNLV GIS lab will be responsible for this integration.

In their June meeting, the Interagency Cultural Site Steward team provided permission to the TPIA team to use the Site Steward template for the development of the volunteer litter monitoring program. George Philips, project manager for the Cultural Site Steward team, will be assisting in modifying the template for use with litter data.

Task 2: Messaging Campaign

The redesign of the website progressed with materials being gathered to populate the pages and an overall design developed for the appearance of the pages. The team reviewed two options and selected the option with predominately brown and earth red colors. The web designers participated in the partnership with West Career and Technical Academy on the Social Media Squad as well since a social media component is a key feature of the new website.

The marketing campaign continued over multiple types of media including: radio, billboards, television, and internet advertisements (including social networking sites). These advertisements involved targeting large numbers and/or targeted internet search terms or audiences.

Program Website

The Don't Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006. The site includes information related to illegal dumping and litter prevention, clean-up events, recycling, household hazardous waste management, and the anti-litter pledge. Data for the period of October 2006 - March 2010 indicated 1,227,523 successful server requests, and 184,453 successful page requests (See Figure 1 below). During August 2009, the website migrated to a new server which impacted the collection of the statistics.

New information tracking was implemented for April 2010 moving forward. This information tracking more accurately tracks the number of individuals that visit this site and how many pages they visit (See Figure2 below).

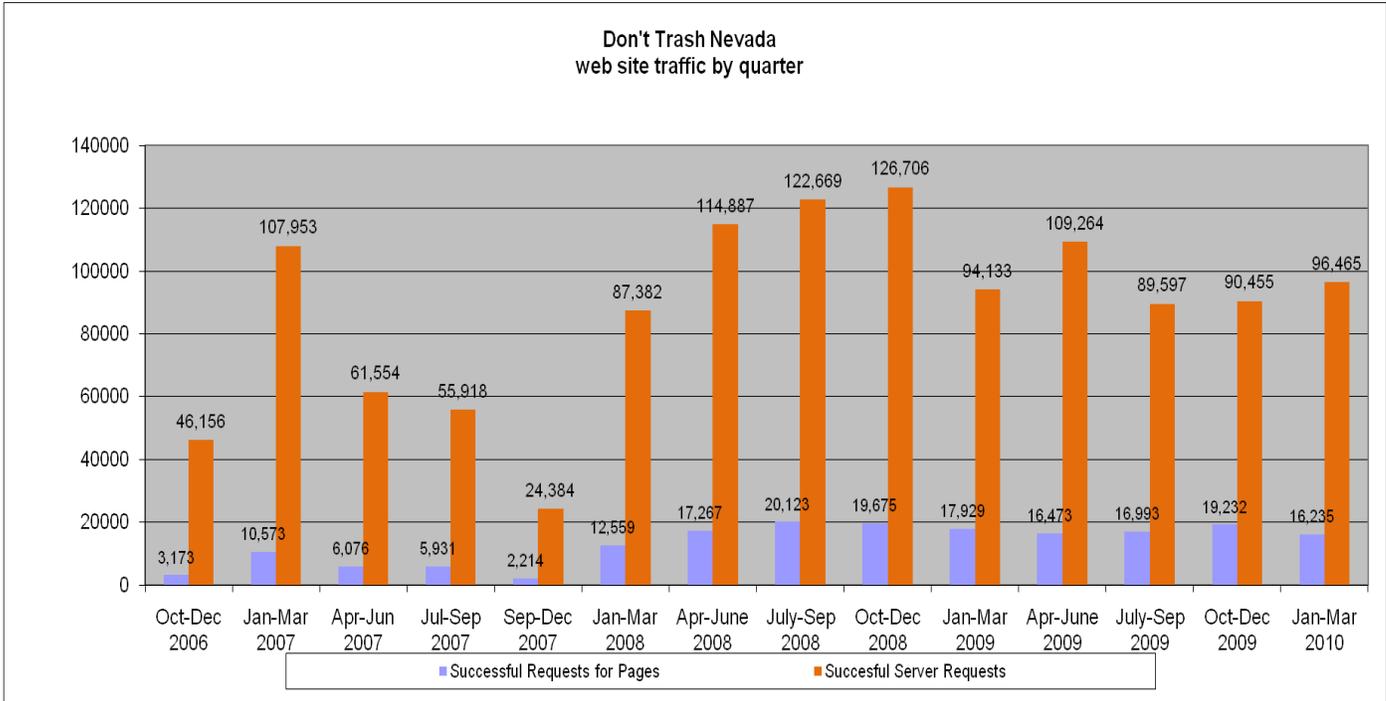


Figure 1 shows Don't Trash Nevada quarterly web traffic since the site went live to March 2010.

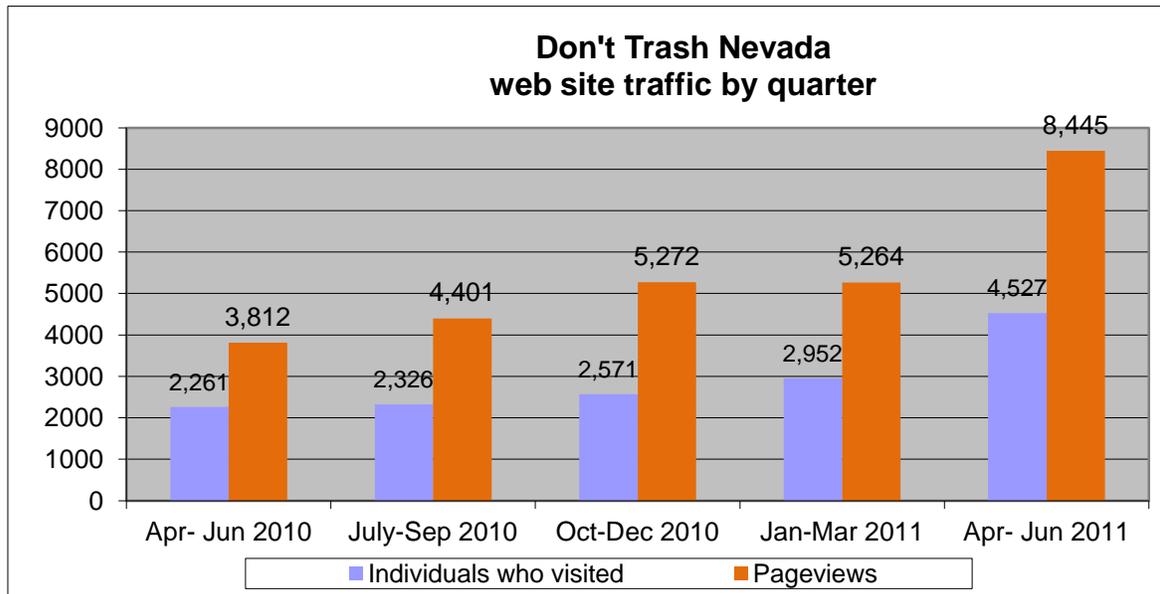


Figure 2 shows Don't Trash Nevada quarterly web traffic.

