SYM 8 Challenging Boundaries: The Role of SCB Chapters in Broadening Conservation Engagement

In this symposium, we highlight researchers who have used their affiliation with local SCB Chapters to successfully breach this traditional barrier, and bring science to the public. SCB Chapters are deeply involved with their communities through organizing e.g. volunteer opportunities or citizen science projects. This symposium highlights benefits received by scientists who have successfully integrated research with their local SCB Chapter. Likewise, we will highlight the benefits that public engagement brings to local Chapters in terms of their effectiveness as 21st century conservation entities. Specifically we highlight how chapter outreach improves leadership, organizational, communication skills, and the ability of scientists to apply their research to solve real-world problems. We will end the symposium with a panel discussion on what engagement might mean for scientists and local chapters in the 21st century.

Date: Monday, July 14, 2014

Time: 10:00 AM - 12:00 PM

Location: UC 330/331

Organizer(s): Andrew Gregory & Marit Wilkerson

10:00 AM - 10:15 AM — Challenging Boundaries: The role of SCB Chapters in Broadening Conservation Engagement (184)
Marit Wilkerson, University of California, Davis (United States)
Andrew Gregory, Bowling Green State University (United States)

10:15 AM - 10:30 AM — SCB-Toronto goes Rouge: citizen science to inform conservation decisions for pollinators in Canada's first national urban park (424)
Ilona Naujokaitis-Lewis, University of Toronto (Canada)

10:30 AM - 10:45 AM — Little chapter, big world: Exploring a bold new paradigm for conservation research and funding (676)
Andrew Keth, Clarion University of Pennsylvania (United States)
Brianna Henry, Western PA Chapter of SCB (United States)

10:45 AM - 11:00 AM — Collaboration and Engagement: Advancing Conservation in Minnesota (423)
Kelly Nail, University of Minnesota (United States)
K. Samantha Nichols, University of Minnesota (United States)

~~11:00 AM - 11:15 AM~~	~~Conservation Biology in the Urban Core: Kansas City case studies in grassroots engagement (683)~~ ~~**Jill DeWitt**, MO Society for Conservation Biology (United States)~~ NO SHOW
11:15 AM - 11:30 AM	The Montana Chapter of SCB: 20 years of science, communication, and conservation (369) **Rebecca McCaffery**, University of Montana (United States)
11:30 AM - 11:45 AM	Bees, Trees & Activities: HSU-Humboldt's approach to engaging the public with science (99) **Robert Shearer**, Humboldt State University Chapter - Society for Conservation Biology (United States)
11:45 AM - 12:00 PM	**Panel Discussion:** Chapter Engagement in the 21st Century *This discussion will focus on how members have used their SCB Local Chapter affiliations to enhance their research impact and effectiveness.* **Panelists:** Marit Wilkerson, Ilona Naujokaitis-Lewis, Brianna Henry, Kelly Nail, Jill DeWitt, Rebecca McCaffery, Robert Shearer

Abstracts:

Challenging Boundaries: The role of SCB Chapters in Broadening Conservation Engagement

This symposium highlights the various ways in which SCB Chapters can engage with policy-makers, practitioners, and the general public to promote science and further conservation efforts. In this introductory talk, the symposium organizers (members of the SCB Chapters Committee) will provide an overview of how conservation scientists are currently with the public across North America. We will also detail how SCB Global and the NA Section are promoting conservation in the non-academic sphere and then link that up to the role that Chapters can and are playing in engagement.

SCB-Toronto goes Rouge: citizen science to inform conservation decisions for pollinators in Canada's first national urban park

Pollinators are exhibiting large declines, despite increasing recognition of their importance in linked social-ecological systems. Reversing declines requires multi-pronged approaches that include improved science-based understanding of causal factors contributing to changes in pollinator diversity and increased awareness within the public sphere. In collaboration with Rouge Park, Canada, the Toronto Chapter spearheaded a citizen science project that develops a bee diversity baseline for the park with research designed to assist park managers understand the influence of a decade of restoration efforts. Through the engagement of a large volunteer base, we are helping to understanding the conservation

status of bee communities, and are increasing conservation literacy among local landowners and the public. We discuss the challenges and benefits that comes with community engagement in conservation science of both local and global significance.

Little chapter, big world: Exploring a bold new paradigm for conservation research and funding
The Western PA Chapter SCB (WPASCB) takes a 'generational' approach to structuring research that involves the community from K-adult. We discuss the pros and cons of going 'counter' to traditional research models. We also share some of our unconventional methods for generating flexible, long-term funding streams and short-term, project-specific revenue. This novel approach may provide alternatives in moving conservation forward as traditional funding pools disappear.

Collaboration and Engagement: Advancing Conservation in Minnesota
In the MN Chapter, we have found great strength and resiliency though maintaining a balance of professional and student members. This diversity has allowed for multiple perspectives in chapter-organized events, as well as enhanced the networking opportunities for all of our chapter members. We will focus on our annual meeting, where we have 3 main objectives: to provide an educational experience for members about a current topic in conservation biology, to allow members to reach out to the community by sharing current research specific to MN or of interest to those in MN, and to encourage networking among members in different fields (students, academics, non-profits, and government agencies), as well as with invited speakers that are active in conservation biology research or education and outreach. Additionally, we have recently partnered with the MN Zoo and their conservation staff. We will discuss this collaboration and our 2014 meeting, which was held on the zoo campus.

MISSING PRESENTATION [Group discussion instead]

The Montana Chapter of SCB: 20 years of science, communication, and conservation
The Montana Chapter has spent 20 years working on regional conservation issues with the goal of promoting science and the application of the principles of conservation biology to Montana's local, regional, and statewide diversity. We have focused on four main activity areas: hosting regional meetings, sponsoring film and speaker events, commenting on public policy, and developing educational programs. Our flagship event is an annual research symposium that brings together scientists, students, and conservation practitioners from around the region to network and share research. This symposium includes a lecture that is open to the public, allowing room for discussion and interaction with specialist and non-specialist audiences. I will highlight the outcomes of our annual research symposia and touch on the diverse other programs that have allowed us to connect the scientific and non-scientific communities over the years.

Bees, Trees & Activities: HSU-Humboldt's approach to engaging the public with science
SCB-Humboldt has been actively engaging the public with conservation science since its inception in late 2012. The annual Biodiversity Conference (humboldt.edu/biodiversity), consisting of three days of academic lectures, hands-on displays, fire ecology demonstrations, live raptor exhibits, and lots more, is

free for all ages, televised and made available online. Our chapter has also hosted a two day Redwood Resiliency Workshop that brought California, federal, tribal and private redwood forest managers together with forest ecologists and climate scientists to discuss how to best manage redwoods in the face of a changing climate. We are also currently endorsed by Xerces Society in our preparation of online open-source curricula for a native pollinator short course, presentation, workshop and field trip. This NACCB presentation will highlight HSU-Humboldt's successes and lessons in their development of a simple model for the production of exciting, hands-on, and easily accessible events that ultimately increase conservation communication.

