



SAN JUAN  
MOUNTAINS  
ASSOCIATION

## CONSERVATION EDUCATION REPORT FY2017

Submitted by: Gabi Morey, Education Outreach Director, SJMA

## Total SJMA Education Contacts October 2016 thru September 2017

PROGRAM	FS Contacts	BLM Contacts	SJMA Only Contacts	TOTAL CONTACTS
<b>Conservation Education</b> <i>(Field experiences, Classroom Presentations, Special Events, Workshops, Written Materials)</i>	<b>3,264</b>	<b>1,100</b>	<b>5,785</b>	<b>10,149</b>
<b>Cultural Programs</b> <i>(Arborglyph presentations, Historic Cemeteries field trips &amp; documentation, other presentations)</i>	<b>145</b>		<b>390</b>	<b>535</b>
<b>Visitor Information</b> <i>(Phone calls, Visits, Mails, E-mails &amp; Hunter Booth Visitation)</i>	<b>80,755</b>	<b>41,601</b>		<b>122,356</b>
<b>Volunteer Programs</b> <i>(WIS, Ghost Riders, Alternative Spring Break, TIS, Special Events, Projects, National &amp; Colorado Public Lands Days, Collaboration meetings, E-news)</i>	<b>527</b>	<b>71</b>	<b>17,250</b>	<b>17,848</b>
<b>TOTAL</b>	<b>84,691</b>	<b>42,772</b>	<b>23,425</b>	<b>150,888</b>

**The Conservation Education Program of the San Juan Mountains Association creates direct experiences connecting people of all ages to their public lands and provides educational and interpretive materials in a variety of mediums.**

Calculations: of the programs listed, some programs were solely SJMA programs, some were partially Forest Service and/or BLM, and some were funded completely by Forest Service (designated by (FS)) or BLM (designated by (BLM)), or held only on Forest Service (FS) or BLM (BLM) lands.

**For those programs that were partially funded by Forest Service and BLM, calculations were determined with a 66% FS and 34% BLM ratio.**

Also, within each category there are the following designations:

- # Youth – this includes students from preschool to college, as well as children in programs
- # Educators – teachers who are accompanying their classes on a program, and teachers who are attending their own program
- # General public – this is the most generalized set of numbers. It may include people who attended a program where there may have been some youth or educators, but it was difficult to determine how many.

### Field Experiences

Field experiences are the heart of what the CE program offers for youth and the general public. These are currently offered free of charge to the community.

#### Field Seminars (geared for adults or older youth):

- Map and Compass Class (Field & classroom; *in partnership with Volunteer Program*)
- GAIA GPS Class (Field & & classroom; *in partnership with Volunteer Program*)
- Edible plant walk
- Sand Canyon hike
- Glacial Geology
- Yampa River Canoe Trip

#### San Juan Family Explorers:

- Butterflies & Blooms
- Family Backpacking
- Winter walks

#### Mountain EdVentures @ Purgatory:

- Nature hikes at Purgatory
- Self-guided nature walk (brochure provided)

#### Field Experiences for Youth:

- Field trips for Schools (Denny Lake, Butler Nature Center, Boggy Draw, Big Al Trail)
- Tree planting with Ignacio 4<sup>th</sup> & 5<sup>th</sup> graders (*partnership with Volunteer program*)
- Little Legs Adventures for toddlers/preschoolers
- Programs on wildfire and Leave No Trace for the Playground Days Program (*partnership with City of Cortez*)
- Teen Backpacking
- After school Hiking program
- Aspen Trails Fire Mitigation Day youth program (*partnership with FireWise of SW Colorado*)

#### Other:

- Training new site monitoring leads for FS (*partnership with Volunteer program*)
- Molas Pass Overlook Pilot

**Total contacts:      687 Youth (504 FS, 183 BLM)**  
**33 Educators (25 FS, 8 BLM)**  
**906 General Public (797 FS, 109 BLM)**



## Classroom Presentations

Classroom presentations for grades preK – high school this year included: Leave No Trace (*partnership with San Juan String Band*), bats, health benefits to being outside, wildlife and water/watersheds.

**Total contacts:**      **690 Youth (455 FS, 235 BLM)**  
                                 **60 Educators (40 FS, 20 BLM)**  
                                 **12 General Public (8 FS, 4 BLM)**



## Special Events

Special events this year included Science Fair judging, Green Drinks Sustainability Initiative in collaboration with other local sustainability non-profits, Pumpkin Train (*partnership with DSNGRR*), the Water Festival at Fort Lewis, and the Christmas Tree sales contacts.