Community Outreach

The Take Pride in America Southern Nevada Team attended five community outreach event. Staffed by the Public Lands Institute, this event was an opportunity to raise awareness of the litter

and desert dumping problem. Individuals are encouraged to sign the Don't Trash Nevada pledge by offering them a reusable shopping bag. Table 1 contains a summary of the contacts made.

Table 1. Community Outreach Attendance – April- June 2011

Event Name	Number of Direct Contacts	Number added to Mailing List
Party 4 the Planet	335	32
Green Fest	601	61
Science Expo	100	24
UNLV Festival of Communities		23
Spring Celebration Family Festival	251	28

Table 1 shows the number of contacts made at community outreach events and the mailing list sign ups that resulted from these contacts.

Task 3: Litter and Desert Dumping Clean-ups

A total of 931 volunteers donated 3750 hours to our public lands during twelve volunteer events. The yardage of the litter collected dropped this quarter because many of the clean ups were focused on areas that had small pieces of litter, such as coves and beaches. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, the volunteer events this quarter have had an economic impact of \$78,187.50

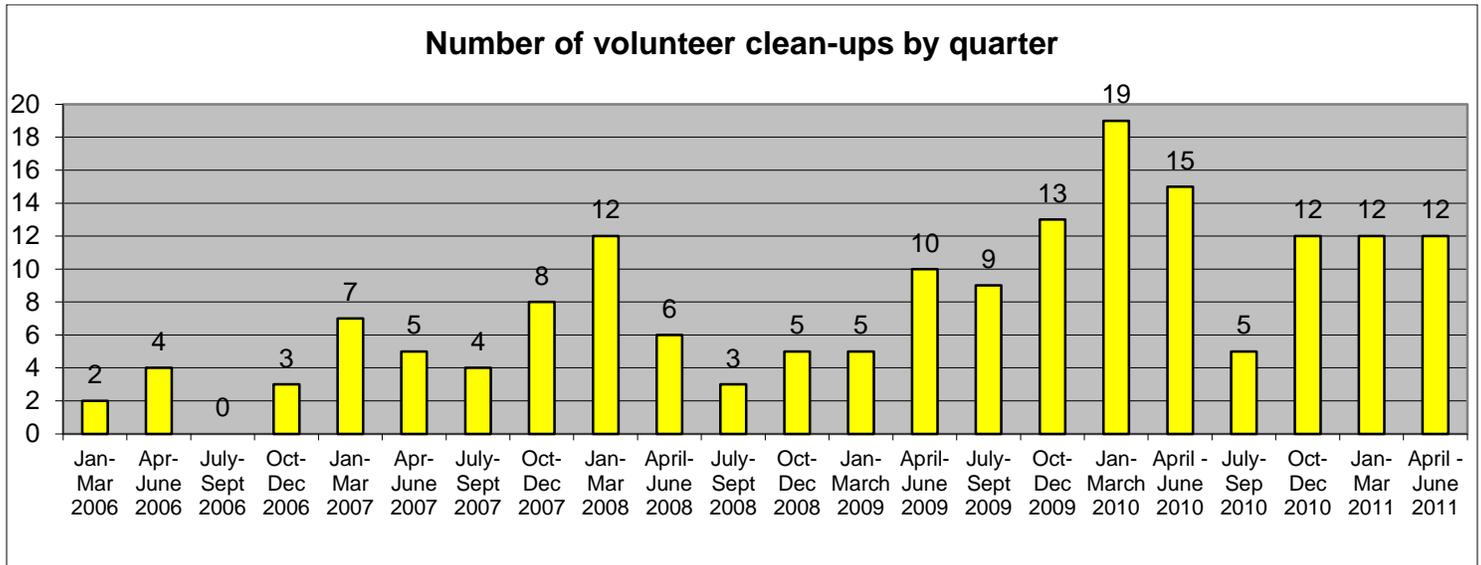


Figure 2 shows the number of events per quarter since program inception.

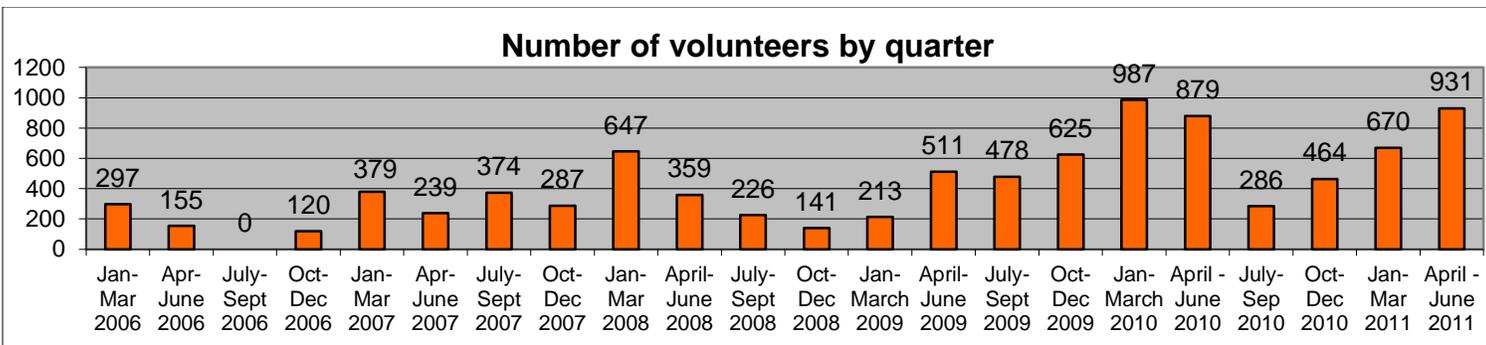


Figure 3 shows the number of volunteers participating in events each quarter since program inception.

