



PLAY
LEARN
SERVE
WORK

EIYE

EDUCATION, INTERPRETATION, & YOUTH ENGAGEMENT

STRATEGY



Forging connections and inspiring stewardship of public lands, today and tomorrow.



Alaska



Cover Photos:

(Top) Youth intern from First Alaskans Institute at Arctic Circle campground.

(Middle Left) Campbell Creek Science Center staff with Hands on the Lands students.

(Middle Center) Kids Fishing Day at Silver Lake.

(Middle Right) Campground Host and kids during National Public Lands Day

(Bottom) Seasonal trail crew working on BLM trails near Trans-Alaska Pipeline corridor.

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Introduction

“To bridge the growing disconnect between young people and the great outdoors, we seek to engage and involve the next generation in meaningful connections to nature through opportunities to play, learn, serve, and work on public lands.”

–Interior Secretary Sally Jewell, March 2014

Overview

The inspiration and goals for BLM-Alaska’s Education, Interpretation, and Youth Engagement Strategy (EIYE Strategy) comes from the 2013 BLM National Education, Interpretation, and Youth Engagement Strategy and the 2014 Interior Secretarial Order #3332, “Engaging the Next Generation.”

Like the national strategies, BLM-Alaska’s EIYE Strategy underscores a commitment to shared stewardship of its lands and resources. Sustaining the health and productivity of BLM-managed public lands in Alaska depends on informed citizens who will assist in protecting and restoring our natural and cultural heritage in the state. BLM-Alaska’s EIYE Strategy also includes unique elements that address the circumstances that the BLM faces in Alaska.

The Strategy provides a vision, defines roles, and identifies specific goals and objectives for BLM-Alaska’s EIYE programs. The Strategy addresses priorities, risk management, evaluations, partnerships, and next steps.

The BLM-Alaska EIYE Strategy includes three components and appendices:

- Introduction (Overview, Vision, Guiding Principles, Key Terms)
- Framework for Implementation
- Goals and Objectives
- Appendices
 - Appendix 1, BLM Alaska EIYE Team Communication Flowchart
 - Appendix 2, Prioritization Plan
 - Appendix 3, Quick Reference Goal Matrix

To implement the EIYE Strategy, statewide goals and objectives are prioritized to accomplish the most immediate action items and tasks (See Appendix 2). The EIYE Strategy is the work of employees from BLM-Alaska’s State, District and Field offices, Divisions, and partner agencies and organizations. These offices and entities will continue to collaborate and share resources and ideas to achieve the EIYE Strategy goals and objectives.

Vision

BLM-Alaska’s mission of sustaining the health, diversity, and productivity of Alaska’s public lands through its EIYE programs are essential components of the EIYE Strategy. BLM-managed public lands are significant resources for people of all ages to engage in learning about the interconnections among people, cultural heritage, and the natural world. Through play, learning, service, and work on BLM-managed public lands in Alaska, people can forge connections and find personal inspiration. Engaging people from an early age in learning, recreation, and stewardship of these public lands helps them become active stewards and conservation leaders in the future.

BLM-Alaska plans to engage urban and rural audiences throughout Alaska through its EIYE efforts, especially in Alaskan communities near BLM-managed public lands. BLM-Alaska will actively seek and work with partners to accomplish these goals.

Guiding Principles

Accessibility—We strive to make our programs fully accessible for all visitors from all backgrounds, cultures, ages, languages, abilities, and needs.

Best Practices—We will use “Best Practices” (including sound scholarship, research, and scientific methods) when planning and implementing our programs. We will share these best practices and resources at all levels of BLM-Alaska’s organization and with our partners.

Communication—We recognize that successful implementation of this EIYE Strategy requires effective and frequent communication throughout BLM-Alaska, with our partners in the state, and with the BLM Washington Office (WO). BLM-Alaska strives to facilitate communications using the best available resources.

Citizen Involvement—We seek to engage Alaskans in management of Alaska’s public lands. We encourage active stewardship of Alaska’s public lands through play, learning, service, and work opportunities across all programs.

Connection with Nature—We provide opportunities to connect children and adults with the natural world.

Diversity—We acknowledge cultural diversity and regional differences when we develop programs and materials. We recognize that Alaska’s blend of land, peoples, communities, and wildlife may require unique strategies for Alaska.

