

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

**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.**

- TKC will solicit PRE's input on the list of potential funders through the PRE Zoomerang Feedback Survey to be deployed the first week in November. To view the survey, visit the URL: <http://www.zoomerang.com/survey.zgi?p=WEB224PTF454R6>

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

- This task was deleted from the work plan per discussion at the 10/05/05 PRE meeting. However, TKC will solicit PRE's input regarding agency contributions in the PRE Zoomerang Feedback Survey to be deployed the first week in November. To view the survey, visit the URL: <http://www.zoomerang.com/survey.zgi?p=WEB224PTF454R6>

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

- At the October 2005 PRE meeting, the suggestion was made to change the draft monitoring and evaluation table of contents from reviewing HOL as a whole to focusing on HOL evaluation at a site level. The revised table of contents will be presented to PRE members for review in a future 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.**

- Upon review of the web-based application, PRE members suggested revisions to make it easier for specific website users to find and complete the appropriate application. In October, the suggested revisions were made and a new application page was created. To view the page, visit the URL: <http://www.handsontheland.org/manage/membership/join.cfm>

**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.**

- A needs assessment was created to review the need for technical website and professional development needs. At the October 2005 PRE meeting, it was suggested that this assessment/survey be divided into two separate surveys to better address the issues. This survey has not been published to HOL sites as TKC is in the process of contacting PRE

members who expressed interest in changing the format. Once the best format is decided upon, the survey will be sent to HOL sites and results will be compiled in a future report.

### **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 intends to focus on this task in November and December.

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

- An online membership requirements table was created in October 2005 to highlight each HOL participant site’s membership data. To view the site, 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.**

- To get a valid group of approximately five participants in this usability test TKC contacted 12 site managers. The chosen managers were selected based on their past track record of contributing to the HOL network. TKC identified representatives from each of the PRE agencies. The site managers were contacted by email with a follow up phone call.
- A draft usability test was completed and will be submitted to Drew Burnett at EPA for review in November. Testing will begin as soon as the test is finalized, scheduled for some time in late November or early December.

## **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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**Site Visit-**A detailed report for this site visit will be included in the November report.

- In October (25<sup>th</sup> – 28<sup>th</sup>) Andy Spencer met with representatives from the Alder Creek Children’s Forest (ACCF) partnership in Portland and Roseburg (Oregon). In a meeting with Jim Proctor (Professor and Director, Environmental Studies Program, Lewis & Clark College: board member of ACCF) Andy discussed the opportunities for partnering in the development of curriculum materials and reviewed the needs of the ACCF partnership (specifically, more awareness of potential available grants). In Roseburg, Andy Spencer met with Joe Ross (BLM multi-resource specialist) and discussed curriculum development and presentation. Andy also met with ACCF board members: Alan Baumann (Forest Service fire ecologist), Marilyn Chandler (retired teacher) and Don Scheleen (BLM roads & right-of-way specialist). Andy Spencer toured the site, watched forest thinning operations and discussed the plans and objectives of the group.

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

- Task completed (see Monthly Report to PRE, September 2005).
- The November Newsletter was sent to the HOL network on November 1, 2005.

### **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 November and December.

**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 created an HOL draft webpage listing four high priority areas: watersheds, invasives, forest health and role of fire. In order to make the webpage complete, TKC will solicit PRE's input to incorporate national level resources on each issue. This will be done through the PRE Zoomerang Feedback Survey to be deployed the first week of November. To view the survey, visit the URL: <http://www.zoomerang.com/survey.zgi?p=WEB224PTF454R6>

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

- TKC intends to focus on this task in November and December.

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

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

- In October, an e-mail correspondence was sent to GLOBE, North Carolina Water Quality Group, World Water Monitoring day, Appalachian Forest Resource Center, and the National Environmental Monitoring Initiative (all are environmental education monitoring institutions and programs).
- Additionally, in early October TKC staff met with Justin Hall, Education Coordinator of Take Pride in America Schools. TKC and Mr. Hall have agreed to meet in December to discuss the following:
  - ≈ Trading of web links
  - ≈ Connections between HOL and Take Pride
  - ≈ Developing HOL environmental monitoring databases as the service learning "piece" of Take Pride participating schools

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

- TKC intends to focus on this task in November and December.

