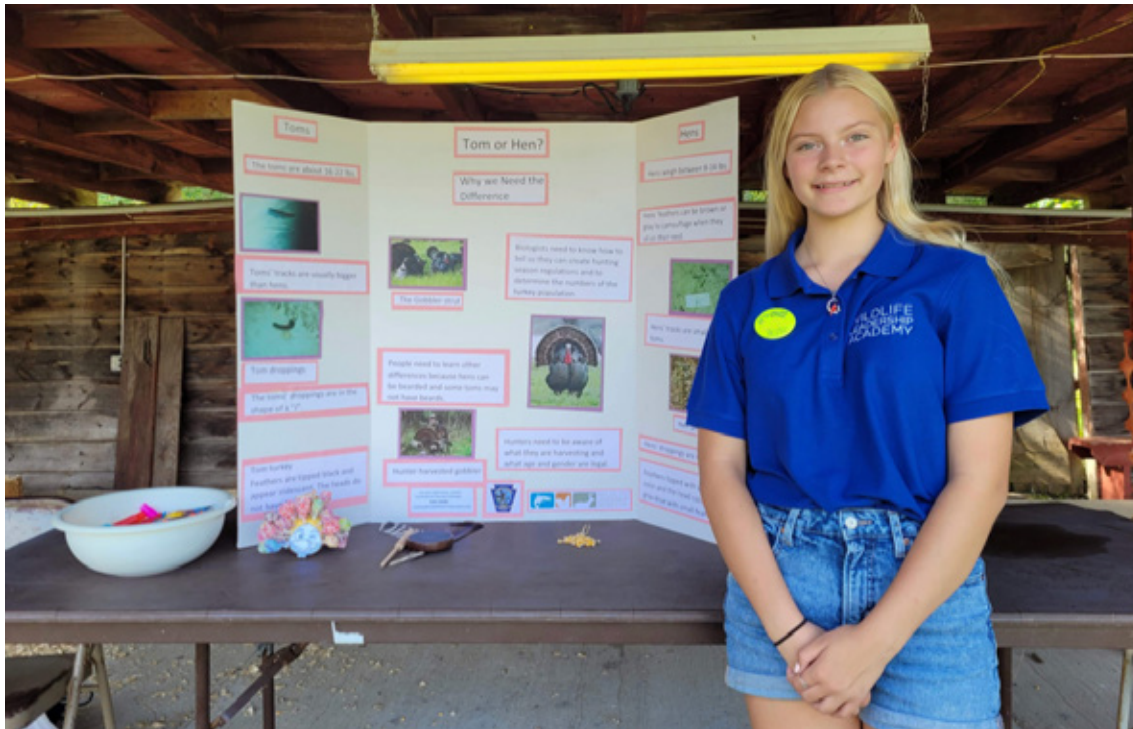


WILDLIFE
LEADERSHIP
ACADEMY



CONSERVATION AMBASSADOR OUTREACH GUIDELINES

NAME: _____

START HERE

This booklet is meant to be a guide on all things outreach, including how to stay connected, how to put together your record book, and details on outreach categories and points!

Your experience at the Wildlife Leadership Academy field school has provided you with the tools and the knowledge to be a CONSERVATION AMBASSADOR for our natural resources through education, service, media, the creative arts and outdoor mentorship. Your outreach projects allow you to pass on your inspiration and experience with your community!

YOUR ONLINE RESOURCE PAGE:

wildlifeleadershipacademy.org/alumni/current-class



IMPORTANT DATES AND OPPORTUNITIES FOR YOUR RECORD BOOK

SUBMISSION

Early Bird

DUE DATE

November 15

REWARD

****This is an optional deadline!** All record books turned in will be scored and returned so students may continue to add to them until the final deadline. Invitation to attend a professional conference.

Final

March 1

The top scoring record book from each field school is awarded a college scholarship.

Youth Mentor positions are awarded to the top 20 scoring record books each summer.

Apprenticeships are awarded to additional outstanding record books.