Evaluation—“Evaluation” is a key component and tool of this EIYE Strategy. Evaluation should be part of every BLM-Alaska program, product, and engagement opportunity we create or provide. Only by evaluating the effectiveness of what we do, can we ensure that we are meeting our goals and objectives and be able to make adjustments and improvements. The ongoing evaluation process for the BLM-Alaska EIYE Strategy will ensure the strategy is working.

Flexibility—We recognize that the BLM-Alaska EIYE Strategy is a “living document” and it will change to meet evolving national, regional, state, and local community needs and priorities. We expect this strategy to serve as a blueprint and a framework to build and improve EIYE efforts throughout our agency and for the future.

Hands-on Learning—We believe that hands-on learning allows people to be active instead of passive learners. We seek to provide opportunities and programs for our various audiences that are relevant, engaging, and fun.

Innovation and Excellence—We promote, support, and reward innovation, including the use of emergent technologies, to help engage our audiences. We take pride in our work and commit to the pursuit of excellence.

Lifelong Learning—We seek to provide lifelong learning opportunities that will engage audiences of all ages to instill respect, appreciation, and stewardship for BLM-managed public lands in Alaska. We will work to transform our roles from simply providers of information to facilitators of learning and enjoyment of public lands.

Partnership—We embrace collaborative and interdisciplinary approaches. We will work with partners, volunteers, and communities for all aspects of the BLM-Alaska EIYE Strategy and our programs. Successful implementation of this EIYE Strategy and longer-term, sustainable relationships all at levels will require working in partnership with other organizations and agencies with similar goals.

Safety – We will integrate safety and safety awareness into all BLM-Alaska EIYE Strategy activities, programs, and engagement opportunities. We will develop risk management plans for all activities developed to meet the goals of this EIYE Strategy. Training for BLM-Alaska staff and its partners on the use of risk management Best Practices and documentation may be needed to assess and mitigate safety risks.

Sustainability—Reaching the goals and objectives of this EIYE Strategy will require a commitment from the entire BLM-Alaska organization. It will require dovetailing EIYE efforts with other core work across program areas. It will also require seeking to maximize and create value for federal dollars and budgets through resources from partners, volunteers, in-kind contributions, fees, grants, and donations through Friends and other partnership groups. BLM-Alaska is committed to exploring all available opportunities and resources to successfully accomplish a sustainable EIYE Strategy and to drive change to meet near and long-term priorities outlined in the Strategy Prioritization Plan (Attachment 2).

Explanation of Key Terms

The BLM-Alaska EIYE Strategy includes **goals** and **objectives** for **education**, **interpretation**, and **youth engagement** efforts statewide. These goals and objectives apply when developing **action plans** throughout BLM-Alaska and its programs. They should be routinely included with other programmatic goals and objectives throughout the agency.

Goals are broad statements of what we want to achieve. These goals may be revised or changed, and they may be useful far beyond the immediate implementation of the strategy.

Objectives define individual steps necessary to achieve each goal. Objectives are measurable and should be achievable.

Action Plans are specific tasks updated annually to meet the EIYE Strategy objectives. State, District, and Field offices, Divisions, and individual programs will generate action items in their Action Plans as appropriate for each program area. Each action item will include designation of a lead, a coordinating office, target dates, and a measurement/evaluation method for success. Action Plans will be evaluated and updated annually.

Education programs are formal and informal opportunities for all ages to learn about natural and cultural resources in Alaska, BLM-Alaska's mission, BLM-managed public lands, stewardship, programs, outdoor activities, and other relevant subjects.

Interpretation is the practice of helping people connect with specific natural, cultural, and recreation resources. Interpretive programs and materials foster public understanding of land management processes and the complexity and value of public lands. Having professional, trained interpreters greatly enhances these connections.

Youth Engagement efforts focus on providing opportunities for youth to play, learn, serve, and work on public lands. In this way, we can nurture lifelong stewardship ethics and create career pathways in natural and cultural resource management, as well as Science, Technology, Reading/Writing, Engineering, Art, and Math (STREAM) fields. Career pathways may include volunteer, internship, and employment opportunities with federal land management agencies.

Framework for Implementation

BLM-Alaska is committed to implement this statewide EIYE Strategy in conjunction with national BLM and Department of the Interior priorities and activities. BLM-Alaska will coordinate and institutionalize its education, interpretation, volunteer, and youth engagement efforts in Alaska to set the groundwork for future generations and to better achieve its mission.

