

Wildlife Leadership Academy - Outreach Activity Values

- EACH ACTIVITY OR EVENT MUST HAVE A **SIGNED ACTIVITY REPORT FORM**
- REMEMBER TO **DOCUMENT ALL OUTREACH WITH PHOTOGRAPHS OR RECORDS**

**full points will not be given to outreach activities not documented.

EDUCATION CATEGORIES

<i>Type</i>	<i>Details</i>	<i>Points</i>	<i>Examples</i>
1. Educational Presentation - PowerPoint	This includes giving a 15-20 minute talk with your PowerPoint to an audience and taking questions.	25 pts	Give a talk to your classmates at school, local sportsman's group, Boy/Girl Scout Club, FFA Club
2. Educational Presentation – Tri-fold Presentation	This includes giving a small talk that involves using your tri-fold as an education tool or other tools that you learned at field school (i.e. teaching others how to age a grouse or deer) and taking questions.	25 pts	Use your tri-fold or other props as tools to teach others – at school, sportsman's clubs, your library, Boy/Girl Scouts, FFA, 4-H.
3. Tri-fold - Manned Display	Set up your display and stand in front of it to answer questions; *if you stand by your tri-fold after presenting it orally, submit a separate Activity Sheet for this.	10 pts/hr	Set up a table at a field day; if school is having an outdoor event, ask if you can set up at table with your display, Harrisburg Sportsman's Show – at QDMA or RGS booth
4. Tri-fold - Unmanned display	Set up your tri-fold in a location where you can leave it unattended.	5 pts/day	Set your tri-fold up at your school, local range, sportsman's club, library, local outdoors store.
5. Educational Tool – NEW PowerPoint Developed	Create an original PowerPoint with text, photos, & graphics; <u>Include in your record book a printed copy of slides and documentation of use.</u>	20 pts	Create a new PowerPoint about a subject you are specifically interested in such grouse sexing & ageing or deer habitat.
6. Educational Tool – NEW tri-fold display	Create a new, original tri-fold display; <u>Include a close-up picture and documentation of use.</u>	20 pts	Create a new tri-fold on a different subject, think outside the box – make it interactive!
7. Educational Tool – County Plant Collection	Create a county pressed, scanned or photographed plant collection; Requirements: minimum of 10 plants, you must follow the labeling and guidelines for a plant mount learned at the Academy to get credit.	30 pts* 1 point bonus for each additional plant up to maximum of 1½ times the designated value.	Use what you learned at the Academy and expand it to your local habitat – then use the collection as an educational tool at your outreach activities to teach about local plants.
8. Applicant Recruitment	Recruit students and Team Leaders for next year's field school; make sure they list your name on their application!	15 pts for each application received; 15 additional pts if accepted	Tell people about the program; take copies of the application with you on your outreach. Be sure to write your name on applications you distribute.
9. Miscellaneous activities	Any other educational programs not covered in the above.	5-50 pts	These are just guidelines! Don't be afraid to include other activities that fall under education.

SERVICE ACTIVITIES

Type	Details	Points	Examples
10. Activities with Wildlife Biologists —such as research assistance, shadowing, monitoring activities	Provide details of you did with the biologist and include photographs of your time in the field.	10 pts/hr in the field	Contact local biologists to see if they need assistance with local projects. Where to find contacts? Local PGC branch, US Army Corp of Engineers, University biology or wildlife departments; contact WLA Director if you need help finding contacts.
11. Assist local conservation organizations with service projects.	Provide details of the project that you worked on and include photographs of you working on the job.	10 pts/hr	Contact local organizations to see if they need assistance with local projects; Who to contact? Audubon Society, QDMA, RGS, Conservation Districts, your local park; contact WLA Director if you need help finding contacts.
12. Event Assistance	Provide details of what you did to assist at the event. <i>If a presentation was also made, submit separate signed activity form.</i>	5 pts/hr assisting	Volunteer to help out at RGS Meetings, QDMA meetings and events, local sportsman's events, or field days.
13. Research project	Conduct a research project; must complete a research proposal and final report. Topic should be approved by WLA Director.	20 pts for proposal completion; 30 pts for project completion and final report	Have questions that you want answered – why not answer them yourself by setting up a research project?
14. Miscellaneous activities	Any other service project not covered in the above.	5-50 pts	Opportunities for conservation service work are all around you and we haven't thought of them all – tell us what you're doing!

MEDIA CONTACT CATEGORIES

Type	Details	Points	Examples
1. Print Media – Original Written Article for a newspaper, magazine or the internet	Submit a full article to a magazine, newspaper, newsletter or on a webpage. Include a copy of the submitted article and proof of submission (i.e. letter to media) in your record book. If published, include a copy of the published article.	20 pts written article*10 bonus pts if published; 2 bonus pt for each location submitted (even if declined)	Write a press release or article about your experience at WLA and submit it to your local newspaper or magazines. Ask your local sportsman's club, boy/girlscout group, 4-H group to publish your story in their newsletter or on their website – don't forget to provide photos.
2. Print Media – Talked to media and quoted in an Article	Include the published article where you were quoted in your record book.	10 pts	Contact the local media and tell them your story! We will be contacting them to after field school.
3. Print Media – Mention of your outreach in the local media	Include a copy of the mention of you doing your outreach in your local newspaper, newsletters, or website.	5 pts/mention	Tell the local media where you'll be doing your presentation – share your story!