SCB CHAPTERS

Chapters

Working locally to achieve conservation success

SYM 8 Challenging Boundaries: The Role of SCB Chapters in Broadening Conservation Engagement

Putah Creek Council

SUSTAINABLE2NDCENTURY

Audubon CALIFORNIA

Cool Davis

UCDAVIS JOHN MUIR INSTITUTE OF THE ENVIRONMENT

North Davis Elementary

George Washington Carver

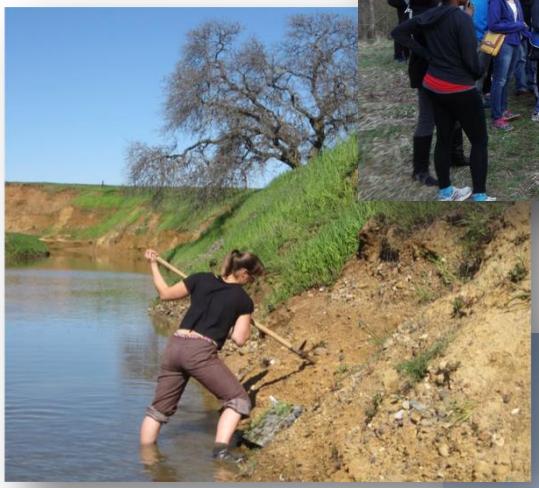
Cezar Chavez

Woodland Elementary

Waggoner Elementary

Southport Elementary

Marguerite Montgomery




OCSCB
ORANGE COUNTY SOCIETY FOR CONSERVATION BIO
www.OCSCB.org

SYM 8 Challenging Boundaries: The Role of SCB Chapters in Broadening Conservation Engagement

Marit Wilkerson

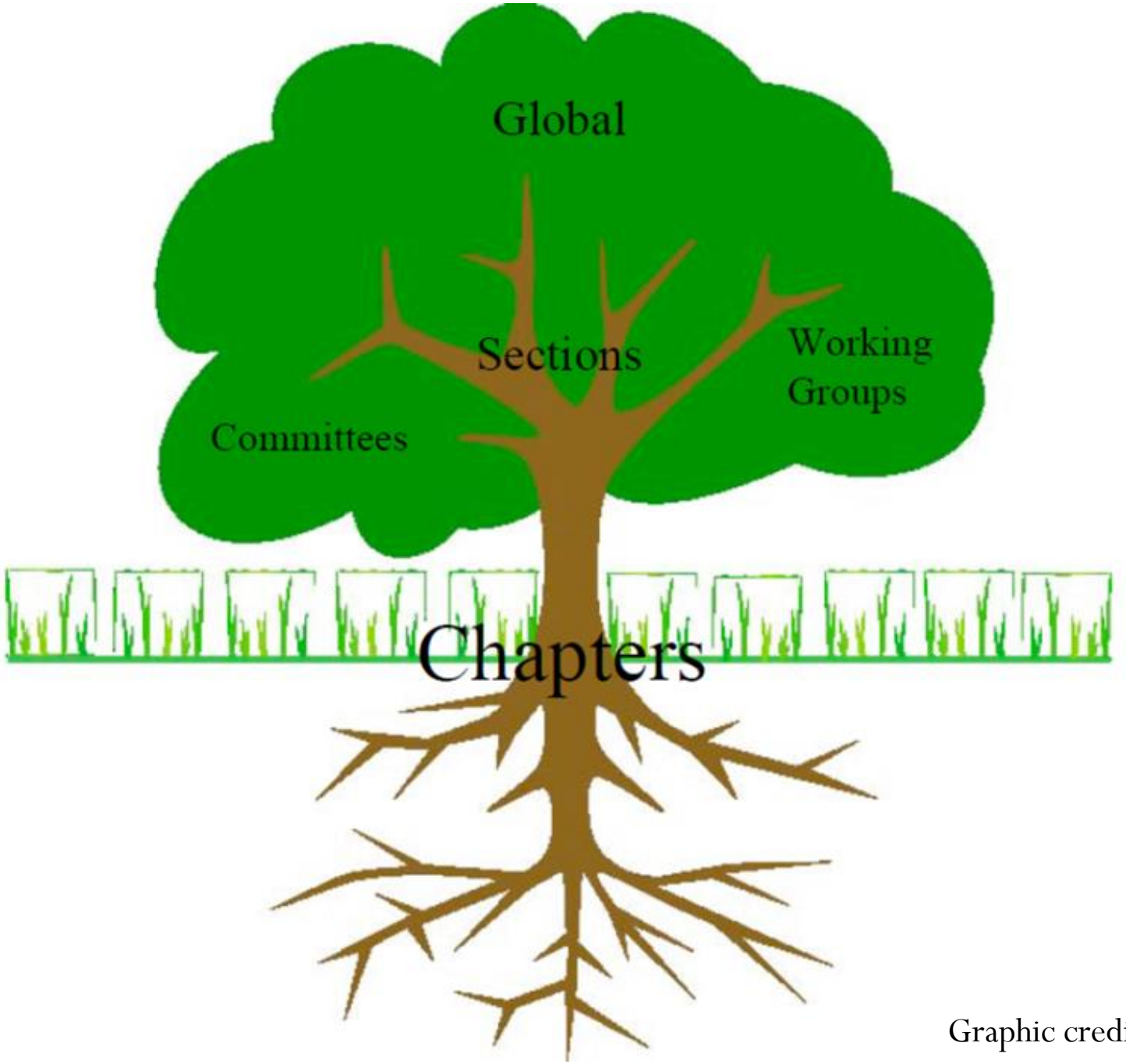
&

Andrew Gregory

UC DAVIS
UNIVERSITY OF CALIFORNIA

BGSU
Bowling Green State University

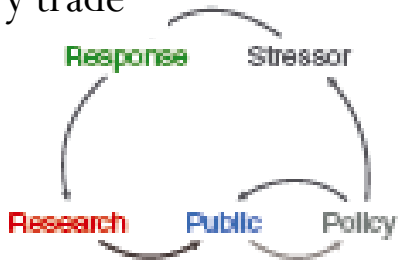
SCB Chapters Committee
Conference Co-Coordinators



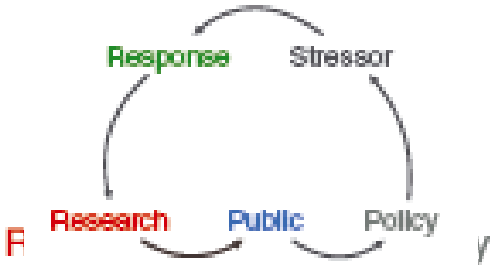
Graphic credit: F. Nagle

Where does public engagement fit into conservation & research?