To accomplish this, BLM-Alaska established organizational elements as a framework for implementation:

Roles & Responsibilities of Key Personnel

BLM-AK State Director

- Ensures that the EIYE Strategy focus, implementation, and goals and objectives are a statewide BLM-Alaska priority.
- Acts as liaison to other Department of the Interior agency directors and facilitates cooperative interagency working relationships in Alaska to achieve EIYE Strategy goals, objectives, and implementation planning.
- Designates a member of the Alaska Leadership Team (ALT) to serve as an “ALT EIYE Strategy Champion” to report progress and liaison with the ALT.
- Determines funding priority to implement the EIYE Strategy and Secretarial Order #3332 “Engaging the Next Generation” goals and objectives in Alaska.

ALT EIYE Strategy Champion

- Acts as Champion for EIYE efforts to the ALT on a regular basis.
- Facilitates information exchanges with the ALT on issues related to the EIYE Strategy.
- Maintains open communication with the EIYE State Lead, the EIYE Team, and other staff participating in the EIYE Strategy implementation. Monitors EIYE Strategy progress and engages the ALT in EIYE Strategy implementation and activities as part of annual work planning.

Alaska State Lead for Education, Interpretation, Volunteers, and Youth Engagement

- Communicates EIYE Strategy Implementation Plan priorities, progress, goals, and objectives to the BLM-Alaska State Director, Managers and Program Leads, ALT EIYE Strategy Champion, EIYE Team/POCs, BLM-Alaska employees, BLM WO, and the Department of the Interior.
- Leads the BLM-Alaska EIYE Team.
- Liaisons with other agency and partner EIYE coordinators in Alaska.
- Coordinates annual Action Plans, reviews Action Plans items for consistency with EIYE Strategy, monitors EIYE Strategy progress throughout implementation, ensures consistent

statewide tracking of Strategy goals, objectives, and Action Plan successes, and coordinates 5 year EIYE Strategy updates including development of new goals and objectives when needed.

- Monitors progress on the EIYE Strategy throughout BLM-Alaska.
- Communicates with EIYE Team/POCs on training and funding, Best Practices, Action Plans and action items, evaluation methods, safety and risk management, and other components of the EIYE Strategy.
- Develops assistance agreements, MOUs, and other mechanisms to enhance partnerships, volunteer service opportunities, and recruit and hire young adults as needed to accomplish EIYE Strategy. These agreements may be used by multiple offices within BLM-Alaska.

Managers/Alaska Leadership Team (ALT Plus)

- Designate an EIYE Team Member/POC within their office and/or program to serve on the EIYE Team. Ensure that alternate POCs are designated as staff changes occur.
- Ensure Action Plans address the BLM-Alaska EIYE Strategy. Monitor these plans to make sure that their employees can accomplish EIYE Strategy action items along with their other priorities.
- Include EIYE Strategy action items across all of their program areas, and in all management plans as appropriate.
- Encourage staff development of partnerships to assist with development, implementation, and capacity-expanding opportunities related to their Action Plans.

District and Field Team Members (POCs)

- Serve on the BLM-Alaska EIYE Team and act as a Point of Contact (POC) for their office or program area. Participate on EIYE Team calls and in EIYE Strategy meetings. Team members may be added or changed as identified by managers for participation or as needed to accomplish EIYE Strategy goals and objectives.
- Keep employees within their office or program area fully informed and updated about the EIYE Strategy, its priorities, and implementation efforts.
- Participate in the development and implementation of EIYE Strategy Action Plans and/or action items as part of interdisciplinary effort within each office to address the EIYE Strategy goals and objectives.
- Advocate with fellow employees to develop opportunities and programs related to the EIYE Strategy; answer questions related to annual EIYE priorities; and serve as office or program point-of-contact (POC) to maintain regular communication with the BLM-Alaska EIYE Lead.
- Develop partnerships to increase capacity, resources, maximize budgets, and accomplish development and implementation of EIYE Strategy Action Plans.
- Work with State EIYE Lead, each other, the Recruitment and Outreach Committee, and partners to coordinate statewide EIYE efforts.

Center Managers (Campbell Creek Science Center and Arctic Interagency Visitor Center)

In addition to the roles listed above for District/Field EIYE Team Members, the Center Managers will:

- Share expertise on education program development and evaluation, youth engagement strategies, and partnerships with employees and partners statewide.
- Share expertise on interpretive programs, materials development, and evaluation with BLM-Alaska staff and partners statewide.
- Share expertise on the development and maintenance of Friends groups and other partners statewide.