**Total contacts:**  
**388 Youth (256 FS, 132 BLM)**  
**10 Educators (7 FS, 3 BLM)**  
**1,437 General Public (420 FS, 217 BLM, 800 SJMA only)**

## Other Presentations, Trainings, Workshops & Meetings

Additional presentations, trainings, workshops and meetings included: 5th annual Forests to Faucets teacher workshop (partnership with Mountain Studies Institute, Water Information Program & Fort Lewis College), Purgatory Naturalist Training, Trail Boss Training, Wilderness Ranger Academy, Members Series presentations, CO Trail presentation at Backcountry Experience, VIS workshop and meetings for the Forests to Faucets workshop and with the Montezuma Inspire Coalition.

**Total contacts:**      **27 Youth (18 FS, 9 BLM)**  
                                 **44 Educators (29 FS, 15 BLM)**  
                                 **General Public 739 (425 FS, 165 BLM, 85 SJMA only)**

## Creation and Distribution of Written Materials

Materials distributed include those that are locally produced, such as SJMA's Blog posts and the Purgatory self-guided nature trail – (see Mountain EdVentures, above) and nationally produced (Junior Snow Ranger). Also included in education contacts is the SJMA member printed newsletter and an article in the Durango Neighbors magazine. These numbers are generally estimates – we don't know how many people are reading the blog, or how many youth might be using the self-guided trail, for example.

**Total contacts:**      **Youth (15 FS)**  
                                 **General Public (265 FS, 4,900 SJMA only)**

The CE program coordinates the submission of monthly Stewards of the Land articles for the Durango Herald and Cortez Journal. *Note: Because we do not know the number of people who actually read these articles, the potential number of contacts in this category is not included in the total number of SJMA contacts.* The Durango Herald publishes these articles on the 4<sup>th</sup> Sunday of each month, and the Cortez Journal publishes them on the 4<sup>th</sup> Saturday of each month.

<b>Newspaper articles</b>	<b># Potential General Public Contacts</b>
Durango Herald (Saturday distribution 12,000)	144,000
Cortez Journal (distribution 7,000)	84,000
<b>TOTAL</b>	<b>228,000</b>

## **Education Contacts - Cultural Program**

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*Note – all contacts in the Arborglyph portion of the Cultural Program are considered Forest Service contacts, while those of the Cemetery Project are considered SJMA only programs.*

### **Field Experiences**

This year the Cultural Program had the following field experiences:

- Cemetery Field Documentation (7 field trips)
- Hermosa Cemetery Field Trip
- Montano site field documentation

**Total contacts: 200 General Public (200 SJMA only)**



### **Other Presentations, Trainings, Workshops & Meetings**

This included:

- Cemetery volunteer trainings
- Tracks Across Borders meeting presentation
- Presentations on Cemetery projects (3)
- Presentations on Arborglyph project (4)

**Total contacts: 335 General Public (145 FS, 190 SJMA only)**

## **Education Contacts - Visitor Information Services**

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### **Visitor Information**

Visitor Information Services is essential to help visitors create closer connections to their public lands. They accomplish this via phone calls, visits, mailings, and emails, as well as Hunter Education booths.

	<b># General Public</b>
Visitor Information Services phone calls	59,977
Visitor Information Services visitors	53,499
Visitor Information Services mailed packets	1,343

Visitor Information Services emails	6,576
VIS Hunter Education booths	962
<b>Total contacts:</b>	<b>122,357 (80,755 FS; 41,601 BLM)</b>

## Education Contacts – Volunteer Program

### Field Experiences

The field experiences in the Volunteer program include contacts made by Wilderness Information Specialists and Trail Information Specialists. All are considered to be General Public. Also included is Alternative Spring Break with University of Missouri students (*partnership with CE program*).

**Total contacts: 5,710 General Public (5,300 FS, 410 BLM)**



### Special Events

Special Events include the Mesa Verde Backcountry Horsemen Poker Ride, Ice Lakes Trailhead program (*partnership with CE program*), Colorado Public Lands Day, National Public Lands Day, and Chili Chase fundraiser

**Total contacts:**

**373 General Public (293 FS, 30 BLM, 50 SJMA only)**

### Other Presentations, Trainings, Workshops & Meetings

Backpacking Light presentation (*partnership with CE program*), GAIA GPS presentation (*partnership with CE program*), Wilderness Intern training (*partnership with CE program*), Wilderness Information Specialists training, Ghost Riders training, Trail Information Specialists training (*partnership with CE program*), Wilderness Ranger Workshop (horse focus), and SW Colorado Roundtable.

**Total contacts: 275 General Public (234 FS, 41 BLM)**

### Other

SJMA E-news and Special Announcements

**Total contacts: 17,200 General Public (SJMA only)**