Ivory trade



Acid rain



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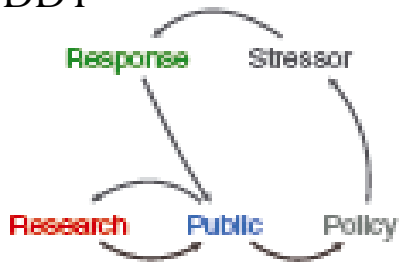
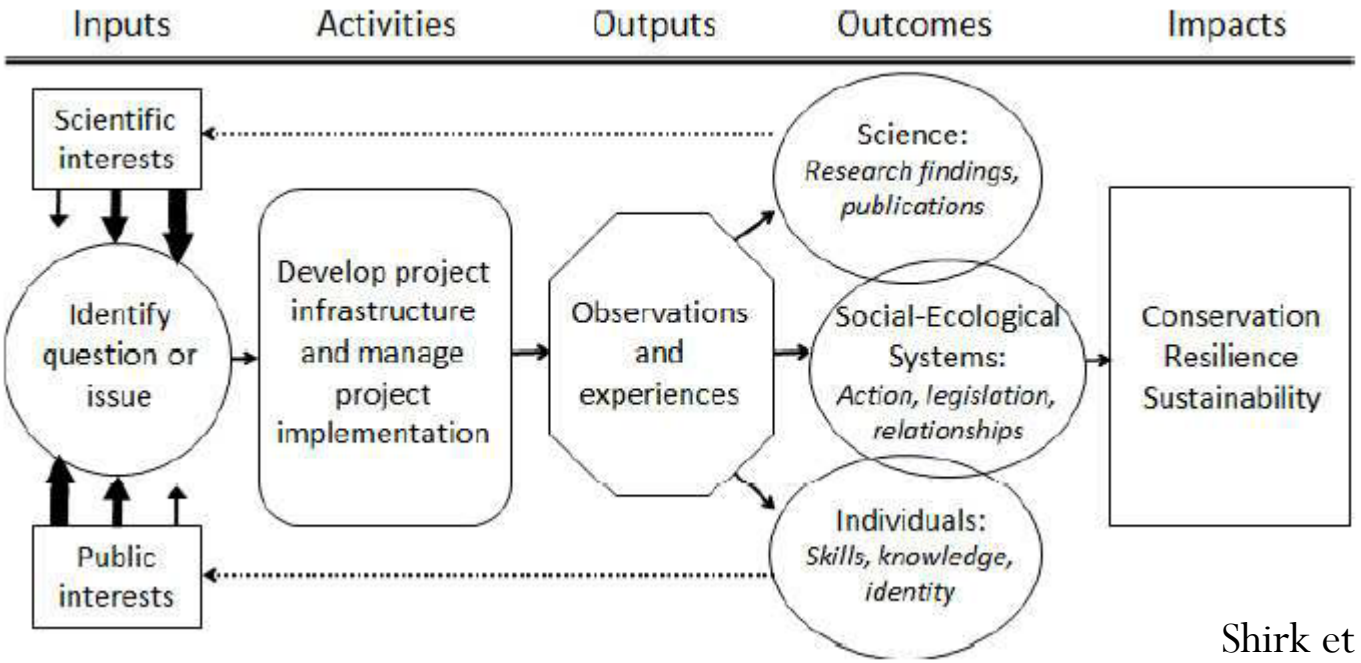


Phillis et al. 2013



Shirk et al. 2012

What is public engagement?

- "Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit."
  - National Co-Ordinating Centre for Public Engagement (NCCPE)

http://www.publicengagement.ac.uk/

Components of engagement

- Purpose (why?)
- Audience (who?)
- Activity (what?)
- Evaluation (how?)

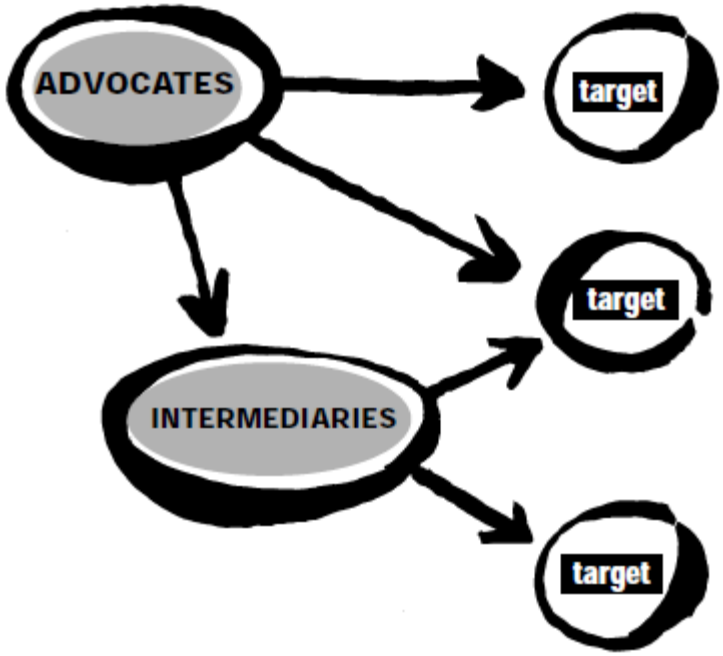
Determine your reason/purpose

- Inspire
  - Stimulate, motivate, stir, instigate, enthuse
- Disseminate
  - Broadcast, publicize, spread, propagate
- Involve
  - Engage, include, engross, embrace
- Consult
  - Refer to, check, confer, discuss
- Encourage
  - Boost, embolden, move, incite, urge, support
- Collaborate
  - Work together, join forces, team up, pool resources

ALWAYS determine your audience!

- Types of demographic categories: age, gender, socioeconomic status, education level, ethnicity, geographic area, interests
- Steps to identify & understand your audience:
  - Build a profile
  - Work with audience you know
  - Identify a champion/influencer
  - Consider & address barriers
    - Transport, disposable income, timing, interest, trust level, relevance, language, awareness, food

Players within your target audience

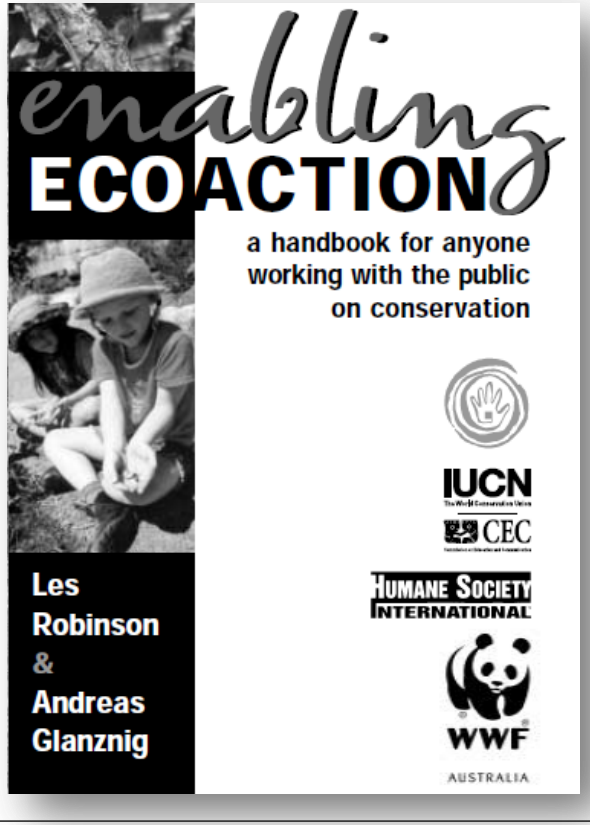


What activities are scientists using to engage with the public?

- Science communication
- Citizen science projects
- Mobilizing conservation action
- Crowdsourcing (innovative funding)
- Working partnerships
- Open-source resources & teaching material

Checklist for effective engagement

1. Have you understood the problem and critically reflected on your proposed solution?
2. Have you research similar programs?
3. Have you identified specific target audiences? Understand their situation, practices & needs?
4. Are your behavioral objectives actionable? Compatible with audience's values & norms?
5. Have you planned how to collect evidence?
6. Will it be fun? Social?
7. Have you pre-tested your communications?
8. Have you thought about access?
9. Have you approached partners?
10. Will you leave something behind?



