



## **HANDS ON THE LAND MONTHLY REPORT TO PRE, DECEMBER 2005 THE KEYSTONE CENTER**

**Please note:** The project contract with NRCS, EPA and TKC was granted a no-cost extension through May 31, 2006.

**1. Develop and implement a business plan for HOL within the sponsoring agencies and nationally to ensure long-term sustainability of the program. Coordinate the interest and environmental education needs of each of the five federal partners.**

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**1.1 Develop a list of potential funders (local and national) and share with PRE.**

- At the December PRE meeting, it was suggested that a potential funding link with National Public Lands Day, Toyota and HOL be researched. This topic is on the agenda for the January PRE meeting.

**1.2 Increase and/or stabilize PRE agency contributions to HOL (PRE lead).**

- This task is completed.

**1.3 Develop draft monitoring and evaluation plan for HOL for PRE's approval.**

- TKC contacted Dr. Micheala Zint, Associate Professor of Environmental Education and Communication at the University of Michigan, to gain insight into the most up-to-date environmental education evaluation techniques. Dr. Zint is currently creating a link on the University of Michigan website that discusses this topic. She directed TKC to the EE-Link website as a source of information and suggested we link to her site when it is completed.
- TKC created a draft evaluation webpage with the intent to modify it in January. This webpage address will be distributed to PRE members at the February PRE meeting and in the January monthly report.

**1.4 Partner with PRE to develop a business plan based on HOL criteria, including necessary resources.**

- Task is completed as per conversation with Drew Burnett, US EPA Office of Environmental Education, 8/25/2005.

**2. Maintain and expand the HOL network, through increase capacity building. Bring additional partners and support into the HOL program at the national and local levels.**

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**2.1 Develop a web-based application and screening process for joining HOL including sites and/or schools without established partnerships.**

- This task is completed.

**2.2 and 2.4 Assess environmental education and website needs for all sites (including those that currently do not meet HOL membership criteria that have applied to participate in the network) and provide technical assistance as appropriate.**

- TKC deployed the needs assessment survey to HOL sites (approximately 34) on November 21, 2005. As of December 1, 2005 there were only 8 responses. In December, TKC contacted every HOL site to encourage them to complete the survey. As of January 1, 2006

there are 23 completed surveys. TKC will continue to contact sites to obtain at least 30 responses. A final report will be compiled when this is accomplished.

### **2.3 And 2.7: Develop an online “How to” manual and other resources to guide individual site participation in HOL.**

**Develop a training program to help new HOL sites with the implementation of HOL at their site.**

- TKC will work on this task in early 2006.

### **2.5 Assure all relevant information is included in the website databases, and other content areas.**

- This task is completed. To view the online membership requirements table, visit: [http://www.handsontheland.org/manage/documents/site\\_info\\_table.cfm](http://www.handsontheland.org/manage/documents/site_info_table.cfm)

### **2.6 Conduct usability testing with HOL members on website data input page.**

- In November, TKC created a new usability survey for HOL members to test the data input pages. TKC intends on deploying this survey in January. To view the survey, go to: [http://www.handsontheland.org/manage/asmt/quiz\\_update.cfm?relative=quest\\_132](http://www.handsontheland.org/manage/asmt/quiz_update.cfm?relative=quest_132)
- The usability survey will be sent to the following 10 sites: Alder Creek Children’s Forest, Great Smoky Mountains National Park, Campbell Creek Science Center, Clear Lake Education Center, Cradle of Forestry in America, Craters of the Moon National Monument and Preserve, West Eugene Wetlands Education Center, Headwaters Forest Reserve, Red Rock Canyon National Conservation Area, and San Diego National Wildlife Refuges.

## **3. Maintain and improve communication among the sites, and browser/member access to information on the website (<http://www.handsontheland.org>).**

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### **3.1 Develop additional online tools that promote coordination and communication among HOL sites.**

- Task completed (see Monthly Report to PRE, September 2005).
- The January Newsletter was sent to the HOL network on January 1, 2006 and is available online by visiting the HOL home page and clicking on Bulletins.

### **3.2 Develop search pages for each of the databases on the website and conduct usability testing with HOL browsers and members.**

- TKC intends to focus on this task in January and February 2006.