4. Radio	Include a recording of your interview in your record book and/or document your interview with photographs and include in the record book.	20 pts, 5 pts for each initial subsequent use by other stations.	Contact your local radio station and tell them about your experience at WLA; they may want to interview you on air.
5. Internet - WLA Facebook Page Participation	Send nature photos (5 minimum), journal entries, or nature inspired poetry to be posted on the WLA Facebook Page. Record the date sent and what you sent to the Director for posting.	5 pts per item per submission to director	The internet is a great way to share your experience with the world – we'll help you do it on our Facebook page.
6. Miscellaneous activities	Any other media project not covered in the above.	5-50 pts	There are many ways to communicate through media – if your way doesn't fit the guidelines – still submit it.

CREATIVE ART CATEGORIES

<i>Type</i>	<i>Details</i>	<i>Points</i>	<i>Examples</i>
1. Sketching project	Create a drawing inspired by nature; include a description and photograph of it in your record book.	15 pts per sketch	Take your pad out to the forest or by a lake and just draw! Let a sunrise or sunset inspire you.
2. Painting project	Create a nature inspired painting using acrylic, water colors or any paint media! Include a description and photograph of it in your record book.	15 pts per painting	Get outdoors with your paints and pad...let the colors inspire you!
3. Photography Portfolio	Create a portfolio of photographs of local flora and fauna using the tips you learned at the Academy. Portfolio must include a minimum of 10 photographs; include a description of each photo.	20 points*1 bonus point for each additional picture up to 30 points	Take a hike and try notice what you haven't before with a photographer's eye. Take a camera into the field with you and patiently wait for your target!
4. Nature Journal	Write, draw, record in a nature journal and submit the journal with your record book. Journal should include a minimum of 5 journal entries per submission (early bird & final record book).	15 points*2 bonus points for each additional journal entry up to 30 points	Do a "stump sitting" and observe your surroundings in detail! Check out the sunrise or sunset and describe it in detail. Take your journal to the woods!
5. Taxidermy	Complete a taxidermy project; include documentation of your process including pictures.	25 points	Try a European mount!
6. Miscellaneous activities	Any other art project not covered in the above.	5-50 pts	Be creative – do a collage or modify photos digitally to make them more interesting.

HOW RECORD BOOKS ARE SCORED

The record book is returned by you to the WLA Director twice a year to be scored (the Early Bird deadline – November 15 and the Final Record Book deadline – April 1). See more about opportunities, awards and mentorship in “WHAT’S NEXT: Your Outreach Accomplishments”.

The WLA Director reviews each Activity Report Form and documentation and scores the activity according to the above guidelines. Each activity or tool should have a separate sheet in order to be scored. For example, if you create a new educational tool (i.e. new tri-fold) and then use that tool at a presentation, you submit two Activity Value Sheets - one for the tool created and one for the presentation.

After scoring the WLA Director mails the record books back to you.

Do not hesitate to ask question about outreach and scoring throughout the year!

A NOTE ABOUT EACH CATEGORY

*The mission of the Academy is to enable YOU to become an ambassador for conservation. The best way for you to do this is to take action and let your voice be heard. We chose these categories because they offer opportunities where your voice CAN be heard. **We chose you because we believe in you and know you will be a great representative for conservation!***

- A. Education: Teaching others about conservation is an essential agent for change. Use the tool of education to share your passion and knowledge. We shared ours with you and now you can do the same!
- B. Media: Media is just another tool for educating others. Media is also a strong part of our culture. Taking the time to share your story and passion with the public through media will inspire others to create change themselves.
- C. Service: There is no better way to give back to your community and become reinvigorated about your passion than through service. Service allows you to continue your learning, help the organizations you care about and connect with people who share the same passion.
- D. Creative Arts: Some of our most noted conservationists were known for sharing their passion through writing, photography and the arts – Aldo Leopold, Ansel Adams, Annie Dillard (a Pennsylvanian!) and many more. Nothing says more about our passion for the outdoors than writing about it or recording it with paints, pencils or photos – use the passion inside you to create!

We hope you are inspired to use these outlets to create a change in your home community!

INSTRUCTIONS FOR PUTTING TOGETHER YOUR OUTREACH NOTEBOOK

Materials: 3 ring binder, divider tabs (4), complete Activity Report forms, outreach documentation

How to put it together:

1. Complete the Activity Report Form and documentation for each outreach activity. *Review the Outreach Activity Values document for suggestions on outreach activities and the number of points you get for each activity.*
2. Create a section for each category of outreach activity (below). A divider with a tab should separate each category.
 - A. Education
 - B. Service Activities
 - C. Media Contact
 - D. Creative Art
3. A completed **Activity Report Form** (original can be found in binder, on CD, and or online) for each outreach activity should be placed in the category that it coincides with along with the proper documentation (i.e. photos or records).

Example 1: Presentation at a local sportsmen's club. Your completed Activity Report Form and photos of you presenting go into the Educational Programs tab.

Example 2: An article published in your local newspaper. Your completed Activity Report Form and a copy of the article go into the Media Contact tab.

NEATNESS & CREATIVITY COUNT: Your Final WLA Record Book will be scored from 20 to 50 points on neatness and creativity.

BONUS POINTS : On your Final Record Book submission, you will receive an additional 25 points if you have one activity from Categories B, C & D, and two activities from Category A.

KEEP THE ENVIROMENT IN MIND: We do want your book to be neat and creative, but we also encourage you to be environmentally friendly - please try not to use plastic sheet protectors unless necessary.

Don't hesitate to contact the WLA Program Director with questions:

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