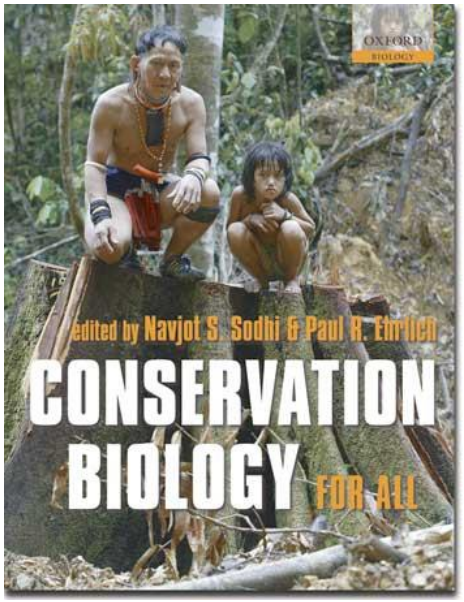
Evaluation

- Plan of action at the beginning of program (NOT the end)
  - Have an overarching aim (big picture)
  - Make your collective objectives SMART: S(pecific) M(easurable) A(chievable) R(elevant) and T(ime-limited)
- Have indicators
  - What specific questions (like a research question!)
  - Qualitative or quantitative?
  - Process-oriented
  - Outcome-oriented (impact assessment)
    - Counterfactuals, BACI (before-after control-impact), RCT (randomized controlled trials)

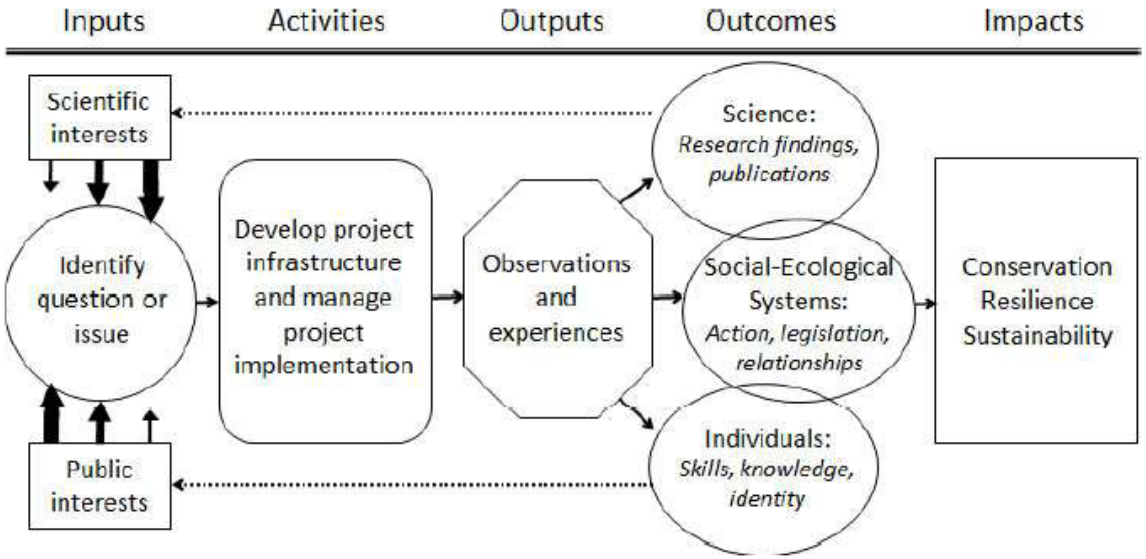
Society for Conservation Biology

A global community of conservation professionals

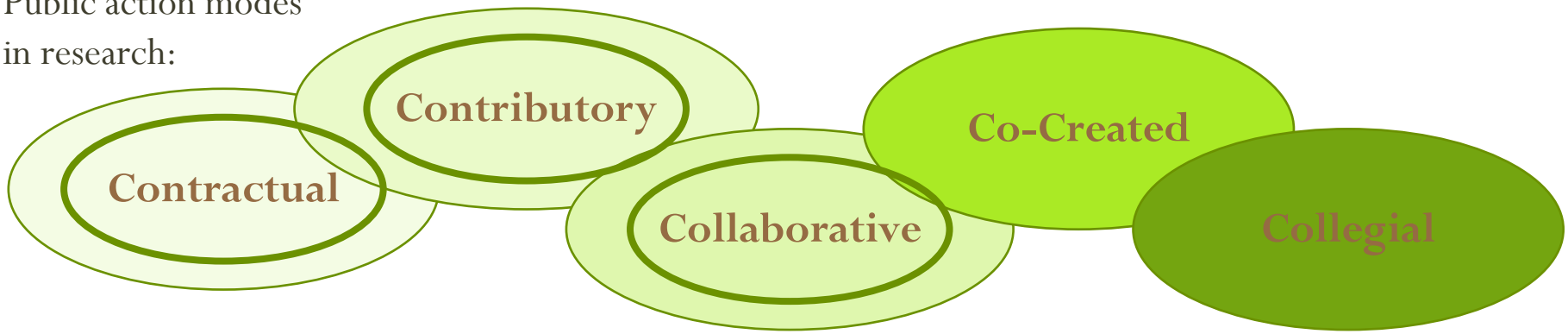
- Scientific journals
- SCB News blog
- Free textbook
- Wildlife Conservation Program
- SCB Policy Statements & policy program
- Conferences!



SCB Chapters



Public action modes in research:



On to the Chapter leaders!

Capacity-building for Chapters
Workshop @ ICCB 2013
Baltimore, Maryland

SCB-Toronto goes Rouge: Citizen science projects as a catalyst for chapter development

Ilona Naujokaitis-Lewis & Ekaterina Hult

Society for
Conservation Biology
Toronto Chapter

Profile of the SCB-Toronto Chapter

***President* – Ilona Naujokaits-Lewis**

Vice-President – Amanda Xuereb

Secretary – Scott McIvor

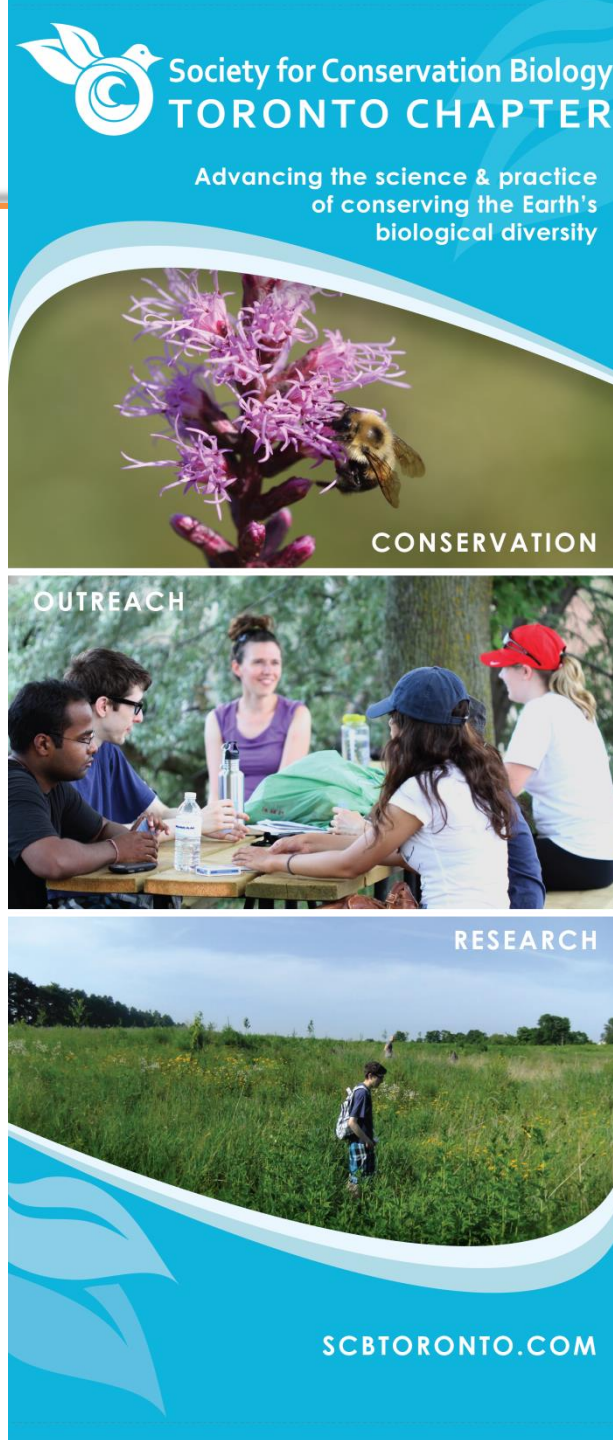
Treasurer – Michelle Dileo

Volunteer Chair – Genevieve Rowe

***Conservation Chair* – Ekaterina Hult**

Communications Coordinator – Jennifer Chivers

- Largely student run, university headquarters
- Target membership: broader Greater Toronto Area, although largely students
- Shifting focus to conservation science projects