SETTING UP YOUR OUTREACH BOOK

DIRECTIONS FOR SUBMITTING A *HARD COPY* OUTREACH RECORD BOOK

1. Create a section in your binder for each category of outreach; a divider page can be used to separate each category.
2. When you complete a project, print out and complete an Outreach Report Form, and include documentation of the project. Documentation can be a picture of you working on the project, the project itself, etc.
3. Add your forms and their documentation to your Outreach Record Book as you complete projects so that you're not trying to do it all at once when the deadline comes up!
4. Send your Outreach Record Book through the mail to the Wildlife Leadership Academy office at:
**7 East Water Street
Lock Haven, PA 17745**

MATERIALS YOU'LL NEED

3 RINGED BINDER

DIVIDER TABS

COMPLETED ACTIVITY REPORT FORMS

ACTIVITY DOCUMENTATION (PHOTOS!)

****Please DO NOT use plastic page protectors - consider the environmental impact!**

Outreach Record Books can be mailed on the due date and will still be considered on time!

DIRECTIONS FOR SUBMITTING A *DIGITAL* OUTREACH RECORD BOOK

1. On your WLA USB Drive, there is an excel file template where you will fill in your project information. For each project you complete, type in all relevant information to the best of your ability. Examples have been filled out at the top of the template to give you guidance.
 - Log all of your projects on this same file
 - **Please re-name the file as your last name, first name, and the year** (example: Cassidy,Katie2023RecordBook.xls)
2. Each project you complete should include documentation. Documentation can be a picture of you working on the project, the project itself, a pamphlet from an event, etc. After filling out the project in the excel template, save your documentation to a folder on the USB drive.
 - The file name should be labeled with your last name, the date, and category of your project, so that the two can be matched (example: CassidyEducation5-1-23.docx)
 - If you have multiple projects on the same date that would have the same name, you can number your documentation (example 1CassidyMedia5-1-23.jpg, 2CassidyMedia5-1-23.jpg, etc)

MATERIALS YOU'LL NEED

WLA USB DRIVE (provided) or any other USB

COMPLETED OUTREACH RECORD BOOK TEMPLATE (preloaded onto your USB drive)

DOCUMENTATION OF PROJECTS (Photos, copy of written materials, etc.)

3. Send your WLA USB Drive with your digital Outreach Record Book of documentation on it through the mail to the Wildlife Leadership Academy Office at:

**7 East Water Street
Lock Haven, PA 17745**

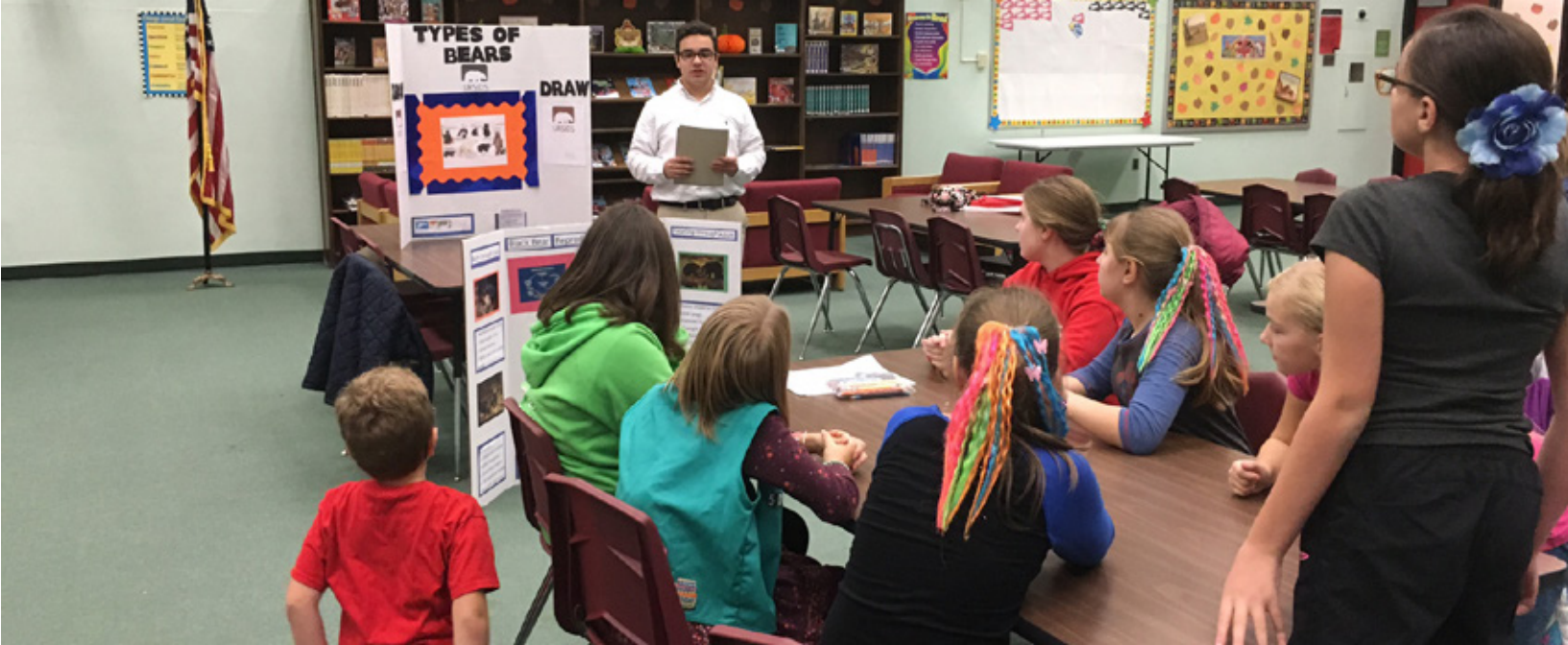
Copies of the Outreach Report Form, Excel Template, and these directions can be found on the website at:

