

Audiences and Programming Strategies

Audience	Priority	Responsibility	Strategies
All	High	Staff Partners volunteers	Provide basic information about Greener earth project: recycling, forest settings, management, facilities and opportunities through print and digital media for purpose of promoting and supporting learning activities. Identify and communicate programming and visitation opportunities to prospective target audiences. Develop and provide a variety of authentic, direct experiences at CWC. Market these opportunities to appropriate groups.
Volunteers	High	Volunteers Staff	Develop range of volunteer opportunities to promote. Develop training opportunities for volunteers who support education programs. Recruit project leader cadre and individuals to coordinate specific projects in the forest and support roles. Celebrate volunteer accomplishments with appropriate recognition in print and digital formats, awards/rewards and events
Neighbors	Medium	Staff Volunteers	Communicate basic information to neighbors about activities, especially in cases where impact may occur. Invite annually to on-site program, tour or other engagement at CWC
Casual Visitors	High	Staff Partners volunteers	Install and maintain signs for orientation and interpretation of ecologic and forest management processes featured at CWC. Develop new and revise existing exhibits to communicate about forest management options and community connections to forestry. Interact directly with users about the forest, management, facilities, programs, and volunteer and donation opportunities. Recruit as volunteers, donors and program participants.
Adult Audiences	Medium	Staff Partners volunteers	Provide forestry-related service projects upon request for adult audiences such as civic organizations and businesses. Seek clubs and groups to engage in service projects that meet authentic needs in the forest and related facilities.
Woodland Owners	High		Provide programming as requested and in association with Tree School. Coordinate training

			and demonstration opportunities and share equipment and gear in support of local forestry associations. Contribute information to publications of interest for woodland owners: Forest-Tree Leader; Tree School catalogue, etc. Develop learning and leadership development opportunities in concert with Extension Forester. Recruit woodland-owner volunteers to support education programs described in this plan.
Pre-school	Low	Partners	Allow and schedule when activities do not conflict with higher priority audiences. Allow open-ended discovery of forest settings and resources by the youngest learners with the guidance of their parents. Allow play and self-discovery in safe areas on the property.. Provide basic use information to parents and involved adults.
Primary (K-2)	Low		Allow and schedule when activities do not conflict with higher priority audiences. Encourage open-ended discovery of forest resources and settings with teacher and/or parent leadership.
Youth Groups	High	Staff Partners	Serve directly and facilitate self-directed use of Hopkins. Provide staff support for project planning and logistics; coordinate on-site activities with other CWC programming or operations. Provide programs in support of audience objectives, which may include tours or service-learning projects. Such projects achieve both audience need (badge, community service, etc) and some seasonal forestry activity (tree planting, pruning, etc). Encourage youth group participants to communicate about their Greener Earth projects experiences with peers and selected adult audiences, including Hopkins board and staff. Request samples from teachers, students for use in print and digital formats