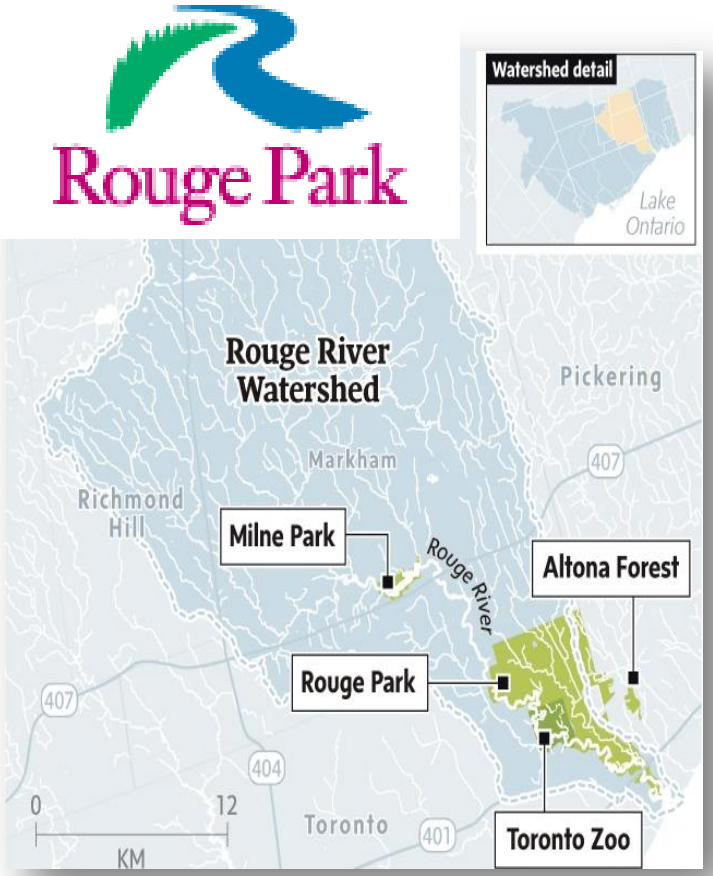


Problem context: pollinator declines

- 2012 *SCB-TO goes Rouge* initiated
  - Citizen science for monitoring pollinator diversity
- Pollinators provide essential ecosystem services
- Pollinator declines globally
- Lack of knowledge of pollinator diversity
- Limited knowledge a challenge for land managers where goal is to manage for biodiversity

Rouge Park, Greater Toronto Area

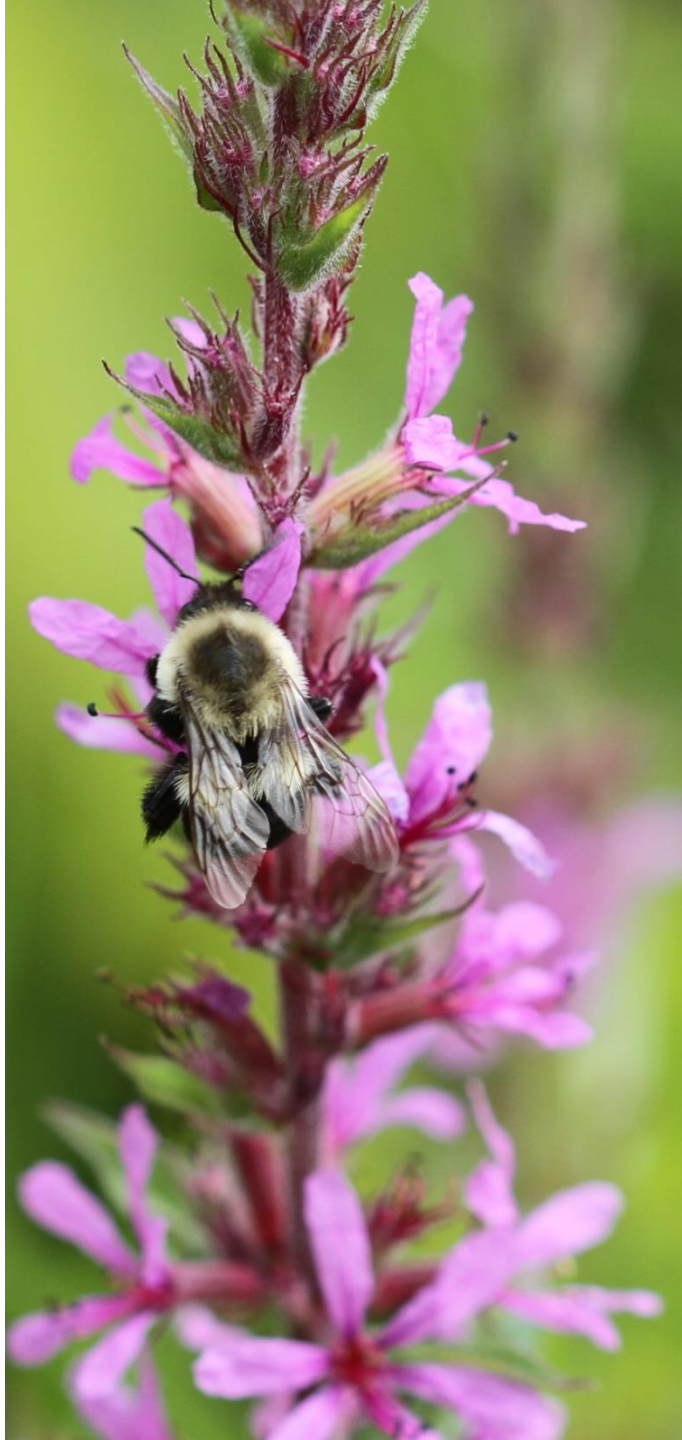
- Highly modified landscape: forests cleared by early 20th centuries
- Multiple existing land-uses within the park
  - Residential, industrial, agricultural, recreational
- Focus on forest restoration
  - Influence on pollinators?



SCB-TO goes Rouge

Project aims

1. Science to inform management
   - Develop a pollinator (bees) diversity baseline
   - Influence of restoration efforts
2. Increase conservation literacy of pollinators
   - Through our volunteer base
   - Outreach to landowners around Rouge Park



Project design

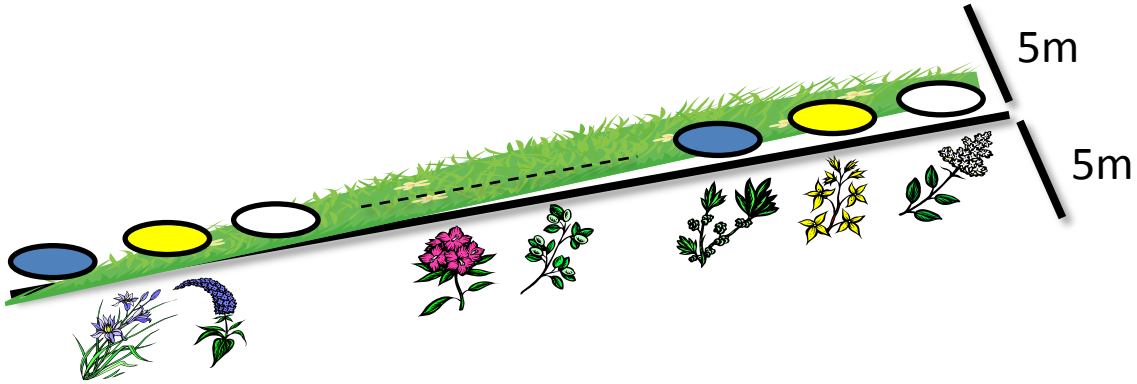
Field Data Collection: 2 years

- 14 sites at various stages of forest restoration
- Pan-trapping along transects
- May to August: Every 10-14 days