<https://wildlifeleadershipacademy.org/alumni/current-class/>

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!

PROJECT	DETAILS	POINTS
Presentations	Give a talk, PowerPoint Presentation, answer questions, or give any other kind of presentation to your classmates, local sportsmens' club, or conservation organization.	25 points
Manned Trifold Display	Set up your trifold at any event and use it as a springboard to talk to the public.	20 points/hour
Unmanned Trifold Display	Set up your trifold in a location where you can leave it unattended (like a classroom or public library), and it can serve as an educational display for the public.	5 points/day (100 pts max)
Create New Educational Tool	Create a new, original educational tool about any conservation subject that interests you! You can make a new PowerPoint, trifold, informational pamphlet, etc.	20 points
Plant Collection	Use the labeling guidelines you learned at the Academy and expand it to your local habitat to create herbarium samples or a photographed plant collection	40 points
Applicant Recruitment	Use our online forms on the website to nominate a friend or refer an adult to apply to attend the Academy!	10 points/person
Attending Educational Presentations	Attend educational programs such as lectures, bird ID hikes, webinars, aquariums and zoos, etc.	5 points/hour
Organize a Program for Your Community	Use what you learned at the Academy to create an educational opportunity for others, such as a youth field day, environmental scavenger hunt, etc.	10 points/hour
Participate in Environmental Activities	Engage in citizen science and participate in educational events such as the Backyard Bird Count, Walk In Penn's Woods, etc.	25 points/event
Lead a Program in Your Community	Lead an educational program, teaching others or hosting activities, such as leading an owl prowl, being in charge of the birdfeeder making table at field day, etc.	10 points/hour
Envirothon/ Scout/4-H/Etc. Events	Participate in your club/organizations meetings and events.	5 points/hour
Cultural Educational Display	Share your heritage through presentations, educational displays, etc.	20 points/activity



College Visit Days/ Tours	Tour colleges with WLA or on your own, and find out what educational options interest you for your future.	5 points/hour
Research Project	Have questions that you want answered? Why not answer them yourself! Requires submission of research paper with findings as documentation.	50 points/project
Miscellaneous Activities	All projects that don't "match neatly" to anything listed above!	Points determined by project



Mary teaches people in her community about trees and how to identify them

SERVICE

There is no better way to give back to your community. Service allows you to continue your learning, help the organizations you care about and connect with people who share the same passion.

PROJECT	DETAILS	POINTS
Activities with Scientists	Contact your local PGC to go duck banding, local professors to help with research projects, or extension offices to assist with conservation projects. Document your time in the field!	25 points
Assist Local Conservation Organizations	Volunteer your time at your local wildlife rehab enter, zoo, aquarium, etc. Provide details of the project that you worked on, and include photographs of you working on the job.	10 points/hour
Event Assistance	Set up chairs, sell raffle tickets, hand out materials - help out in any way you can to keep an event running smoothly!	5 points/hour
Fundraising (General)	Use your energy for good! Help raise funds for a cause you are passionate about.	10 points/hour
Pay It Forward Fundraising	See the Pay It Forward Page for all the details about how to Pay It Forward to the next class of Conservation Ambassadors!	10 points/hour
Support Conservation Legislation	Write a letter to local legislators to let them know how you feel about environmental issues, sign petitions supporting causes you believe in, get active to make change!	25 points/activity
Organize a Service Activity	Organize an event that helps improve your community, such as planting flower boxes, a community food drive, pull weeds the local playpark, etc.	10 points/hour
Volunteering with community service organizations	Volunteer your time with your local Lions Club, Veterans' organization, retirement homes, etc.	10 points/hour
Participate in a Clean-Up	Keep our environmental litter-free! Help by picking up trash and recycle what you can from it.	10 points/hour
Miscellaneous Activities	All projects that don't "match neatly" to anything listed above!	Points determined by project



