

Oregon Dunes Restoration Collaborative  
Education Working Group – Meeting Minutes 4/3/19

Educational video

- Group consensus is that this video would be highly useful, and we should prioritize producing it
  - Can use some funding from Trust donation if needed
  - The script is a very rough draft currently
    - One of the volunteers who wrote parts of the dunes strategy book is looking to get involved again
    - Jeff will connect to her via email
  - Videographer options:
    - Connection from Jim – did video for Western Lane Community Foundation:
      - <http://www.wlcfonline.org/Photo-Gallery.html>
      - Great video, but audio quality in animation? (voice sounds artificial)
      - We could record audio via people speaking, so that won't be a problem
      - Willing to work for free!
    - Spring Fed Media (side job of Travel Lane County's videographer)
      - He's willing to do some photography work for free, but would want to be paid for video production
      - Jeff is getting a quote for his work
      - Examples of his work:
      - <https://www.youtube.com/playlist?list=PLLrtMf7K15xlg92X4trADOJAzVTsVMOvB>

Activity packs

- We're not really doing anything with kids right now
- Jim's educational programs are being transitioned to non-profit group ECO
  - They will not be doing Scotch broom pulls anymore
- Put this on hold until we are doing more education to kids / families

Activity sheets

- Jeff made two simple handouts for younger children at our tabling events
  - Word Search with names of native species; and an OHV themed maze
- Will print small run of each for our upcoming events

Website educational content

- We have previously discussed adding more educational content to the website
- Jeff will also ask the writer/volunteer if that would interest them
- Dina would rather work on this type of work than the video script
  - Dina and Jeff connect soon to discuss where more content might be needed

Social media content

- We've found that our most successful and widely shared social media posts are content about wildlife in the dunes
- Dina will start scheduling regular #wildlifeWednesday posts

### Educational presentations

- Science Pub Talk at 7 Devils Brewery this Sunday 4/7
- Coos History Museum on 6/4
- UO Museum Field Trip to Day Use Area dunes on 6/27
- Dina is working with 2<sup>nd</sup> grade field trips in May, so avoid scheduling in that timeframe

### Guided hikes in the dunes

- Dina wants to do public educational talks / hikes in the dunes
- Are we covered under CPRCD insurance? Or can we be if not?
- Would like to start scheduling and promoting them soon
- Dina would like to do them “as ODRC” but if we don’t have insurance, Dina could do them as a USFS uniformed volunteer
- This could be a way to gauge public knowledge / tie in to monitoring surveys

### DunesFest

- STRD wants us to have / share a table next to them
- Or could we share w/ USFS? Or all three orgs have a booth?
- Find dates and figure out who will staff the booth soon
- We’re working on printing a second aerial photo poster board for STRD

### Monitoring questions

- The monitoring working group is asking for input from the other working groups about what they should be asking the public
- Potentially will be developing a survey to find out what is the public learning
- Can we involve a university class?
  - And they can do the statistical work as well
- What are the questions?
  - What does the public know about the dunes and issues facing them?
  - What are people learning about the dunes?
  - What sources are people learning from?
  - Through what media did you learn about the dunes? And about dunes restoration?
  - Do people even know about the issue?
- Start surveying now – establish a baseline!
- And then we use the data to inform our future educational efforts
  - Think about what do we want people to be learning

### Other items

- Do we need to purchase a projector?
  - No, not enough presentations happening yet; and group hosting often has projector
- Merging back with Communications / Outreach working group
  - Should we merge this group back into the communications & outreach working group?
  - Comm group has organizational lead through Travel Lane County
  - Education group has many project ideas but not as much leadership commitment
  - Merging back together would keep structure of comm group and allow education volunteers to focus more on projects and worry less about organizing the group
  - But since we have dedicated funding for education, we need to make sure that we use those funds for education and they don’t get diverted elsewhere