Lab Data Processing

- Sorting, prepping, ID

MAJOR volunteer EFFORT for project success



Benefits to scientists: bridging gaps

- Bridging gaps with decision-makers / land managers
  - Science to inform management and conservation problems
- Insights into management and decision-making process
  - What kinds of data do managers need? How is the data used?
- Exposes scientists to new ecological systems

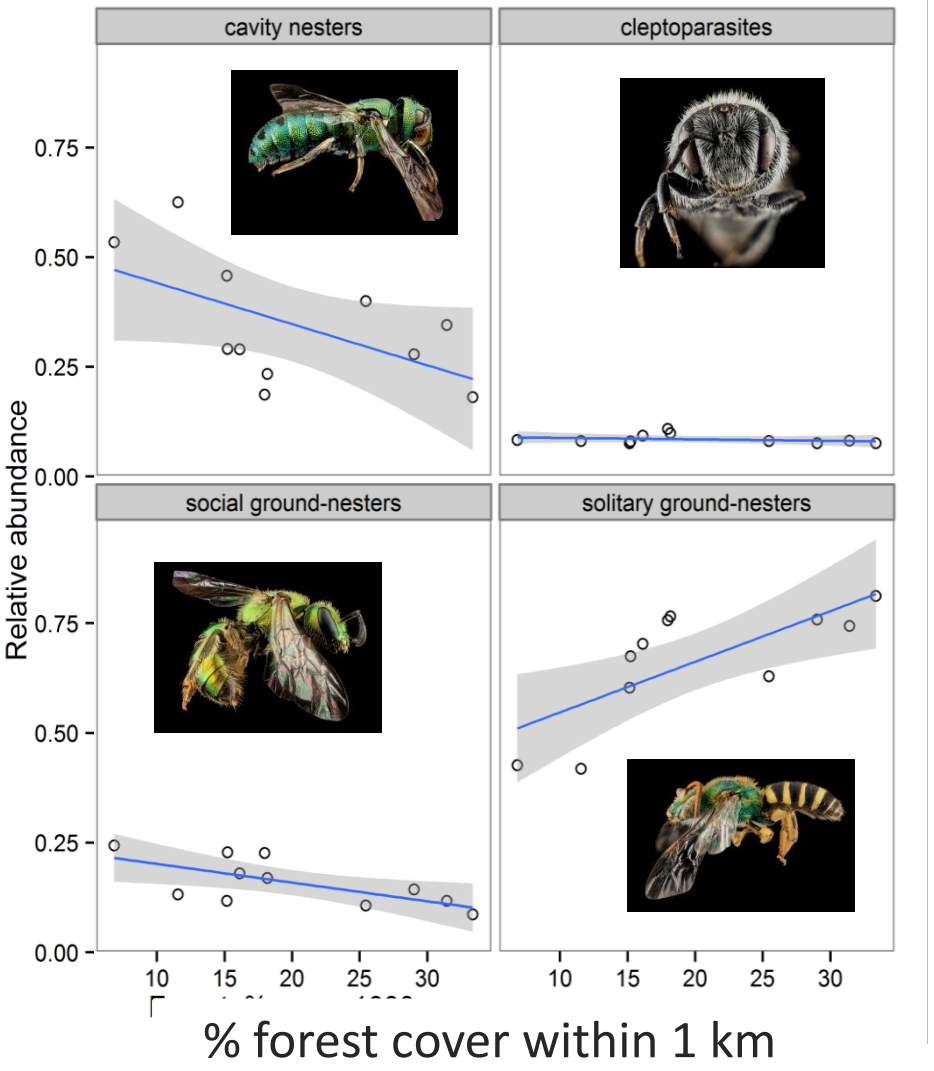


Photo credits: S. Droege, USGS Bee Inventory and Monitoring Lab

Benefits to scientists: skill development

- Research skills: study design, invertebrate ID, plant ID
- Project design, management, grant writing
- Leadership, communication, and teaching skills
- Data management and ensuring consistency in data quality

Opportunity for volunteer engagement

- Strengthen existing connections
- Forge new partnerships
- Public participation

UNIVERSITY OF TORONTO

YORK UNIVERSITÉ UNIVERSITY

NORTH AMERICAN NATIVE PLANT SOCIETY

Rouge Park

Volunteer effort & skill development

Number of volunteers	Field	Lab
2012	46	30
2013	51	40

- Field sampling skills
- Experimental design
- Plant survey methods and identification
- Bee identification
- Pinning techniques
- Catalogue and processing of specimens

Bombus affinis
rusty-patched bumble bee

Bombus terricola Kirby
yellow-banded bumble bee

Bombus impatiens
common eastern bumble bee

Benefits to our Chapter - Promoting visibility

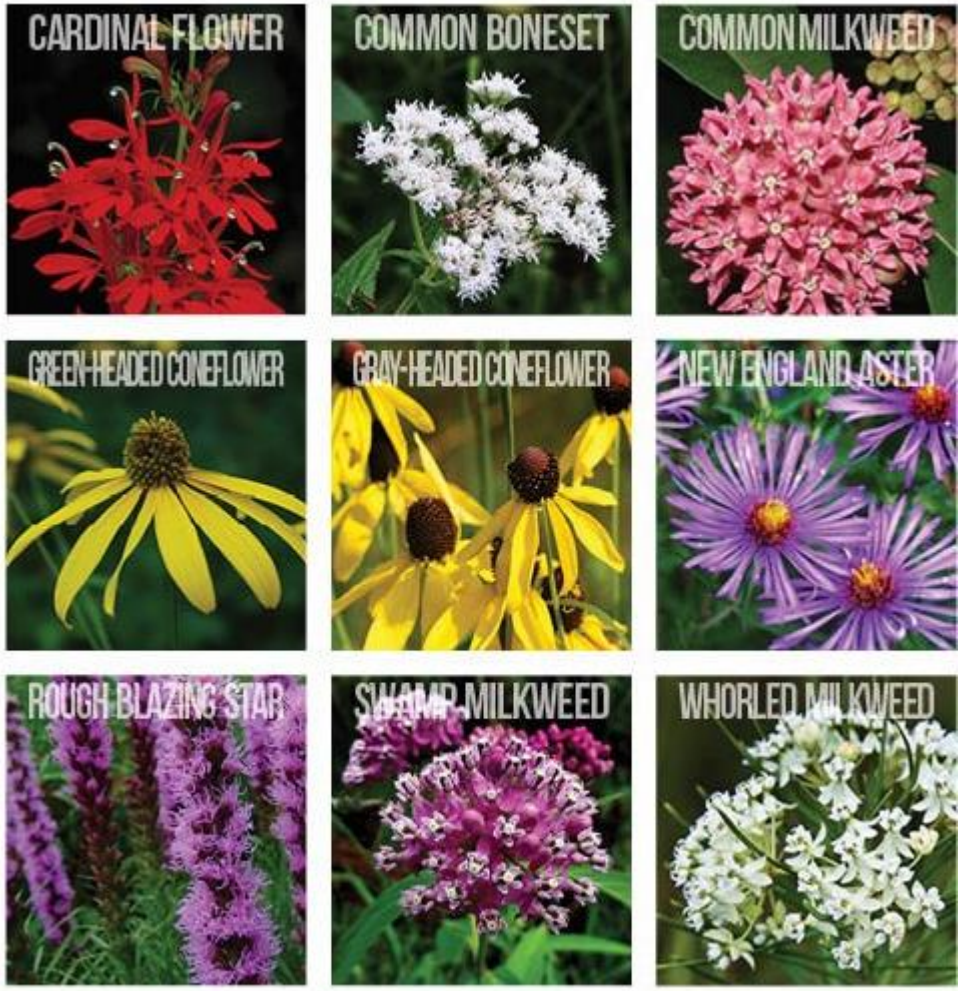
- More developed online presence
  - Regular posts and updates on our site
- Growth and strategic use of social media platforms
  - Connect with public and other conservation focused groups

