Outreach and Education

4th Quarter & Annual 2018
4th QTR Presentations

- 11 presentations to 197 people during the 4th quarter
  - 3 scout troops and 1 special education group in the Visitor Center
  - 2 field outings – SUU herpetology group & a Master Naturalist group from up north
  - 3 guided hikes led by a trail steward – Gila Trail to Whiterocks Amphitheater, Johnson Canyon and Scout Cave, and Dino Cliffs
  - 1 talk at Dixie State University
  - 1 field trip to Lava Ridge Intermediate to talk about Gila monsters
4th Qtr Numbers

- That is a decrease of 3 presentations and reaching approximately 700 less people than last year.

- Short staff led to decrease in ability to go out much, especially after work hours. Unable to participate in the Fall Festival and a couple St. George City requests, etc.

- Outreach & Administrative Coordinator trained new Administrative Assistant.

- A lot of work was done in the Visitor Center with admin, training, and organization rather than outside the office with outreach this quarter and the numbers reflect the thin stretching in the office.

- Admin Assistant is full time now so hopefully in the new year outreach can focus more on outreach!

- Visitor center saw an increase in activity (154 more people than last year 4th QTR).
2018 Annual Presentations

• **88 presentations to 8,714 people throughout 2018**
  
  — Included school outings, field outings with high school and college groups, guided hikes, visitor center presentations, scout troops, county fair, booth nights, libraries, rec centers, a country club, rehab centers, conservation groups, summer program dates, and festival participation
  
  — This year was more diverse in our outreach efforts

• 2017 – 76 presentations 8,470 people
• 2016 – 34 presentations to 2,185 people
2018 Annual Graphs

- 88 presentations to 8,714 people throughout 2018
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- **88 presentations to 8,714 people throughout 2018**
Cherry Creek Radio Ads

- KXFF – 101.9 and 106.7 (80s-today)
- KDXU – 890 AM and 94.9 FM (Talk Radio)
- KREC – Star 98.1-98.5
- Free Match
- Free play throughout the year
- Free PSA
Social Media 4\textsuperscript{th} QTR

- Facebook likes have increased (679 last quarter to 748 this quarter)
- For the year Facebook started at 470 likes up to 748
- People are continuing to be more engaged on Facebook. We’ve had great feedback about issues in the Reserve and guided hike interest
- Instagram is lacking but will pick up in 2019
Other Efforts

• An article was written about sulcata tortoises being released into the Reserve. It was published by The Independent, The Spectrum, St. George News, and in the Southern Utah Weekly Spotlight.

• We did a Turtle Tuesday feature on Facebook where we highlighted a different type of turtle each week.

• A new turtle and tortoise of Southern Utah brochure has been created by Jenny.

• Our email list has grown to 199. The email list has been a great way to advertise guided hikes and activities in the center.

• Ads in Southern Utah Family and Kids Magazine continue.

• 1 GYLAH clean up (held at the Mesa Rim Trail on November 17th)
1st QTR 2019

- Get ready for a busy spring (send correspondence to schools — this year via email and to direct teachers or principals)

- Continue with guided hikes

- Continue with social media, radio, and magazine ads

- Continue with the county “Give Your Land a Hand” campaign

- I will be stepping down in early February so the rest of this month will be helping score and interview applicants, making sure Jenny is trained on as much administrative work as I can train her on, and hopefully having some overlap with myself and the new Outreach Coordinator
Thank You!