

Outreach Committee Report for 2014

November 1, 2014, from Outreach Committee Chair Adrie Voors

Duties from the Chapter Operating Handbook:

- a. Responsible for the chapter outreach activities.
- b. Staffs outreach booths.
- c. Creates and maintains chapter brochure.
- d. Acquires and maintains a chapter display board.
- e. Builds and supports a chapter web page.
- f. Assists the Training Committee in promoting the chapter.
- g. Responsible for collecting chapter and state news, producing and distributing the Chapter Newsletter.
- h. Officers and members will contribute the contents of the Newsletter.

Our committee has admittedly cherry picked from the wide reaching list of duties our Chapter Operating Handbook has outlined for Outreach Committee. We have not developed a real committee but have appreciated solicited help from many individuals, most especially Stephanie Gardner. Considering this has been the first year with an elected Outreach Chair, we've had a productive year!

- First up was creating a designated chapter website to replace an outdated webpage on the VMN website. www.headwatersmn.org went online November 2013 to:
 - more easily share what we're doing with the public and among ourselves
 - have an accessible place for training class information, (with QR code accessibility)
 - offer a naturalist-related calendar of events for our area
 - link to for eNewsletter and other publicity purposes
- Next, we started a monthly online and emailed eNewsletter through Mail Chimp to share timely information with each other and others who may be interested. It was a result of our current board's first meeting in November 2013, with Tom Long identifying a need to share board meeting information in a more distilled format than offered by the more thorough and complete minutes. We currently have 110 newsletter subscribers. Thanks to Carl and Stephanie for being available for last minute editing on these!
- We've kept the HMN facebook page Kate started in 2011 to post events and any information that catches our fancy. Kate has continued to do a great job with this. We could use more administrators to keep content current if anyone has an interest in this. Number of likes: 93. To complement the facebook page, we started a facebook *group* earlier this year to invite some interaction among group members and reach a more targeted audience. The group currently numbers 48.

- Worked with the Wildflower Tournament and Wildlife Garden committees to help publicize these events.
- We enrolled our chapter in VDOT's Adopt-a-Highway program for Spring Creek and Mossy Creek Rds, Bridgewater. They are fairly centrally located for us and visible enough to hopefully have the signs with our name on it give us some exposure. Signs coming soon.
- Some public outreach via two tabling events at the Harrisonburg Farmers Market.
- Developed and posted some flyers around H'burg to advertise us and the basic training class.
- Recently we've been working with Sandy Greene to maintain a database of contacts for outreach purposes for our major events like basic training and Wildflower Tournament.

I'd like to thank RoxAnna for taking up the Outreach Committee slack in developing a beautiful display board with Janet James and a chapter outreach power point presentation both of which she is actively using.

Future goals:

More participation from a wider range of membership with contributions to our public website and eNewsletter to get a full representation of all the good stuff we are doing!