Benefits to our Chapter - Conservation work

- Key transition in the work of our organization
- Move from social events & seminars to on the ground work
- Enabled us to engage in applied conservation research and science delivery

Unlocking our potential

- Development of future restoration projects



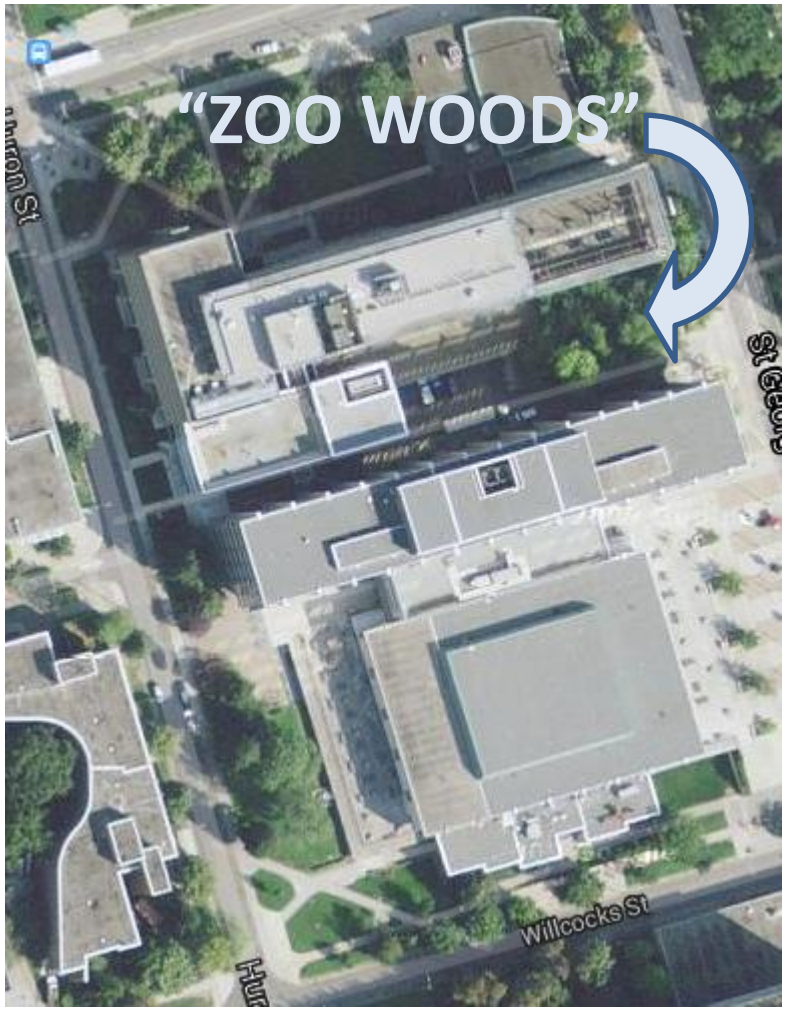


Photo: Not So Hollow Farm

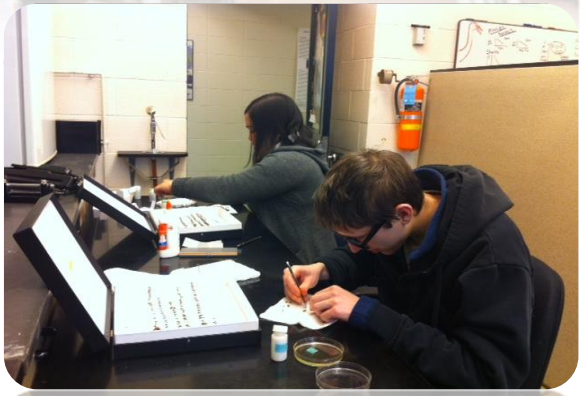
Lessons learned

Successes

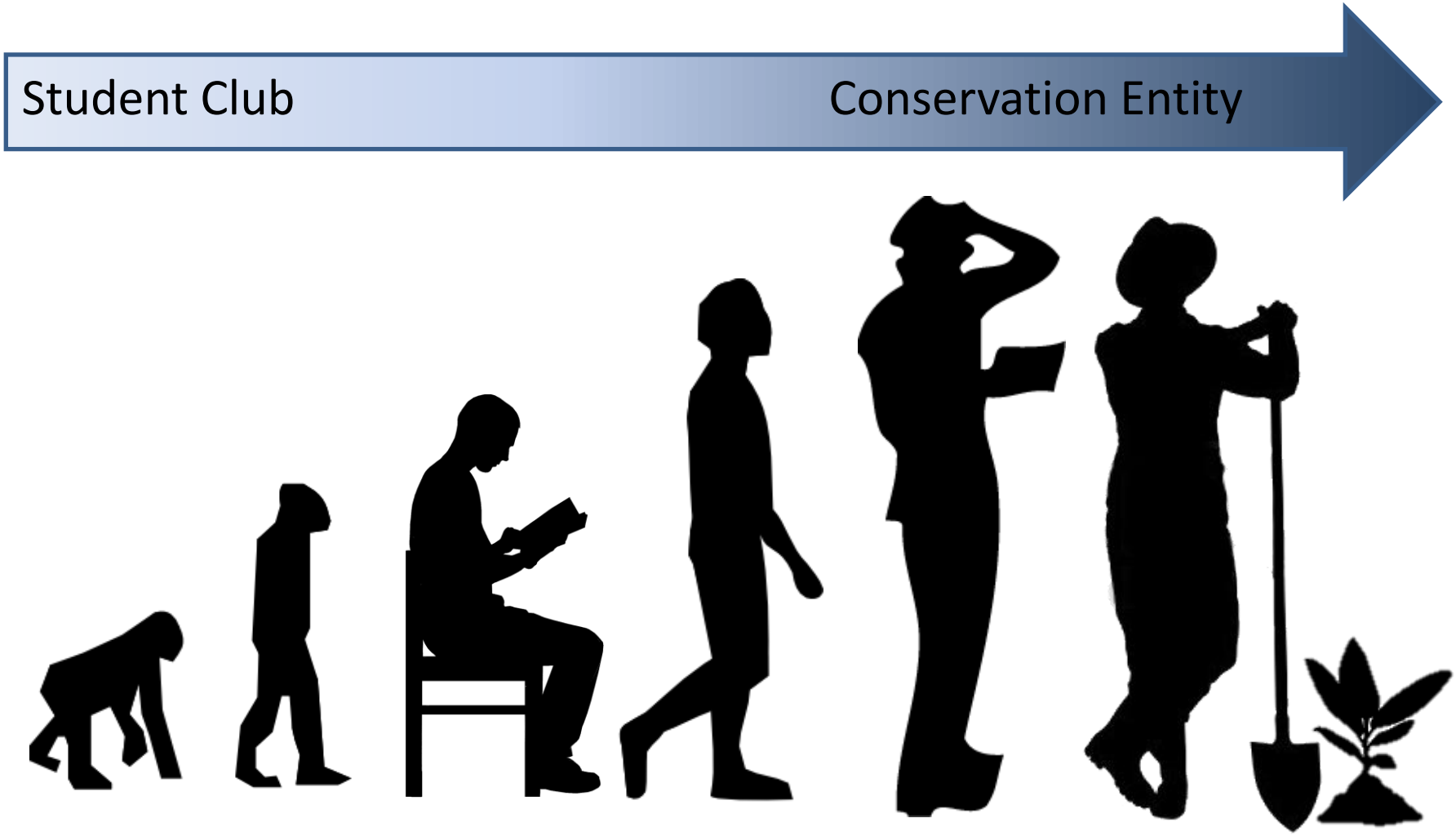
- Citizen science projects great vehicle for chapter development
- Increased profile of SCB-TO
- Learning opportunity
- Increased conservation literacy of importance of pollinators