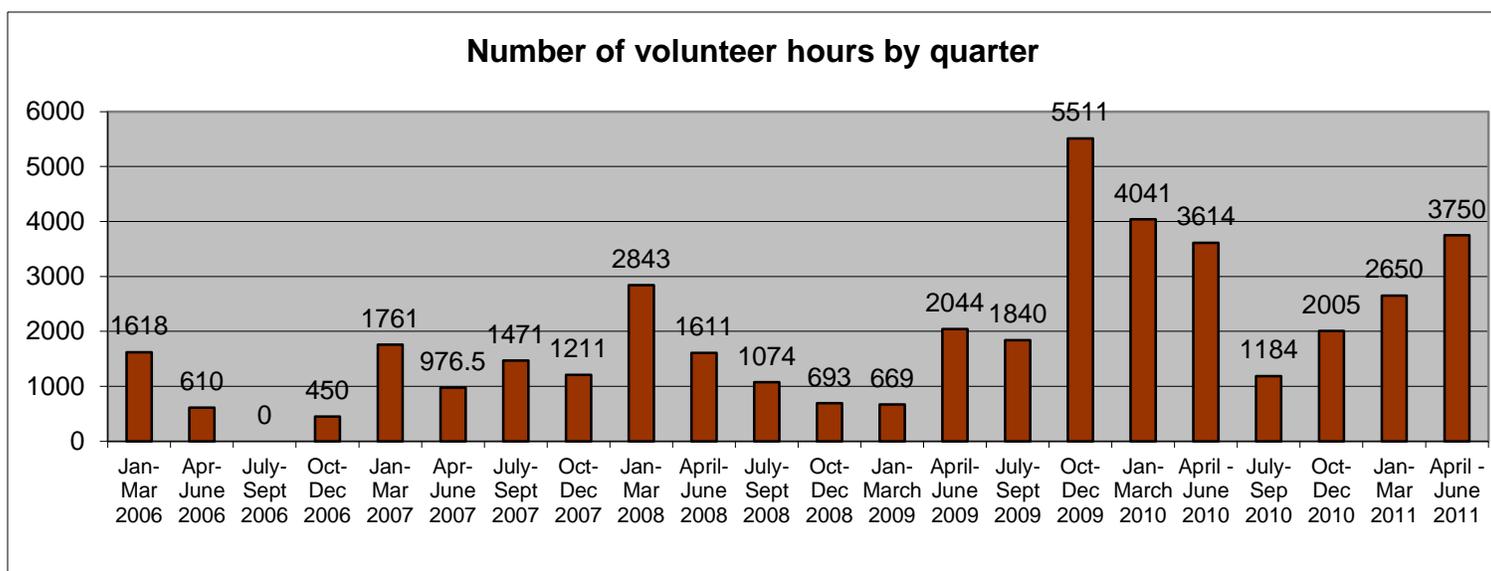


Figure 4 shows volunteer hours contributed each quarter since program inception.

Economic impact of volunteers by quarter

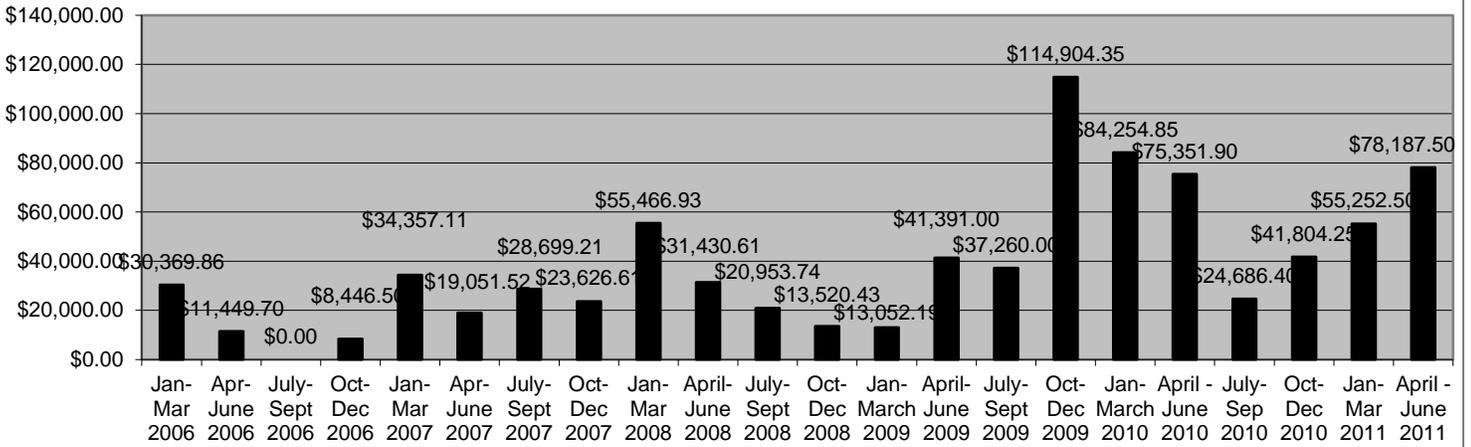


Figure 5 shows the value of volunteer hours since program inception in dollars and cents.