- Pursue inter-agency partners to develop agreements that support Center programs and increase capacity, including providing staff and funding support to the Center.

Office of Communications

- Assign a representative from the Office of Communications to participate on the EIYE Team.
- Provide outreach and public affairs support for BLM-Alaska offices, divisions, and the EIYE program to publicize stewardship programs, youth engagement efforts, and other activities tied to the EIYE Strategy, both internally and externally.
- Provide advice and support for new media, social media, and technology products for BLM-Alaska education, interpretation, volunteer, and youth engagement efforts.

Employee Development Coordinator

- Facilitate youth direct hire and training activities in support of the EIYE Strategy implementation statewide.
- Develop and implement training, mentorship, and professional development programs to train, engage, and develop youth employed by BLM-Alaska as part of the EIYE Strategy.
- Develop policies, directions, tools, and resources that support and accomplish priorities, projects, and action items outlined in the EIYE Strategy and Action Plans for training, youth direct hire engagement, and employee development. Coordinate with the State EIYE Lead and Youth/EEO/Diversity Recruitment Coordinator.

Youth/EEO/Diversity Recruitment Coordinator

- Develop policy, direction, tools, and resources to support and accomplish priorities, projects, and action items outlined in the EIYE Strategy and Implementation Plan related to youth direct hiring, Equal Employment Opportunity programs, and diversity recruitment.
- Recruit young adult employees diverse in experience, background, skills, and qualifications. Coordinate these tasks with the EIYE Team, Employee Development Coordinator, and the State EIYE Lead.

State Program Leads and Field Office Program Staff

- Support the EIYE Strategy implementation through program area expertise for specific projects and programs, and inclusion of EIYE Strategy action items into program annual work plans/budget efforts and resource management plans as appropriate.

Priorities for Implementation

The BLM-Alaska EIYE Team developed the priorities to implement the BLM-Alaska EIYE Strategy (see Appendix 2). The EIYE Team is composed of the State EIYE Lead, District office, Field office, and Center POCs, management team members, and the ALT EIYE Strategy Champion, with input from key partners.

The EIYE Team prioritized key goals and objectives with consensus from representatives participating from all offices and key partners. These priorities form the basis for Action Plans and possibly for specialized funding each year (such as targeting a predetermined portion of available Youth initiatives funding to specific priority items – see Appendix 2). Each BLM-Alaska office and their partners will need to approach and coordinate these EIYE Strategy priorities into their work and

Action Plans, and identify achievable action items. Some EIYE priorities may be more easily accomplished working jointly with multiple offices and/or partners.

This approach should increase office and partner coordination, reduce funding competition between offices, identify opportunities, maximize capacities and budgets, and increase opportunities for grant awards and other outside funding sources. The EIYE Team, in coordination with partners, will strategize on the best ways to seek outside funding sources. EIYE Team members will coordinate with their respective offices to develop budget submissions, grant proposals, cooperative agreements, and other available funding mechanisms to address the EIYE Strategy priorities.

The EIYE Team will evaluate these Strategy priority goals and objectives on a regular basis, considering BLM WO and State Director priorities, funding opportunities, local priorities and capacity, partner interest, and previous year accomplishments. This evaluation effort will help the EIYE Team adjust the priority items as needed to best implement the EIYE Strategy.

Communication

Effective, regular communication across all levels of BLM-Alaska and with partners is necessary for successful implementation of the statewide EIYE Strategy. The State EIYE Lead will coordinate regular communication and coordination between WO, State, District and Field offices, Centers, and state-wide partners, providing specific information on a regular basis. The State Lead will keep the ALT Champion informed about progress of strategy implementation. The State Lead will assist managers and POCs to coordinate as needed with the Office of Communications to highlight program accomplishments through online, print, and other outlets. Each office and Center will have expertise, information about best practices, and success stories to share with other offices, and on their websites and other online outlets. (See Appendix 1 for a communication flowchart.)

Partnerships

Partners are critical to the success of this EIYE Strategy. The State Lead, District and Field office POCs, and Center Managers will lead the effort to increase partner engagement related to this strategy. The Prioritization Plan and annual Action Plans will be coordinated with key partners on planning and input into projects. Opportunities to complete joint projects; share resources, staff, and budget; and pursue joint funding will be a priority.