Matthew volunteers on a trail crew planting Mountain Laurel

Jonathan takes part in a roadside clean up

MEDIA

Media is 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.

PROJECT	DETAILS	POINTS
Original Written Article	Write about anything conservation-related or your WLA experience and submit your article to a magazine, newspaper, newsletter, or online. Include a copy of your article as documentation!	40 points/article
Interview	Contact your local media and arrange to be interviewed about your WLA experience or about any of your outreach projects! Include a recording of your interview, or any publications that results from it. you worked on, and include photographs of you working on the job.	50 points/hour
Media Mention	Any coverage of your outreach project in local newspaper, quotes about your work, etc. Include copies of where you were mentioned!	10 points/mention
NexGen Blog Post	Write a blog post for publication on the Academy website - see the "Stay Connected" page for details of how to submit!	20 points/blog
Photo Friday	Submit photos for posting on the Academy Facebook page - see the "Stay Connected" page for details of how to submit!	20 points/submission
Words of Wisdom	Submit and photo + quote for posting on the Academy Facebook page - see the "Stay Connected" page for details of how to submit!	10 points/submission
Social Media Participation	Spreading the message of conservation via social media. If you are reposting, add your voice to the story!	1 point/post
Miscellaneous Activities	All projects that don't "match neatly" to anything listed above!	Points determined by project



A Photo Friday submission by Kiera M.



Elizabeth was interviewed for her involvement in the Governor's Youth Council



Jackie wrote about her field school experience for her local newspaper

CREATIVE ART

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!

PROJECT	DETAILS	POINTS
Sketching/Drawing Project	Create a sketch of anything that inspires you! Include the sketch itself of a photo of the sketch as documentation.	15 points/sketch
Painting Project	Acrylics, watercolors, create your own paint using what nature provides! Include a photo of the final masterpiece as documentation.	20 points/painting
Photography Portfolio	Venture out into nature with your camera and take photos of all that inspires you! Organize your photos into albums (include a document with captions for each photo).	25 points/album
Nature Journal	Write, draw, and records your thoughts in a nature journal as you are out and about in the natural world. Submit the journal as your documentation for this project.	25 points
Taxidermy	Complete a taxidermy project - take photos as you go for documentation.	30 points/project
Fur bearers	Calling all trappers! Walk your traplines and see what you find! Take photos or write about what you're hoping to catch (and what you catch sometimes instead).	10 points per pelt/ capture + release
Submit Your Project to a Competition	Share your creativity with the public by submitting your creative arts projects to your local fair, photography/poetry contests, art galleries, or any other competition!	5 points/ submission
Scientific Illustration	Create an original illustration of a plant/animal in the scientific style - be sure to label all parts accurately!	20 points/ illustration
Fiber Arts	Stitch a turkey quilt, crochet a small frog, show us your fancy knitted bear sweaters! Include photos of your fiber arts projects as documentation.	20 points/project
Carving/ Woodburning/ Woodworking	Show off your design skills with different wood types, carve decorations on a walking stick, make coasters - let your imagination guide you!	20 points/project
Baking/Cooking	Try your hand at bunny shaped dinner rolls, or bake a trout shaped cake! The kitchen is as creative as you make it.	20 points/project



Paper Arts	Use recycled materials to create new works of art! Collages, decoupage, etc.	20 points/project
Collections of All Kinds	Insect collections, rock collections, tie flies and display them; all are welcome here!	20 points/collection
Cultural Performances	Share your heritage through telling stories, dance performances, music, etc.	20 points/activity
Miscellaneous Activities	All projects that don't "match neatly" to anything listed above!	Points determined by project



Sketches of Warblers by Mary



Sam capturing nature for a photo portfolio

Mentorship

Mentoring a younger or an older individual is a great way to introduce them to the outdoors. Someone ignited your passion for the outdoors, now you can do that for another!