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

**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.

- This task is ongoing. See Appendices A and B.

## APPENDIX A WORKPLAN TASK 5.1 WEBSITE USE STATISTICS

Reporting for Website Use Statistics takes place one month prior. The numbers below represent statistics for September 2005.

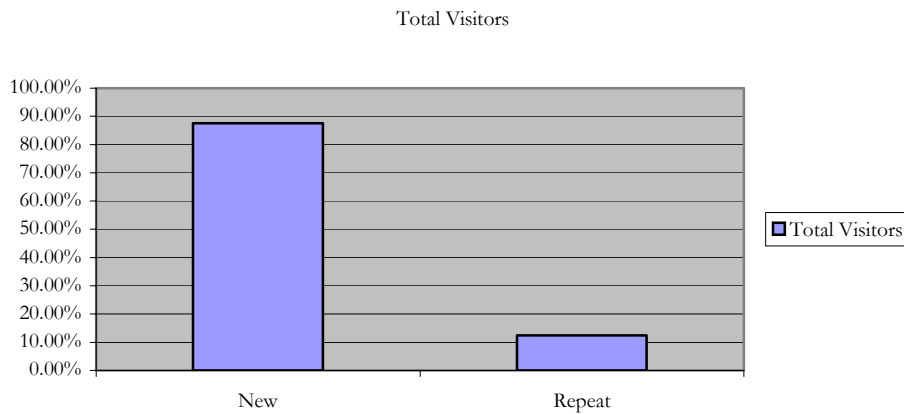
**In September:**

[www.HandsontheLand.org](http://www.HandsontheLand.org) received an average of **863 visitors per day (up from 625 in August)**.

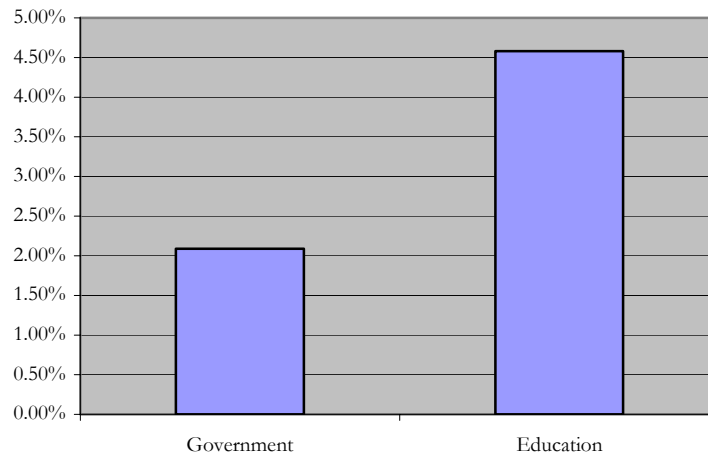
Average visit length: 33 minutes 22 seconds

Median visit length: 2 minutes 59 seconds

**12.5% of users were repeat visitors (up from 8.7% in August):**



**2.09% of the users were accessing the site from government computer (down from 4.1% in August) and 4.58% of the users were accessing the site from educational institutions (up from 3.9% in August):**





## APPENDIX B WORKPLAN TASK 5.1 UPDATES TO WEBSITE

October Website Updates
Created new ozone site Fort Worth Country Day School
Developing new e-mail username password system; made contact directory management have tighter security; created password auto-generator; allowed teacher sign-up in contact directory
Finalized new password system and contact directory interface; installed non-scannable @ sign in email address fields to prevent spam
Began phase out of old password system
Made ChemMatters link for Susan Sachs and compiled Environmental Monitoring stats for her
Content accomplishment table produced
Began work on terrestrial invertebrate database; compiled data, photographs and interpretive content
Developed interpretive content; membership application work
Developed database structure and interface for invert data collection
Developed database structure and interface for invert data collection
Converted and uploaded funding document for Keystone; contacted potential environmental monitoring site: Science House, uploaded new membership application; worked on draft of terrestrial invertebrate database, uploaded new tables
Created a draft portal page for high priority issues to include invasives, watersheds, forest health, etc.
Finalized terrestrial invertebrate monitoring pages, full test and edits