Evaluation

Evaluation will happen at many levels, including action item and Action Plan levels. The EIYE Strategy will be evaluated every five-years. The State EIYE Lead will coordinate this evaluation. The State Lead will coordinate with the ALT to convene an evaluation team in coordination with the ALT that will seek input from its members, managers, and POCs. The five-year evaluation will include an assessment of objectives and goals as well as a cataloging of action items completed under the Action Plan.

Goals & Objectives

Goal #1: Increase understanding of public land resources and land management challenges.

Education Objectives

- G1.E1** Ensure all education programs focus on concepts or skills related to natural or cultural resources management.
- G1.E2** Increase the number of education programs tied to local resources and land management challenges, including those that use real data or are tied to national priority themes.
- G1.E3** Evaluate new media and incorporate where appropriate to increase effectiveness of learning and to reach broader/emerging audiences.
- G1.E4** Work internally and with partners to expand existing BLM initiatives, such as Hands on the Land and Project Archaeology, and to support compatible partner initiatives.

Interpretation Objectives

- G1.I1** Create a long-range interpretive plan for each site that has more than 10,000 visitors. The long-range plans should include products, programs, and appropriate use of new and social media and should promote core messages about what BLM-Alaska does. Work with partners to implement the interpretive plans.
- G1.I2** Create a broad menu of interpretive products that promote BLM-Alaska.

Youth Engagement Objectives

- G1.Y1** Develop a series of experiences for youth at various ages—elementary, middle, and high school as well as young adults—to become more familiar with career possibilities within BLM.
- G1.Y2** Expand the use of partnerships to increase the number of high school, college, and young adult paid and volunteer seasonal positions to accomplish key work.

Goal #2: Increase public commitment to stewardship of public land.

Education Objectives

- G2.E1** Increase the number and duration of outdoor opportunities in education programs for attendees to personally connect with public lands.
- G2.E2** Increase the number of education programs with a stewardship component that provide opportunities for attendees to actively help take care of public lands.
- G2.E3** Increase the opportunities through which members of the public can help gather data from BLM-managed and partner-managed lands, particularly the kinds of information useful to land management objectives.

Interpretation Objectives

- G2.I1** Ensure that interpretive plans include consistent and thoughtful themes about the important roles the public plays in caring for public lands and core messages related to stewardship.
- G2.I2** Work with partners, including government agencies, schools, businesses, and community organizations, on a continual basis to strengthen connections to the landscape through interpretation.
- G2.I3** Recognize and promote accomplishments of public land stewards (BLM staff, volunteers, partners), both internally and externally, using a variety of formats, including new and social media.

Youth Engagement Objectives

- G2.Y1** Inventory and evaluate the diversity of opportunities available within each Office for youth at various ages—particularly teens and young adults—to strengthen connections to the outdoors. Increase BLM’s capacity to provide a diversity of opportunities on BLM lands.
- G2.Y2** Increase the number of teens and young adults involved in stewardship and recreational activities organized by BLM on public lands.

Goal #3: Strengthen the capacity of BLM employees, volunteers, and partners to develop and deliver quality programs, products, and opportunities.

Education Objectives

- G3.E1** Inventory existing education programs, tools, expertise, and best practices within BLM-Alaska and available from statewide partners. Promote and collaborate to expand our capacity to provide these programs within BLM-Alaska and through collaborating partners.
- G3.E2** Identify training needs and available training; work with partners to develop and provide additional education program training as needed to better enable BLM-Alaska employees to actively participate in education efforts.
- G3.E3** Identify opportunities to enhance partnerships with other organizations involved in educational programs and to develop Friends groups that can support educational programming.

Interpretation Objectives

- G3.I1** Inventory and share interpretive products and programs available in various offices within BLM-Alaska and by partners.
- G3.I2** Increase and strengthen partnerships to develop and deliver interpretive products, programs, and trainings.
- G3.I3** Increase training opportunities for managers and staff to learn to use interpretive techniques in their work.
- G3.I4** Evaluate new and social media and incorporate, as appropriate, into interpretation programs and materials and recreation opportunities.