PROJECT	DETAILS	POINTS
Take a Friend to a State Park/Forest	Go explore all the trails and activities your state parks have to offer! Find one closest to you, or go on an adventure farther away!	20 points/visit
Complete an Outdoor Certification Course	Complete the Hunter’s Safety Course, Boating Safety, Wilderness First Aid, or any other outdoor or equipment safety course. Include your completion certificate as documentation!	25 points/course
Mentored Fishing	Teach a person to fish...and they will be hooked! Mentor anyone (older or younger than you) in the art of fishing and have fun on the water!	20 points/trip
Mentored Hiking	Whether you are on established trails or blazing your own path, show others the beauty of the outdoors by taking them on a walk or hike!	20 points/hike
Mentored Hunting/ Trapping	Share your hunting/trapping expertise by mentoring another hunter - new or experienced! Reflect on the hunting/trapping experience and see what you can learn from each other.	5 points/hour
Act as a Mentor for Youth in Your Club	Assist others in any club you belong to - help them earn badges, complete projects, or brush up on skills.	20 points/project
Educational Outdoor Activities	Apply your knowledge to take friends and family out bird watching, on plant ID walks, or kicking the stream to look for macroinvertebrates!	20 points/activity
Teaching Skills	Share your skills - teach your friends how to set up a tent, show other youth in your club how to tie knots, or teach bird calling!	10 points/skill taught
Donate Your Harvest	Share your legally harvested game species with those in need. Organizations (like Hunters Sharing the Harvest) can help!	25 points/donation
Mentored Water Activities	Take others out boating, swimming, or any other water activity in the outdoors! (Don't forget your life jackets!!)	5 points/hour
Mentored Land Activities	Take others out rock climbing, biking, caving, or any other land activity.	5 points/hour
Miscellaneous Activities	All projects that don't “match neatly” to anything listed above!	Points determined by project



Ava teaching a friend on a stream walk



Katie took her family on a hike



Jonathan teaches his younger sister about a smallmouth bass specimen

JOIN THE PAY IT FORWARD TEAM

HOW DOES FUNDRAISING BENEFIT YOU?



- **Earn Outreach** - you will earn 10 points for every hour you spend working on your Pay It Forward campaign. This includes time spent letter writing, creating your personal Pay It Forward page, or setting up and running a bake sale.



- **Build teamwork and collaboration skills** - Pay It Forward fundraising involves working with your fellow students as a TEAM! You will share ideas, support each other, and work together to achieve our \$25,000 goal!



- **Learn how to set goals** - Everybody loves a big fundraising goal but sometimes we forget a more realistic and achievable goal will bring much more satisfaction in the end. Always remember; Even if you don't reach your goal, YOU TRIED, and that is what matters!



- **Develop important life skills** - Fundraising helps you practice communication, problem-solving, time management, leadership, and gives you an greater understanding of the importance of never giving up!



- **Boost your resume** - There is nothing that looks better on a resume than showing you can work with a team, give back, and provide tangible numbers to your accomplishments! Pay It Forward is resume gold for future colleges AND employers.



- **Make a positive impact** - Pay it Forward goes back directly to our programming. Help us continue to develop current programs, create new ones and grow this organization from the roots! We want to create more programming for YOU and with your help the possibilities are endless!

REAP THE REWARDS!

On top of counting towards Outreach, participating in our Pay it Forward program means you will have the opportunity to earn really cool WLA Swag! Not only can you get an exclusive WLA Pay It Forward shirt, but the more you raise the more you can win - there are different prizes available at different fundraising tiers! We appreciate all the work you put in during Pay it Forward and we want to make sure you get something back from the campaign as well.



Emma sold fresh herbs to raise money for Pay it Forward

RESOURCES FOR SUCCESS

wildlifeleadershipacademy.org/payitforward/

You can find the following on the Pay It Forward website:

- Donation Forms to print extra copies
- Sample [Editable] Letters for Friends/Family and Businesses
- Wildlife Leadership Academy Key Facts Sheet
- Do the Math Worksheet - if you need another!

Questions? Contact Lexi Chisholm, 570-517-7294, Ichisholm@wildlifeleadershipacademy.org
More information on how to participate will come to you in the mail after field school!

