

# Engaging the Public in NLCS through Interpretation and Education

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Note: This PowerPoint summarizes the ideas of BLM and non-BLM stakeholders as discussed during the BLM's National Landscape Conservation System Summit, November 15-18, 2010. This PowerPoint represents neither the consensus opinions of the group attending the session nor the official positions of the BLM.

# Why education and interpretation?

Effective education and interpretation programs enhance public understanding, achieve management goals, foster stewardship, and build public support for the NLCS.

# Summary of Discussions

Five key themes identified by BLM and partners

- **Funding and management support**
- **Science in interpretation and education**
- **Partnership and community roles in education and interpretation**
- **Use of technology to support education, interpretation, and science outreach**
- **An education and interpretation framework to address planning and staffing needs for the NLCS**

# Funding and Management Support

- **Develop a base budget for education and interpretation (E&I).**
  - Develop and define workload metrics (program elements AL and AE – what do they mean, what are we counting, how do we count them?)
  - Compile and analyze data (via the Youth Program survey)
  - Develop a business case
  - Produce a communication strategy internally and externally
  - Demonstrate benefits of education and interpretation (E&I)
- **Establish funding through the Annual Work Plan for E&I special projects .**
- **Develop sustainable revenue streams for E&I programs.**  
e.g., a bureau-wide, expanded amenity fee program for qualifying interpretive and education programs

# Science in Interpretation and Education

- **Engage the public and communities in science exploration.**  
Encourage NLCS science projects to include public participation through education and interpretation.
- **Establish a network of interpretive science resources connecting NLCS units.**  
e.g., traveling NLCS scientific exhibits
- **Encourage the use of visiting scientists to inform on-site education and interpretation of resources.**  
e.g., “scientist-in-residence” program
- **Promote BLM educational and interpretive programs, such as Hands on the Land.**

# Partnership and Community Roles in Interpretation and Education

- **Develop mechanisms for E&I partnering at the local level.**
- **Simplify the grants and agreements process.**
  - e.g., create a repository for grants and agreements templates
- **Create incentives for local businesses, such as outfitters, to provide appropriate E&I opportunities.**
  - e.g., encourage commercial vendors to include local youth
- **Collaborate with local partners and communities on mutual education and interpretation programs.**
  - e.g., use personal services contracts to develop programs
  - develop opportunities for local youth to participate in E&I
- **Use existing regional programs, such as Cooperative Ecosystem Study Units (CESU), to develop programming and provide internship opportunities in education and interpretation.**

# Use of Technology to Support NLCS Education and Interpretation

- **Improve NLCS education and interpretation websites.**
- **Pilot the use of downloadable applications to deliver education, interpretation, and science outreach.**
- **Create and maintain education and interpretation intranet sites.**
- **Pilot site-specific, social media (short-term); fully integrate site-specific social media throughout the entire NLCS system (long-term).**

# An Education and Interpretation Framework for the NLCS

- **Develop an education and interpretation framework for the NLCS that addresses planning, implementation, and staffing needs for education and interpretation at all levels.**
- **NLCS units will develop site-specific plans that tier off a national framework. Plans will address the support necessary for full implementation.**
- **NLCS units will utilize youth funding and other youth employment opportunities to facilitate E&I planning and program delivery.**
- **Incorporate education and interpretation into state director goals and objectives for NLCS.**
- **Develop and offer training to enhance resource staff competencies in delivering education and interpretation.**