Youth Engagement Objectives

- G3.Y1** Increase training opportunities for employees in youth hiring mechanisms, youth recruitment strategies, and engaging youth.
- G3.Y2** Expand partnerships, volunteer opportunities, and targeted hiring efforts that improve our capacity to recruit youth who are diverse in experience, background, skills, and qualifications.
- G3.Y3** Develop training, mentorship, and professional-development programs that attract, train, engage, and develop youth and young adults serving and working with BLM-Alaska.
- G3.Y4** Provide staff with opportunities for training in partnerships and community outreach skills to enhance BLM’s capacity to engage both rural and urban youth and families in the diverse communities of Alaska.

Goal #4: Focus our outreach efforts in ways that help meet the needs of the urban and rural communities in which we are working.

Education Objectives

- G4.E1** Ensure that all education programs meet the needs of local school districts and communities by involving them in the conceptualization and development of those programs.
- G4.E2** Develop education programs for schools in remote communities according to local needs and resources, actively engaging teachers and community members in project development.
- G4.E3** Develop trainings for BLM employees on the best practices for coordinating with school districts and community organizations in the development and implementation of education programs.
- G4.E4** Expand participation in the Iditarod Trail to Every Classroom (iTREC!) program within BLM-Alaska, by partners, and by teachers in rural communities along the trail in areas near BLM-managed lands.
- G4.E5** Link education programs to the Alaska Environmental Literacy Plan (AKELP).

Interpretation Objectives

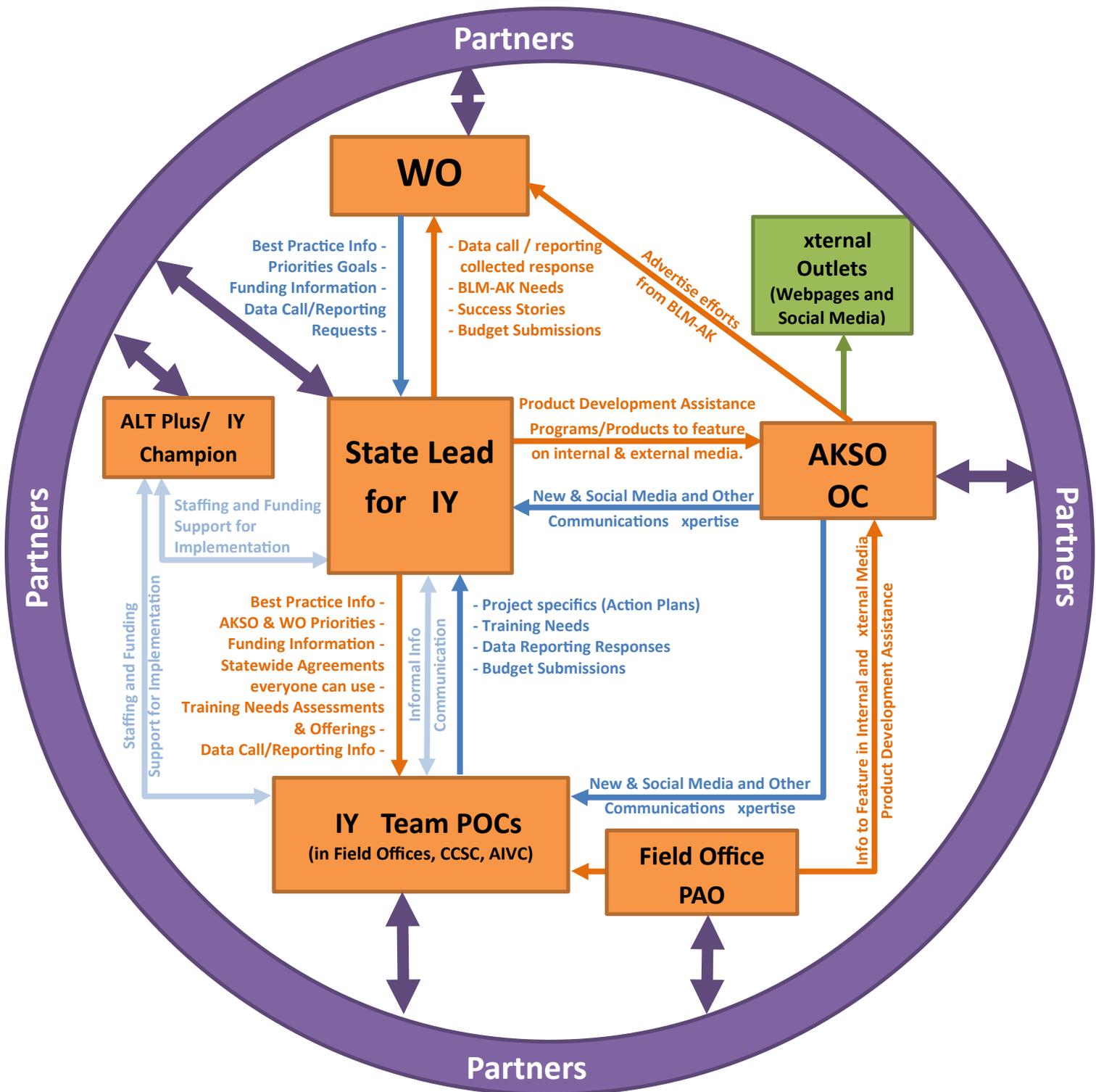
- G4.I1** Identify communities where BLM has had difficulty in obtaining local input and work with those communities and partners already successfully engaged with the community to develop programs and materials that increase public awareness and involvement.
- G4.I2** Develop trainings for employees on best practices for communicating with diverse communities, both rural and urban, including use of interpretive methods in presentations and/or products relevant to those communities.
- G4.I3** Work with local communities to develop interpretive programs and products that disseminate needed information about BLM and partner activities in those communities.