Cubic yards of waste removed by volunteers per quarter

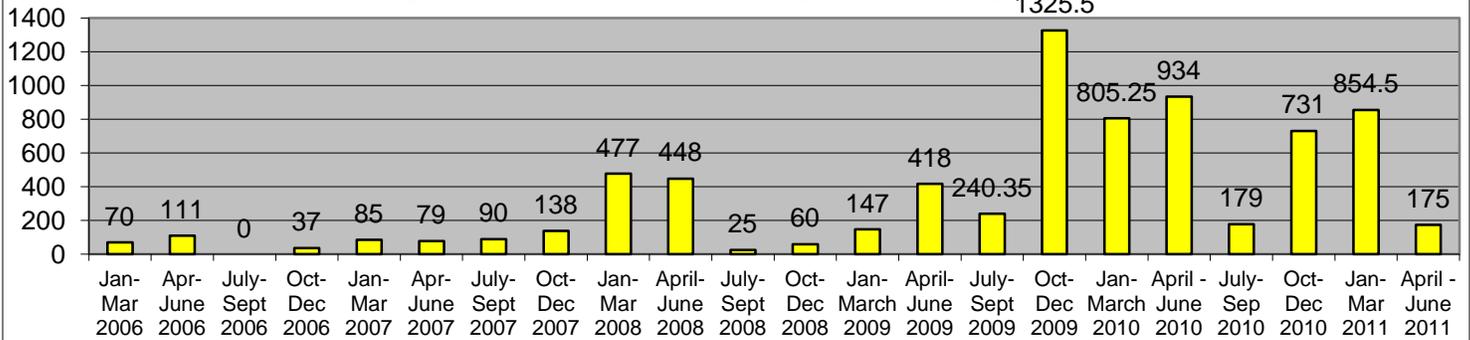
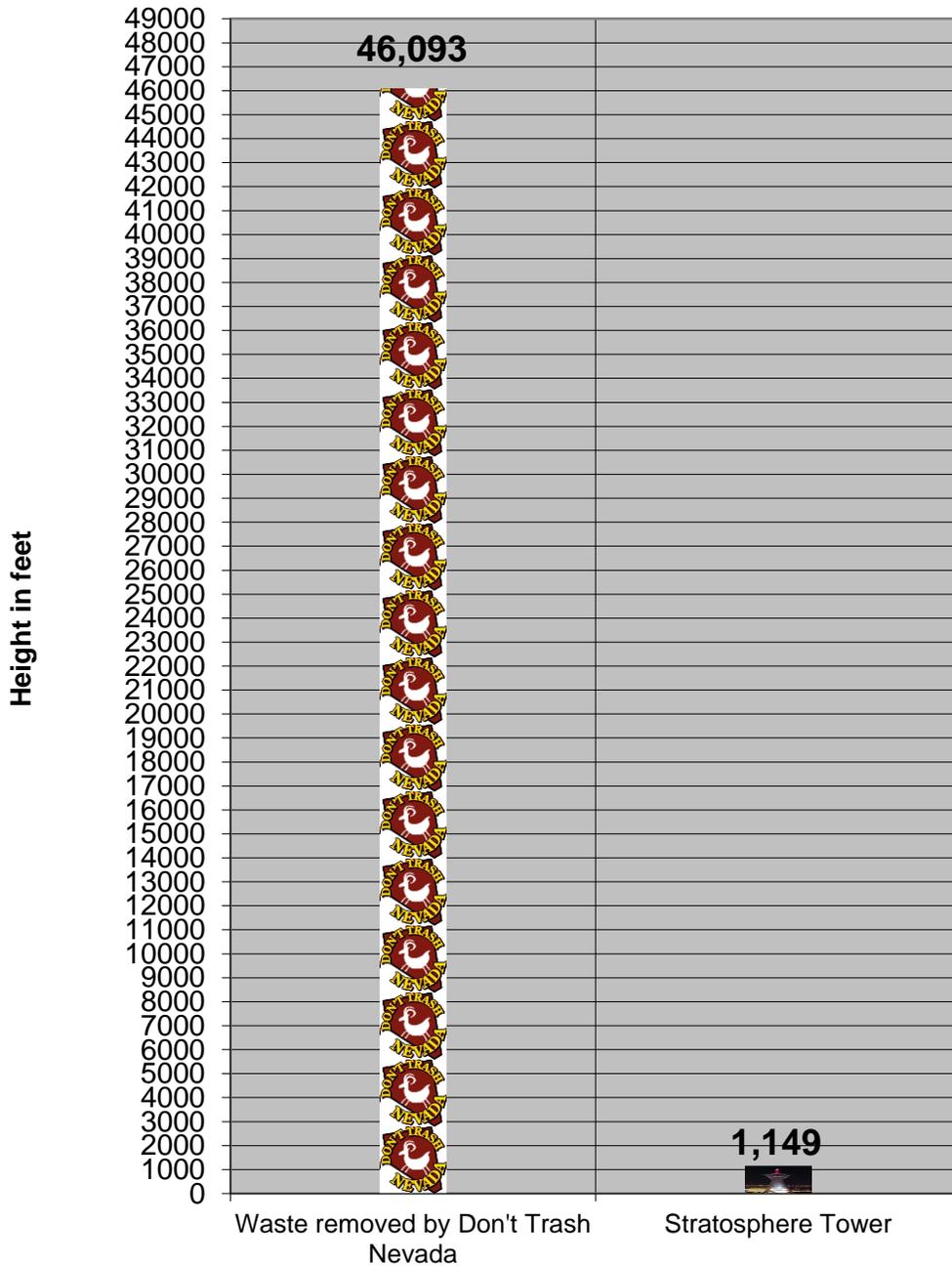


Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers

If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach over 46,000 feet high



as of July 4, 2011

Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.

Volunteer Clean-Up Events

The 12 volunteer clean-up events that were supported by the Take Pride in America in Southern Nevada team are summarized below. Table 2 contains a summary of all clean-up efforts supported by the team.

Great American Clean-Up

April 2, 2011- 33 Hole Overlook, Lake Mead- NPS
175 Volunteers filled a twenty-cubic yard dumpster with trash collected from the 33 Hole overlook and along the lakeshore. Volunteers also picked up an estimated 2400 pounds of broken glass, five tires, and one Smith's grocery cart.

Bailey Middle School Clean-up

April 5, 2011- Great Unconformity- BLM & NPS
70 students removed 2 cubic yards of trash.

Starbucks Clean-up

April 20, 2011- Hollywood and Vegas Valley- BLM
82 volunteers removed 70 cubic yards of trash.

Hollywood Clean-up

April 22, 2011- Hollywood and Vegas Valley- BLM
45 volunteers removed 50 cubic yards of trash.

Red Rock Days

April 23, 2011- Red Rock- BLM
86 volunteers removed dead and invasive plants from the parking area, planted new vegetation around the parking area, picked up trash and debris, painted one bathroom and information kiosk, placed posts to prevent parking alongside the road, Repaired gate and fencing, installed post and cable fencing around the parking area, and repaired entry road volunteers planted 181 one-gallon pots of native grasses and ash trees at Point of Rocks.

Graffiti Removal

April 23, 2011- Spring Mountains- USFS
20 volunteers restored 355 feet of user-created trail, removed 554 square feet of graffiti, and picked up 2 cubic yards of litter.