### **3.3 Work with PRE to develop a portal webpage of programs and materials focused on high priority resource management issues such as: watersheds, invasive species, forest health, the role of fire etc. ~~Use the EE Guidelines to review the quality of the programs and materials and submit to Drew.~~**

Note: The last sentence in this item is to be deleted as per conference with Drew Burnett, US EPA Office of Environmental Education, 8/25/2005.

- TKC received feedback on the Hot Topics webpage at the December PRE meeting. The titles and order of the hot topics were changed per the feedback. Additional feedback was received from BLM representatives suggesting changes to the opening pages for each hot topic. TKC has made no additional changes to the Hot Topics page until it is determine how the ‘portal pages’ for each of the topics should be created and presented. TKC will

follow up with BLM representatives in January to determine the best methods going forward.

### **3.4 Coordinate all revisions to and maintain the website according to PRE's Quality Assurance Plan.**

- TKC intends to focus on this task early 2006.

## **4. Establish partnerships with national education institutions, environmental education monitoring programs and service learning organizations.**

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### **4.1 Work with national environmental education monitoring programs (e.g. GLOBE) that allow HOL sites to share environmental monitoring data.**

- Due to scheduling conflicts and holiday leave, the scheduled call with Susan Sachs was cancelled. TKC is attempting to reschedule the call to discuss the partnership opportunities between GLOBE and HOL.
- TKC met with Justin Hall from Take Pride in America (TPA) on December 7, 2005 to move forward on the partnership with HOL. The partnership will consist of HOL posting TPA's logo and link to their website. Additionally, HOL will create a simple 'how-to' list to help HOL sites recruit schools they work with to become Take Pride Schools. TPA will post a link to the HOL site on their website. This will increase the profile of HOL and bring more visitors to the website.
- TKC contacted Joe Ross at Roseburg District, Oregon to determine how he recruited two schools to become Take Pride Schools. His response will be used to create the simple 'how-to' list for HOL sites.
- The draft webpage is still under construction and will be submitted to PRE members for final approval at the February PRE meeting. TKC is researching other appropriate service learning organizations to include on the site.

### **4.2 Identify and investigate partnership opportunities with service learning organizations**

- TKC is researching service learning organizations that bring volunteers to public lands. Once identified, the list will be submitted to PRE members for approval and subsequently posted to the service learning webpage on the HOL site.
- The identified service learning organizations will be contacted once PRE approval is received to determine any partnership opportunities.

## **5. Administration, Monitoring, and Reporting Requirements**

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### **5.1 Update the on-line task table**

**(<http://www.handsontheland.org/access/administrator.cfm>) with the information from this proposal, and every two weeks during the project.**

- TKC has posted the monthly reports under Administrative Monthly Reports to the Admin Hub of the HOL website.
- This task is ongoing. See Appendices A and B.



## **APPENDIX A WORKPLAN TASK 5.1 WEBSITE USE STATISTICS**

Unfortunately, the Website Use Statistics were not available to include in this report due to a glitch in the Market Matrix reporting system. TKC was in contact with Market Matrix in December and learned that they are currently updating all of their statistics tracking software. TKC will follow up with Market Matrix in January to check on the status and to obtain statistics. They will be reported as they become available.



## APPENDIX B

### WORKPLAN TASK 5.1

### UPDATES TO WEBSITE

December Website Updates
Developed draft Take Pride in America Schools section and modified TPA Schools pages
Edited Hot Topics, organized materials for the Program Evaluation and Assessment page
PRE member's now have administrator-level access, added new contact directory members
Made site profile editing exclusive to associated members, updated contact directory to add this functionality
Added Feedback reply button, limited access to Environmental Monitoring projects to administrator-level users
Agency reps edits, Spencer to Reid updates
Added Petrified Forest National Park to HOL
Personalized quizzes and questionnaires so that each entry is managed by a single user, steering committee members and the webmaster can modify all quizzes and questionnaires; updated feedback loop so that questionnaire entries do not show
Made updates for Susan: PDF file of our Guide to Aquatic Macro-invertebrates, changed phenology graphs to bar graphs
Finalized new quiz and questionnaire security issues, added title to membership database
Updated TPA Schools logo
Added privacy statement to questionnaire and created session information, eliminated duplicate entries per session, created text counter for highlight to 'limit' highlight lengths
Meadowood site tour of HOL with Theresa; toured site with Marge Post from Petrified Forest National Park (two new sites)
updated Educator Resources post page and toolbox so it reflects recent changes