Youth Engagement Objectives

- G4.Y1** Work with community-based partners to identify needs and create opportunities for youth in those communities to play, learn, serve, and work with BLM and our partners.

Appendix 1

Communication Flowchart



Appendix 2

BLM-Alaska EIYE Prioritization Plan

The BLM EIYE Team met with agency, NGO, education, and community partners in early spring 2013, to brainstorm a broad list of exciting projects related to education, interpretation, and youth engagement. This broad list contributed to further refinement of the BLM-Alaska EIYE Strategy's Goals and Objectives.

The EIYE Team then asked those same partners to share their “top” priorities for their individual organizations, in order to allow us to further refine opportunities to focus BLM efforts at the local, regional, and statewide levels and capitalize on any mutual priorities by working together. To accomplish this effort, BLM sponsored a survey of all partners to rate their top 10 objectives. The BLM then held an in person meeting with statewide agency partners (NPS, USFWS, USFS, and BLM) to key in on specific objectives that the agencies were planning to prioritize based on the new sequestration and budget issues and any changes in their own planning efforts.

As a result of this meeting, the partners agreed on the “Top 7” objectives that incorporate the issues we plan to focus on for the near term (1-3 years). The EIYE Team received input on priorities that partners are most interested in pursuing, and most importantly can contribute staff time and funding to partner on both locally and statewide. All of the surveys and in person meetings confirmed two overall areas of importance to the partners: all partners want to expand their capacity to meet visitor needs, promote stewardship, and find funding via creative partnerships; and all partners want to keep existing visitor interpretive, informational, and educational facilities open.

“Top 7” Shared Partner Priorities (listed here from highest – lowest)

1. Work with partners, including government agencies, schools, businesses, and community organizations, on a continual basis to strengthen connections to the landscape through interpretation.
 - Interpretation Objective G2.I2 – from Strategy Goal #2 – Increase public commitment to stewardship of public land.
2. Develop a series of experiences for youth at various ages – elementary, middle, and high school as well as young adults – to become more familiar with public land management career possibilities.
 - Youth Engagement Objective G1.Y1 – from Strategy Goal #1 – Increase understanding of public land resources and land management challenges.
3. Increase and strengthen partnerships to develop and deliver interpretive products, programs, and trainings.
 - Interpretation Objective G3.I2 – from Strategy Goal #3 – Strengthen the capacity of BLM employees, volunteers, and partners to develop and deliver quality programs, products, and opportunities.
4. Evaluate new media and incorporate where appropriate to increase effectiveness of learning and to reach broader and emerging audiences.

- Education Objective G1.E3 – from Strategy Goal #1 – Increase understanding of public land resources and land management challenges.
5. Expand the use of partnerships to increase the number of high school, college, and young adult paid and volunteer seasonal positions to accomplish key work.
 - Youth Engagement Objective G1.Y2 – from Strategy Goal #1 – Increase understanding of public land resources and land management challenges.
 6. Ensure all education programs focus on concepts or skills related to natural or cultural resources management.
 - Education Objective G1.E1 – from Strategy Goal #1 - Increase understanding of public land resources and land management challenges.
 7. Develop training, mentorship, and professional development programs that attract, train, engage, and develop youth and young adults employed by agencies and partners.
 - Youth Engagement Objective G3.Y3 – from Strategy Goal #3 - Strengthen the capacity of BLM employees, volunteers, and partners to develop and deliver quality programs, products, and opportunities.

