

**National Landscape Conservation System Summit**  
November 16, 2010 Focus Group Sessions

**Focus Group 5: Engaging the Public in NLCS through Interpretation and Education**

Note: This document summarizes comments from both BLM employees and non-BLM stakeholders during three focus group sessions held on November 16, 2010. These comments represent neither the consensus opinions of the group attending the session nor the official positions of the BLM.

Provide specific funding for education and interpretation at all levels of the agency

- Education and interpretation have no base funding. Current funding for educational and interpretive programming is obtained from other subactivities.

Incorporate science into education and interpretation programs in the NLCS

- NLCS units need to engage the public in science through educational curricula, community participation, and scientists-in-residence programs. The NLCS should use and build upon current education and interpretive programs that incorporate science.

Partners and community-based organizations must play a vital role in the NLCS education and interpretation programs

- The NLCS needs to collaborate with local non-profit, commercial, and government partners to achieve its vision of a community-supported system. Through cooperative planning, the NLCS and its partners can provide training and programs that are place-based and specific, relevant to communities economically and socially, and driven by a shared vision of engagement and involvement.
- Community partnerships provide opportunities for youth in employment, education, and engagement.

The NLCS should use appropriate, available technology

- The NLCS should take advantage of new technology to reach broader audiences. Through new technology, (e.g. iPhone and iPad applications, cell phone tours, streaming media, and improved web sites) education and interpretation can reach visitors in a variety of ways to achieve the Bureau's mission. This new technology should supplement, not dominate on-the-ground education and interpretation.

Education and interpretive planning is a necessary step in all levels of the organization

- The NLCS should develop a national framework that guides the planning and implementation efforts of individual units and builds management support for education and interpretation at all levels of the organization.