Big Dune Clean-up

April 23, 2011- BLM
60 volunteers removed 10 cubic yards of trash.

Spring Cleaning

May 7, 2011- Spring Mountains- USFS
304 volunteers removed 3940 lbs. of litter throughout Kyle Canyon, Lee Canyon, and Deer Creek Highway. Volunteers were treated to a barbeque sponsored by the Mt. Charleston Resort.

West CTA Cove Clean-up

May 11, 2011- Lake Mead NRA- NPS

24 volunteers, including 20 9th and 10th grade students from West CTA school removed 2 cubic yards of trash from a cove on Boulder Island.

West CTA Cove Clean-up

May 19, 2011- Lake Mead NRA- NPS

19 volunteers, including 16 9th and 10th grade students from West CTA school removed 2 cubic yards of trash from Boulder Island

West CTA Cove Clean-up

May 20, 2011- Lake Mead NRA- NPS

22 volunteers, including 19 9th and 10th grade students from West CTA school removed 2 cubic yards of trash from Boulder Island.

West CTA Cove Clean-up

May 25, 2011- Lake Mead NRA- NPS

18 volunteers, including 15 9th and 10th grade students from West CTA school removed 2 cubic yards of trash from Boulder Island

Table 2. Don't Trash Nevada Sponsored Clean-ups April - June 2011.

Date	Agency	Location	Nature of Work	Number of Volunteers	Accomplishments	Total Volunteer Hours
04/02/11	NPS	Lake Mead	Clean-Up	175	Filled a 20 cubic yard dumpster with trash collected from the 33 Hole overlook and along the lakeshore. Volunteers also picked up an estimated 2400 pounds of broken glass, five tires, and one Smith's grocery cart.	700
04/05/11	NPS&BLM	Great Unconformity	Clean-up	70	Students removed 2 cubic yards of trash.	210
04/20/11	BLM	Hollywood and Vegas Valley	Clean-Up	82	Removed 70 cubic yards of trash	328
04/22/11	BLM	Hollywood and Vegas Valley	Clean- Up	45	Removed 50 cubic yards of trash	180
04/23/11	BLM	Red Rock Canyon	Clean-up and Restoration	86	Removed dead and invasive plants from the parking area, planted new vegetation around the parking area, picked up trash and debris,	642

					<p> painted one bathroom and information kiosk, placed posts to prevent parking alongside the road, Repaired gate and fencing, installed post and cable fencing around the parking area, and repaired entry road </p>	
04/23/11	USFS	Spring Mountains	Restoration, graffiti removal and clean-up	20	Restored 355 feet of user-created trail, removed 554 square feet of graffiti, and picked up 2 cubic yards of litter.	56
04/23/11	BLM	Big Dune	Clean-Up	60	Removed 10 cubic yards of trash	240
05/07/11	USFS	Spring Mountains	Clean-up	304	Removed 3940 lbs. of litter throughout Kyle Canyon, Lee Canyon, and Deer Creek Highway.	1216
05/11/11	NPS	Lake Mead NPS	West CTA clean-up	24	Removed 2 cubic yards of trash from a cove on boulder island	48
05/19/11	NPS	Lake Mead NRA	West CTA Clean-up	22	Removed 2 cubic yards of trash from a cove on boulder island	44
05/20/11	NPS	Lake Mead NRA	West CTA Clean-up	18	Removed 2 cubic yards of trash from a cove on boulder island	36
05/25/11	NPS	Lake Mead NRA	West CTA Clean-UP	25	Removed 2 cubic yards of trash from a cove on Boulder Island	50
TOTALS		<u>12 Events</u>		<u>931</u>	<u>175 Cubic yards</u>	<u>3750</u>

Table 2 summarizes all Don't Trash Nevada sponsored clean up events from April – June 2011

Additional Dumpsters and Roll-off

In this quarter, Take Pride in America in Southern Nevada supported multiple clean-up efforts with the roll-offs needed to remove the waste. Due to staff turnover at the Bureau of Land Management the exact number of additional cubic yards of roll-off space provided by the team this quarter was unknown by the due date of this report. The report for the next quarter will contain the updated numbers.

Task 4: Judicial System Analysis

On October 26, 2006, a draft Judicial System Analysis report was presented to the Interagency Law Enforcement Team for review. The Judicial Analysis was determined to be complete by the SNAP Executive Director on February 23, 2007. The Executive Director requested that the Law Enforcement Team provide written comments to include within the Judicial Analysis. Once these comments are incorporated into the report, it will be submitted in compliance with the task agreement.

Submitted by:



Margaret N. Rees, Principal Investigator

July 5, 2011

Date

ATTACHMENTS

Anti-Litter Team
Meeting Agenda
 May 24, 2011

Meeting Called By: Erika Schumacher, team lead

Participants: Beth Barrie, Nancy Bernard, Bob Loudon, Susan Garlow, Gordon Gilbert

Location: West Career and Technical Academy

Start	End	Time	Item	Contact
9:00 AM	9:30 AM	0:30	Round Table: The team will share updates.	Team members
9:30 AM	9:40 AM	0:10	Keep Nevada Beautiful Update: The team will receive an update on the progress of the steering committee meeting plans.	Beth Barrie
9:40 AM	10:10 AM	0:30	Website Redesign: The team will receive an update on the web design process, the Social Media Squad and discuss the idea of developing a Trashville game.	Beth Barrie
10:10 AM	10:20 AM	0:10	Break	
10:20 AM	10:30 AM	0:10	Roy Martin Update: The team will receive an update on the work with Roy Martin Middle School.	Beth Barrie
10:30 AM	11:30 AM	1:00	Student Presentations: West Career and Technical Academy students will present the results of their social media projects to the team.	West Tech Students
11:30 AM	12:00 PM	0:30	APPL Conference: The team will brainstorm ideas for APPL presentation topics.	Team members

Total

3:00

Anti-Litter Team
Meeting Agenda
 June 28, 2011

Meeting Called By: Erika Schumacher, team lead

Participants: Beth Barrie, Nancy Bernard, Bob Loudon, Susan Garlow, Gordon Gilbert

