

Outreach and Education Committee Meeting Minutes

Date, Time and Duration

Tuesday December 18, 2012 from 1 - 2:30 pm

Objective

To discuss and revise the goals of the Outreach and Education Committee and generate ideas for committee activities and projects.

Meeting Attendees

Amanda Conover (Ohio Bird Conservation Initiative), Darlene Sillick (Ohio Bluebird Society, Columbus Audubon), Rebecca Palmer (US Army Corps of Engineers, Caesars Creek Lake), Marne Titchenell (OSU Extension), Lisa Brohl (Lake Erie Islands Chapter of the Black Swamp Conservancy), Paula Ziebarth (Lake Erie Islands Chapter of the Black Swamp Conservancy, Ohio Bluebird Society), Mary Warren (Ohio Division of Wildlife)

A) Review and Discussion of Committee Mission, Goals and Objectives

1. Mission: The committee provided a number of suggestions to improve the preliminary mission of the committee, which is “To increase awareness of bird conservation issues and promote participation in bird-based recreation”:

- Include a focus on native bird species
- Highlight “partnerships” and “outreach and education”
- Include land management activities on public and private land

Based on these suggestions, the mission statement of the committee has been revised to: “To increase awareness of conservation issues for Ohio’s native birds, and promote beneficial habitat management practices and participation in bird-based recreation through educational programming and outreach activities.”

2. Goals: The committee approved 2 of the 3 proposed goals of the committee as written, and suggested minor changes to one goal:
 - i) Educate OBCI partners and the public on bird conservation issues.
It was suggested that it should be made clearer that this goal includes educating the public about land management activities that benefit birds.
Revised goal: Educate OBCI partners and the public on bird conservation issues and habitat management techniques for birds.
 - ii) Promote the work of OBCI and its committees to outside organizations and the public. (Approved)
 - iii) Engage children and the public in bird conservation and recreation activities.
(Approved)
3. Objectives: The committee approved the proposed supporting objectives, and made suggestions for an additional objective to be added to the committee’s action plan under goal 1: “Share existing educational materials on a variety of bird-related topics among OBCI’s partners.”

B) Brainstorming of Potential Committee Activities

After the approval of the goals and supporting objectives, the committee generated many ideas for associated projects and events. *(Please reference revised committee action plan below to see how these activities fit within the committee's broader goals).*

- Serve as a clearinghouse for existing educational materials and presentations on bird-related topics that can be borrowed or downloaded by OBCI's partners for their use
- Host a free webinar series for OBCI's partners and the public
 - Potential Topics for Educational Programs/Materials/Webinars:
 - Shade-grown coffee and other conservation-minded products
 - Benefits of native plants for birds
 - Life histories of various bird families
 - Installing nest boxes responsibly
 - Optics
 - Photography
 - Citizen science projects
 - Best practices for herbicides, insecticides
 - Responsible bird feeding
- Host a statewide conference or workshop
 - Partnership between Outreach and Education Committee and OBCI's Conservation Research and Planning Committee
 - Attendees could choose between an education/outreach track or a research track
- Develop educational kits on a variety of topics to be shared with OBCI's partners (coordinate with Division of Wildlife to avoid duplication of their kits)
- Publicize events through Ohio Division of Wildlife's eNewsletter
- Expand the Christmas Bird Count for Kids program to other regions of Ohio

C) Action Items

1. To allow the committee members to become more familiar with one another, please **send a short bio on your experience and interests to Amanda (obcicoordinator@gmail.com) by January 7, 2013.**
2. Please **review the revised mission statement** and provide any edits or suggestions to Amanda by January 7, 2013.
3. Begin to consider which of the objectives in the action plan are most interesting and relevant to you and your organization so that you can **choose where you would like to focus your time within the committee.** Amanda will contact you next month to discuss your choice.

Outreach and Education Committee Action Plan

Mission: To increase awareness of conservation issues for Ohio's native birds, and promote beneficial habitat management practices and participation in bird-based recreation through educational programming and outreach activities.

Goal 1: Educate OBCI partners and the public on bird conservation issues and habitat management techniques for birds.

Supporting Objective: Develop educational materials and host programs on bird ecology and conservation.

Action Item: Host a webinar series on a variety of bird-related topics.

Action Item: Collaborate with the Conservation and Research Planning Committee to host a statewide conference or workshop.

Action Item: Develop educational kits on a variety of topics to be shared with OBCI's partners

Supporting Objective: Share existing educational materials on a variety of bird-related topics among OBCI's partners.

Action Item: Develop a clearinghouse for existing educational materials and presentations.

Goal 2: Promote the work of OBCI and its committees to outside organizations and the public.

Supporting Objective: Ensure all OBCI outreach materials are clear, concise, and effective for a variety of audiences.

Action Item: Assist with the production or review of OBCI outreach and education materials.

Supporting Objective: Interpret recommendations for conservation planning and habitat management developed by the Conservation Research and Planning Committee for a non-professional audience

Action Item: Work with the Program Coordinator to develop educational materials and programming for private landowners on forest management for birds.

Goal 3: Engage children and the public in bird conservation and recreation activities

Supporting Objective: Connect the public with bird-related volunteer opportunities available across the state.

Action Item: Expand and publicize the Volunteer4OhioBirds database

Supporting Objective: Promote and coordinate statewide participation in International Migratory Bird Day.

Action Item: Create a centralized listing of IMBD events across Ohio on obcinet.org

Action Item: Host an educational activity at an IMBD event

Supporting Objective: Provide opportunities for students to be involved in outreach, research, or other activities related to birds.

Action Item: Assist the Program Coordinator in recruiting and training student researchers to monitor boxes in the American kestrel nest box trail program.

Action Item: Expand the Christmas Bird Count for Kids program to other regions of Ohio