PARTNERS IN OUTREACH

PENNSYLVANIA has amazing state conservation agencies and organizations that want to engage and support young conservation leaders. Find your favorite local agency or organization's contact and follow through with making a connection!

State agencies are a great place to find opportunities! Some examples are volunteering at your local state park, helping at a check station for the PGC, or job shadowing a Waterways Conservation Officer. Below are several Pennsylvania organizations that would be perfect for you to connect with!

HOW TO CONNECT: Go to their website and find the number for your regional office, be prepared with specific questions about how you might volunteer or shadow an individual from their agency!



www.dcnr.state.pa.us



www.pgc.gov



www.fishandboat.com



www.paparksandforests.org



www.nwtf.org



www.tu.org



www.pa.audubon.org/



www.deerassociation.com



www.ruffedgrousesociety.org

FIND MORE CONNECTIONS AT:

wildlifeleadershipacademy.org/resources-for-students/

BUILD YOUR FUTURE

As a Conservation Ambassador, you are part of the greater network of Wildlife Leadership Academy alumni. We hope to support our alumni who are interested in becoming leaders, whether in conservation or any aspect of their lives! We look forward to students continuing to engage with the Academy each summer, through many different roles:

YOUTH MENTORS

Youth mentor positions are offered to students under the age of 18 with a top scoring record book. They are students who attended field school previously and were invited to return because of their excellence in community outreach. These individuals have the opportunity to become a student again (tuition free!) as well as help mentor a new team of students throughout their field school experience. Youth mentors play a vital role in our week, as they are very familiar with the projects and curriculum!

APPRENTICESHIPS

Students who have completed a field school experience and the outreach requirement are able to return to field school as an Apprentice. These students have the opportunity to work behind the scenes with the field school staff, assist with set up, support teambuilding, and manage other logistics. This is a perfect opportunity to learn all about what goes on behind-the-scenes at field school!



ACADEMY SUPPORT TEAM

Academy Support Team (AST) is a paid position, and is available to students who are 18 years of age and older. AST Members help in a variety of ways during the field school, and are given added responsibilities at field school. They assist coordinators with logistics, lead team building, and have teaching opportunities. ASTs serve an essential role at field school and we rely on these team members to take the initiative to complete tasks to keep the field school running smoothly and efficiently.



COORDINATORS

Coordinators are trained to take on a more advanced role at field school. Including leading the week of field school, being responsible for managing staff and program logistics, as well as risk management and safety. Coordinators must be 21 years of age or older or have previous experience as a coordinator. Coordinators are selected based upon maturity, responsibility, and leadership potential.



OUTREACH PLAN - EXAMPLE

TITLE: Fishing with my brother CATEGORY: Mentorship

WHAT I PLAN ON DOING:

I plan on taking my brother on a fishing trip.

WHO I PLAN ON DOING IT WITH:

My brother - Colin

WHEN DO I PLAN TO THIS:

Opening day of trout; summer vacation

WHERE DO I PLAN TO THIS:

Warriors Mark pond

WHAT RESOURCES DO I HAVE:

Fishing pole

WHAT RESOURCES DO I NEED FROM WLA OR OTHERS:

Bait

WHAT QUESTIONS DO I HAVE:

Do I need a fishing license?

MY OUTREACH PLAN

TITLE: _____ CATEGORY: _____

WHAT I PLAN ON DOING:

WHO I PLAN ON DOING IT WITH:

WHEN DO I PLAN TO THIS:

WHERE DO I PLAN TO THIS:

WHAT RESOURCES DO I HAVE:

WHAT RESOURCES DO I NEED FROM WLA:

WHAT QUESTIONS DO I HAVE:



QUESTIONS?

Katie is here to help! Don't hesitate to contact her by calling, texting, or emailing. No question is too silly or too serious - if you are not sure about something - JUST ASK!



Katie Cassidy

Director of Outreach and Alumni Engagement

7 East Water Street
Lock Haven, PA 17745
(570) 939-5109

kcassidy@wildlifeleadershipacademy.org



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THE MISSION OF THE WILDLIFE LEADERSHIP ACADEMY IS TO ENGAGE AND EMPOWER HIGH SCHOOL AGE YOUTH TO BECOME CONSERVATION AMBASSADORS TO ENSURE A SUSTAINED WILDLIFE, FISHERIES AND NATURAL RESOURCE LEGACY FOR FUTURE GENERATIONS.