Location: Interagency Office Conference Room B

Start	End	Time	Item	Contact
9:00 AM	9:30 AM	0:30	Round Table: The team will share updates.	Team members
9:30 AM	10:00 AM	0:30	Keep Nevada Beautiful Update: The team will receive an update on the progress of the statewide collaborative meeting plans and review the draft agenda.	Erika Schumacher
10:00 AM	10:10 AM	0:10	Break	
10:10 AM	10:55 AM	0:45	Website Redesign: The team will review draft copy for the home page to weigh in on the tone/style, review the Social Media Squad position description and learn of strategies for gathering social media content ideas.	Beth Barrie
10:55 AM	11:25 AM	0:30	Round 6 CESU Task Agreement: The team will review the proposed scope of work submitted by UNLV last week.	Erika Schumacher
11:25 AM	11:55 AM	0:30	Monitoring Program: The team will receive an update on the development of the monitoring program.	Beth Barrie
11:55 AM	12:00 PM	0:05	July Meeting: The team will determine if a meeting will be held in July.	Team members

Total

3:00

Anti Litter Team Meeting Minutes

Date: May 24, 2011

Location: West Career and Technical Academy

Meeting Called by: Erika Schumacker

Attendees: Beth Barrie, Nancy Bernard, Susan Garlow

Agenda Item: Round Table

Overview: The team provided updates on litter and dumping issues in their agencies.

NPS

Event season is over. For all of April and first week of May there were over 1200 volunteers who volunteered approximately 6000 hours.

The adopt a cove program people are heading back out to check on their areas, all adopters have been contacted, Elizabeth is keeping people in the loop more.

Wind has limited OZ but when it's too windy to be on the boat volunteers have still cleaned up coves that are accessible by land.

Impromptu beach clean ups will be happening every weekend. They will be focusing on getting the message out about recycling and handing out trash bags, explaining glass & Styrofoam policy, inviting them to a cleanup. 4 volunteers will be getting information on the glass and Styrofoam policies out on the beaches this summer.

2 eagle scouts are building recycle boxes.

The implementation of the LAKE recycling plan is progressing slowly. The volunteers picking up recyclables and bringing them back to the warehouse hasn't started yet due to scheduling conflicts with volunteers. There is a need for shade structures to be provided so volunteers can sort the recyclables at the NPS warehouse location. Round 6 litter team funds could be used to purchase these structures if there is space to use them.

BLM

Eric will be back at the end of May. Mike replaced Sedona.

They are averaging 15-20 posts per day on valley parcels. Cables will be strung after fire guys are done with fire training.

The last clean up for the season is done. The yardage is way up. The accomplishments skewed the numbers for the entire Department of Interior.

FWS

Construction update: the pond is almost done and has water now; the utilities almost done. Nevada Backroaders cleaned up Mormon Well. Migratory Bird Day had clean up supplies but didn't need them.

The full southern boundary post and cable project is complete.

There is an eagle scout doing post and cable up Sawmill Wash and near Mormon Well.

USFS

Spring cleaning was a success with 300 volunteers. Donor/sponsorship did not increase this year. The education program assistant will be moving. A new program manager will be starting soon.

Anti Litter Team Meeting Minutes

ACTION ITEMS

- *Beth will get 200 youth shirts and 75 adult shirts to Nancy*
 - *April will send an email to Bob, Erika and Amy asking how many t shirts they would like*
 - *Beth will send email to Susan to get the name of the replacement for NVCCU*
 - *Gabi will get a palette of bags to NPS*
-

Agenda Item: Keep Nevada Beautiful

Overview: The team received an update on the progress of the Keep Nevada Beautiful exploratory meeting.

The SNAP board will need to be updated about the outcomes of the meeting.

At the meeting a history of what the feds have done in Southern Nevada should be provided and it should be explained that the funding for the work will be going away. The SNAP litter team sees this as an opportunity to continue the work. Does anyone else?

ACTION ITEMS

- *Beth will send an email to Kate to get on SNAP board schedule in September to provide an update about the outcomes of the KNB meeting.*
-

Agenda Item: Website Redesign

Overview: The team discussed ideas for the website redesign.

A Trashville type game is interesting but more information about costs needs to be obtained. The game could tie into events with codes and advertising. Two years from now who will be creating the codes?

The geocaching community has a point system that encourages participation. Volunteers could get points when they check in at an event if there was a tag on the registration table.

Schools could compete for points by checking in at registration table, taking a picture to verify. Would DTN need to be registered with a geocaching site? Perhaps it could involve a login thru Facebook.

ACTION ITEMS

- *Beth will ask B&P about the possibilities of developing a Trashville type game*
 - *Beth will set up a meeting with Dan Chase and the B&P web team to see if there is a way to have a tie into geocache check ins.*
-

Agenda Item: Roy Martin Update

Overview: The team heard about the success of the Roy Martin project.

None of the groups suggested Location Based Social Media as a solution to the challenges DTN faces. Students identified recruiting new volunteers and encouraging repeat volunteerism as the major challenges DTN faces.

One group of students passionately suggested the development of a Trashville app as a solution. Another popular suggestion was to develop more after school programs and to encourage schools to compete against each other for participation numbers and yardage cleaned up.

Anti Litter Team Meeting Minutes

ACTION ITEMS

- *None*
-

Agenda Item: Student Presentation

Overview: Students from the MIS program at West Tech presented the ideas they developed when researching location based social media.

Text line on billboards, QR code, mall kiosk, outreach at farmers' markets, youtube videos, and a mobile app were suggested.

Ideas for the functionality of the mobile app include providing information on current clean ups, the current leader in geocache check ins and the current clean up count

ACTION ITEMS

- *None*
-

Agenda Item: APPL Conference

Overview: The team reviewed ideas for presentations at the APPL conference.

Proposals to give one presentation on the Social Media Squad and another on the partnerships that exist with the Hector's Helpers Program will be developed.

ACTION ITEMS

- *Beth will finalize the proposals and submit them to APPL for consideration.*
-

Anti Litter Team Meeting Minutes

Date: June 28, 2011

Location: Interagency Office Conference Room B

Meeting Called by: Erika Schumacker

Attendees: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger

Agenda Item: Round Table

Overview: The team provided updates on litter and dumping issues in their agencies.

NPS

Impromptu beach clean ups have less participation this year. Don't Trash Nevada tshirts are given to those that cleanup for at least one hour. They are handing out about 10 per session. The Hector's Helpers shirts are not as popular, kids would rather have small adult size.