Action Plans – The Next Step

The “Top 7” shared priority objectives as stated in this Prioritization Plan are intended to provide Field Offices, District Offices, and the State Office with priority strategic objectives based on both partnership opportunities and new budget realities, to help focus our staff efforts as well as project dollars. Offices should use these partnership priorities as part of the BLM-Alaska EIYE Strategy, along with BLM-Alaska FO/DO/SO priorities, the national EIYE 5-Year Strategy, the new DOI Secretarial priority to “Engage the Next Generation through providing opportunities to “play, learn, serve, and work”, and existing planning guidance to develop annual Action Plans for each office.

Action Plans and the BLM-Alaska EIYE Strategy Prioritization Plan will be reviewed by the EIYE Team annually, to ensure that they meet the latest local, regional, statewide and national priorities. These Action Plans will be used to inform the team in recommending priorities for annual Youth program dollars and other budget submissions related to EIYE projects, as well as for reporting EIYE Strategy successes based on accomplishments in the Action Plans by each Office.

Appendix 3

Goals Matrix

BLM-Alaska Goals/Objectives	Meets EIYE National Strategy Goals	Meets Secretarial Order #3332 Goals
G1:E1	Goals 4, 5, 6,	Learn
G1:E2	Goals 4, 5, 6	Learn/Serve
G1:E3	Goals 2, 4, 5, 6	Learn
G1:E4	Goals 1, 2, 4, 5, 6	Play/Learn/Serve/Work
G1:I1	Goals 1,2, 8, 9, 10	Play/Learn/Serve/Work
G1:I2	Goals 2, 8, 9, 10	Play/Learn/Serve/Work
G1:Y1	Goals 1, 2, 4, 8, 9, 10, 11	Play/Learn/Serve/Work
G1:Y2	Goals 1, 2, 4, 9, 10, 11	Serve/Work
G2:E1	Goals 4, 5, 6	Play/Learn/Serve
G2:E2	Goals 4, 5, 6	Play/Learn/Serve
G2:E3	Goals 1, 2, 3, 4, 5, 6	Learn/Serve
G2:I1	Goals 1, 8, 9, 10	Play/Learn/Serve
G2:I2	Goals 1, 2, 8, 9, 10	Play/Learn/Serve
G2:I3	Goals 2, 8, 9, 10	Serve/Work
G2:Y1	Goals 1, 2, 8, 9, 10, 11	Play/Learn/Serve/Work
G2:Y2	Goals 1, 2, 4, 8, 9, 10	Play/Learn/Serve/Work
G3:E1	Goals 1, 2, 3, 4, 5, 6	Learn
G3:E2	Goals 1, 2, 3, 4	Learn
G3:E3	Goals 1, 2, 4, 5, 6	Play/Learn/Serve/Work
G3:I1	Goals 1, 2, 8	Play/Learn/Serve
G3:I2	Goals 1, 2, 7, 8	Play/Learn/Serve
G3:I3	Goals 7, 8	Play/Learn
G3:I4	Goals 2, 8, 9, 10	Play/Learn
G3:Y1	Goals 2, 3, 7, 10, 11	Play/Learn/Serve/Work
G3:Y2	Goals 1, 9, 10, 11	Learn/Serve/Work

G3:Y3	Goals 7, 9, 10, 11	Learn/Serve/Work
G3:Y4	Goals 1, 2, 7, 9, 10, 11	Play/Learn/Serve/Work
G4:E1	Goals 1, 2, 4, 5, 6	Play/Learn/Serve/Work
G4:E2	Goals 1, 2, 4, 5, 6	Play/Learn/Serve/Work
G4:E3	Goals 1, 3	Play/Learn/Serve/Work
G4:E4	Goals 1, 2, 4, 5, 6	Play/Learn/Serve/Work
G4:E5	Goals 1, 4, 5, 6	Learn
G4:I1	Goals 1, 7, 8, 9, 10	Play/Learn/Serve
G4:I2	Goal 7	Play/Learn/Serve
G4:I3	Goal 1, 2, 8, 9, 10	Play/Learn/Serve/Work
G4:Y1	Goals 1, 2, 9, 10, 11	Play/Learn/Serve/Work

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