They did an impromptu Placer Cove clean up 50 contacted only 10 participated; LAKE has improved Placer Cove and Nelson's Landing to make it better for families;

The IVP team is waiting to hear back on their submission for a 2 year extension and they are also waiting for written notification on the one year extension so the CESU extension can be submitted; if not submitted by Thursday it may have to wait until October;

July 7th the IVP team is meeting and starting to plan for fall events.

BLM

Nathan and Sedona are gone so Eric will be taking the lead now. The Sedona position is already advertised and Nathan's position is waiting at the state office to be advertised.

No events planned until August.

Eric will be meeting with Valley Disposal about a site in Amargosa Valley because there's appropriated money to clean it up.

Eric is working on creating ways to document what Nathan was doing (phone numbers, people's names, processes).

FWS

No updates.

USFS

Sweep the Peak events are happening once a month during the summer.

Suzanne Hicks replaced Jennifer as the operations assistant.

ACTION ITEMS

- *Gabi will get contact Nancy to find out how many more shirts she needs and deliver them to her*
 - *Gabi will get with Patti about making sure she has tshirts and all the supplies she needs (blue bags, white bags, clear bags, yellow bags, gloves).*
 - *Gabi will get Nancy and Erika comic books right away*
-

Anti Litter Team Meeting Minutes

- *Team members will send Nancy a quick email with two dates (one preferred, one back up) for any fall volunteer events they have planned. For events that have to happen on a certain date, team members will let her know that.*
 - *Gabi will get a palette of bags to NPS*
-

Agenda Item: Keep Nevada Beautiful

Overview: The team reviewed the proposed agenda for the meeting and received an update on the progress of the Keep Nevada Beautiful exploratory meeting.

Final date and time set for Wednesday July 13 dinner at 6:30 then meetings from 9 to 4 on the 14th. All meetings will take place on the UNLV campus.

The North v South issue seems like it could be a problem. Should be able to get a sense of this over dinner and then discuss it with the facilitator before the meetings on Thursday if necessary.

Good to describe the players in the packet you receive ahead of time.

SNAP Board representation is vital.

The elements of the agenda are great but if we don't get a mission written it should be fine. We will need to communicate that to the facilitator.

ACTION ITEMS

- *Beth will ask participants for a bio that includes information about the organization and individuals in the logistics email being sent out.*
 - *Erika will speak with Mary Jo about SNAP Board representation.*
 - *Beth will send Nancy and Bob the proposal and both agendas.*
 - *Beth will ask John if it's a get as far as we can type of deal with the agenda which is what the team prefers.*
-

Agenda Item: Website Redesign

Overview: The team reviewed the Social Media Squad position description and provided feedback on the draft copy for the Home and About Us sections.

The header of four federal agencies fighting needs to go. Perhaps it could be Four Federal Agencies Resolve to Solve.

The Join paragraph is good and community emerging is good

Level of detail on SNAP is just enough; definitely don't want more.

Position Description looks very comprehensive.

Additional ideas for the 3-6 months of content Gabi is gathering are:

- Before and After of an area (like megamind Monday put one up in the morning and one in the afternoon)
- Thursday could be recycling tips
- DNWRC posts events, refuge in Iowa posts events

Anti Litter Team Meeting Minutes

- How do you consume less; tips for buying something with less packaging

Caption this is a fun idea.

Harry has a Picassa account for photos that works nicely

ACTION ITEMS

- *Beth will let B&P the join and community emerging text is good but that a new metaphor is needed.*
 - *Beth will let Gabi know about the additional ideas. set up a meeting with Dan Chase and the B&P web team to see if there is a way to have a tie into geocache check ins.*
-

Agenda Item: July Meeting

Overview: The team cancelled the July meeting.

July meeting cancelled is cancelled.

There is a SNAP team lead meeting on the 13th.

ACTION ITEMS

- *Erika will send out an update if anything earth shattering happens at the team lead meeting*
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THE BACKGROUND

The Southern Nevada Agency Partnership's Don't Trash Nevada team is bringing together interested stakeholders throughout Nevada to explore the idea of developing a state affiliate of Keep America Beautiful (KAB). KAB is the largest non-profit organization dedicated to addressing issues of litter prevention, beautification, waste reduction and recycling in the United States. There are over 1,200 affiliates of KAB in the U.S., creating a network of groups that share best practices and resources to achieve their common goals. The stewardship mission of KAB ("Engaging individuals to take greater responsibility for improving their community environments") closely aligns with the mission of the Don't Trash Nevada team and many dedicated stakeholders throughout the state. Exploring the idea of developing a Keep Nevada Beautiful program provides an opportunity for organizations interested in the beauty and sustainability of Nevada to work more closely together to achieve their common goals.

THE PROCESS

To determine the feasibility of developing a state affiliate, the team will be following a model successfully developed by the state of Virginia¹. This model contains 6 steps:

1. *Identify an internal champion and visionary.* (The Don't Trash Nevada team is serving in this capacity for the Keep Nevada Beautiful effort.)
2. *Recruit a steering committee of 18-20 members* (with the expectation that 13 to 15 attend each session).

Steering committee members will be responsible for meeting 4-6 times over an 8-month period. This "guiding team" is made up of an internal champion & visionary (ICV) who is well partnered with a professional facilitator and a steering committee of 18-20 members who are representative of the key sectors within the state. The key function of the steering committee is to answer the following questions:

- a. What should the mission of a state organization be?
 - b. What are the goals of this new mission from launch to 3 years out?
 - c. What are the unique and important services that the state organization should provide?
To what audiences?
 - d. What is the funding structure that would support the ongoing growth and evolution of the new organization?
3. *Design the mission exploration process.* At a point early in these preliminary discussions, a decision on moving forward in developing a state affiliate will be made. If the decision is in favor of moving forward, a smaller "Core Planning Group" of 4-6 is selected from the larger steering committee. This group, led by the ICV, will identify funding to support the process, develops the process steps and timeline, schedules the formal sessions, plans session locations and logistics, secures resources to support 4-6 process facilitation sessions, shepherds the process ongoing, provides feedback on group sessions and performs research and other "legwork" in between sessions.
 4. *Plan the budget for implementing the process.*

¹ This summary of the steps was taken from the document "A Model Process for Renewing and Developing Keep America Beautiful State Affiliate Organizations," presented by John Deuel, GreenQuest, LLC in collaboration with Gretchen Pisano, Sounding Board Ink.

5. *Secure funding for the process.* Funding may be identified from private, corporate foundation grants, or government based sources.
6. *Implement the mission exploration process.* Key components of the process are four face-to-face graphically facilitated sessions as follows:

Session 1: Develop a common purpose, team identification and the will to advance the vision.

Session 2: Further refinement and agreement on the core issues the state affiliate will address as well as exploration of emerging issues.

Session 3: Share and Build. Session 3 provides the opportunity for the steering committee to share their thinking, and products, thus far with a larger audience. This session is also useful to begin to develop board candidates and key task force members to work on the transition action plan.

Session 4: Development of a funding mechanism and action plan for the transition period between the conclusion of the mission exploration process and the start of the 3 year strategic plan implementation.

STEERING COMMITTEE MEMBERS

Affiliates of KAB must contain a partnership of citizen, business and government groups. The following is a list of groups being invited to participate in the Keep Nevada Beautiful exploratory process. Individuals that have been or are being contacted have been noted in parentheses. If you know of other groups that should or would like to participate please email Elizabeth Barrie (Elizabeth.Barrie@unlv.edu).

Citizen Groups – Keep Truckee Meadows Beautiful (Christi Cakiroglu), Service Club (Rotary or Lions Club), Cooperative Extension/Master Gardeners, Land Rover Club, Federation of Women’s Clubs

Business –NV Energy (Mary Simmons), Waste Management (Greg Martinelli), Republic Services (Bob Coyle and Jennifer Simich), Gold Mines (Hugh Roy Marshall and Tim Crowley), Gaming (Brad Tomm) , Recycling firm, Chamber of Commerce, Beverage Industry,

Government – SNAP (Erika Schumacher), UNLV (David Frommer), NV Commission on Tourism (Connie Mancillas), State Assemblyperson (David Bobsian), City of Las Vegas (Lisa Campbell), Southern Nevada Health District (George Bertoty), Southern Nevada Water Authority (Julie Wilcox), Flood Control District (Betty Hollister), NDOT.

Don't Trash Nevada Social Media Squad Position Description & Requirements

POSITION DESCRIPTION OVERVIEW

As a member of the Don't Trash Nevada (DTN) Social Media Squad (SMQ), students will become public advocates of DTN in social media spaces. The goal of the DTN SMQ program is to provide students with a complete understanding of how social media works, as well as how to successfully manage social channels in a manner expected by potential employers.

Members will receive training and certification, prior to managing the DTN brand in public facing position, requiring excellent judgment and discretion. Once they are actively managing the program, SMS team members will be required to present new ideas, as well as reports on the performance of campaigns.

SMS TEAM MEMBER TRAINING

Members of the SMQ team will undergo training on social media systems, as well as learn the organization's brand standards and key messages. When training is complete, and certification earned, members of the SMQ team will be empowered to post messages and engage in conversations within the DTN social media channels. Training modules include the following, which must be completed before certification is achieved and SMQ team members are allowed to participate in social media efforts:

Common Sense 101: Before entering the world of social media, prospective members of the SMQ team will need to understand the consequences of posting materials. This portion of the program will ensure that students understand how to post relevant and inoffensive material. Examples of how others have been placed in serious trouble from seemingly meaningless social media activities.

Social Media Channel Basics: Understanding file formats and standards, character limits and content type and tone, with regard to the social channels that will be utilized by DTN. Also, SMQ team members will learn about what audiences are using each social channel, and in what ways they use the content.

Digital Rights Management: When populating social channels, the SMQ team will need to understand what kind of content can be used and under which circumstances. This includes securing rights to photographs by getting people in photographs to sign releases, and using photo, video and copy assets whose use is allowed under pertinent copyright laws.

DTN Messaging: Learning how DTN creates messaging that will be delivered through social media channels. This includes standard responses to questions from those interacting the organization, as well as working through challenging questions to develop timely responses to unplanned situations.

Reporting & Analytics: Social media outreach efforts are conducted to achieve certain goals. SMQ team members will learn about establishing and measuring benchmarks and how to prepare and present reporting on the success of efforts to reach those goals.

KNOWLEDGE, SKILLS, ABILITIES AND BEHAVIORS (KSABS) REQUIRED FOR SMS TEAM MEMBERS

Once they are trained and certified, SMQ team members will be expected to participate in DTN social media efforts by successfully managing the following responsibilities:

Program Management & Optimization: Help brainstorm, define, and execute online fundraising campaigns, applying all of the best practices that you can to make it engaging and relevant to the audience. Part of this responsibility is having a good feel for which campaigns not to attempt, fixing ones that aren't performing well, and knowing when to pull the plug on ones that are failing.

Channel & User Interaction: Encourage user discussions, help users promptly get the answers they're seeking, create forums and topics that meet the needs of the users, and make sure posts are relevant and aptly placed. Feed information back from the community to the DTN project manager; Identify threats and opportunities in user generated content, troubleshoot and report to DTN project manager as needed.

Manage & Moderate Content: Manage and moderate the DTN presence in social networking sites including Facebook, Twitter, YouTube, Tumblr and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed.

Message Development & Optimization: Improve, maintain, and work with other Social Media Squad members to ensure a consistent "voice" (tone, brevity, diction, etc.) in all communications.

Community & Database Development: Identify, track and encourage potential users, social media influencers, community leaders, writers and other potential environmental stewardship/volunteer influencers via participation in related online channels.

Content Optimization: To optimize content for search, tag and title content, with an understanding of how tags and titles impact natural search traffic and rankings via recurrent optimized content. Conduct keyword research including cataloging and indexing target keyword phrases. Optimize tags on DTN feeds and search engines through copywriting, creative and keyword optimization.

Research & Analysis: Create and monitor effective benchmarks for measuring the growth of the community, and analyze, review, and report on effectiveness of new initiatives; translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns.

Channel Management & Expansion: Research and identify relevant new technologies, social networks, tools, or marketing tactics that can improve the efficiency of DTN's marketing efforts or provide us with significant opportunities to motivate our donors. Help DTN know what they don't know and help figure out the answers.

PROGRAM COMPLETION

The program runs six months. After which, upon successful completion of the program SMQ team members will receive a certification.