Challenges

- Projects of this scale are time and resource intensive
- Accessibility for the broader public
- Importance of strong executive board to maintain all chapter programs



Summary – The evolution of SCB-TO




HEAD
THORAX
ABDOMEN


June 8, 2012
(06-08-12)

Acknowledgements

- Rouge Park
  - Maria Papoulias, Manager
  - Vicki MacDonald, Biologist
- Packer Lab, York University
- Fortin Lab, University of Toronto
- Society for Conservation Biology

Rouge Park

YORK UNIVERSITÉ UNIVERSITY

Questions

CCS Inc.
The Center for Conservation Studies

CLARION UNIVERSITY
SINCE 1867

Little Chapter, Big World:

A Bold New Paradigm for Conservation Research and Funding

Western Pennsylvania Chapter
Brianna Henry

Two Great Forces, One Innovative Mission

- Chapter History
- The Center for Conservation Studies, Inc.
- Collaboration
- Creating Funding
- Future Plans

Society for Conservation Biology

CCS Inc.
The Center for Conservation Studies

Western PA Chapter History

Bios Club

- Founded as a club at Clarion University
- 40+ years of conservation, outreach, and volunteerism

How do we move forward?

- Growing pains
- Bigger opportunities, recognition, representation

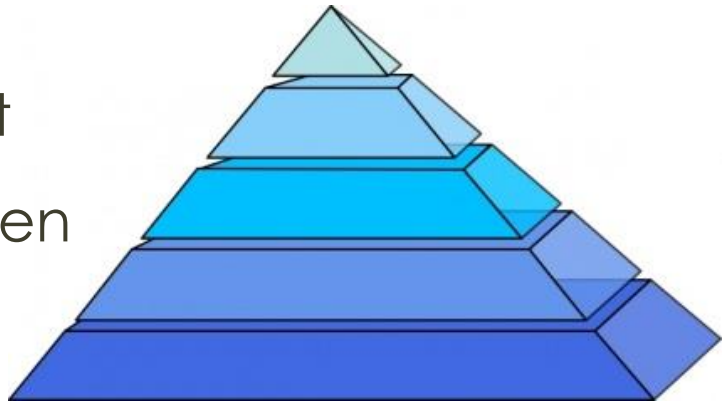
SCB Chapter

The Center for Conservation Studies, Inc. (CCS)

- Founded in 2010
- 501c3 non-profit
- Aims to coordinate efforts of scientists and educators
- Acts as a funding source
- Built the Clarion-Limestone Amphibian Research Center (CLARC)

A Natural Fit

- One independently started non-profit, one university supported club
- Huge overlap in participants
- Challenges:
  - Chapter on campus not historically research driven
  - Structure



Making Money

- Working around traditional funding
- A series of steps in innovative funding:
  - Short-term fundraisers, raffles, etc.
  - Picnics and events
  - The Center Closet

Shutterstock.com

Benefits to Non-traditional Funding

- Set your own timeline and stipulations
- Community outreach
  - Increased interest in the projects supported

The more you know, the more you care!

Evidence in Community Donations

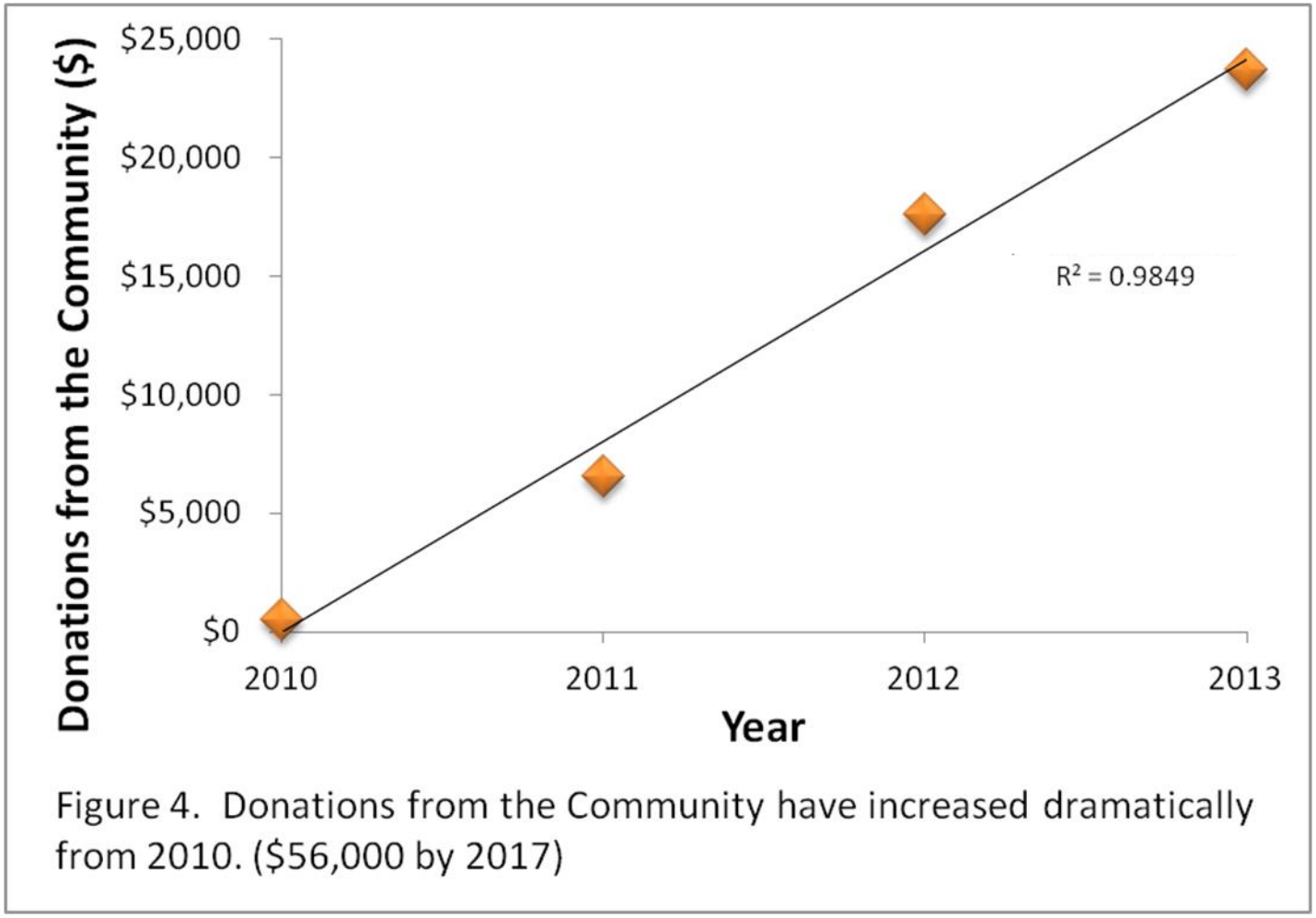


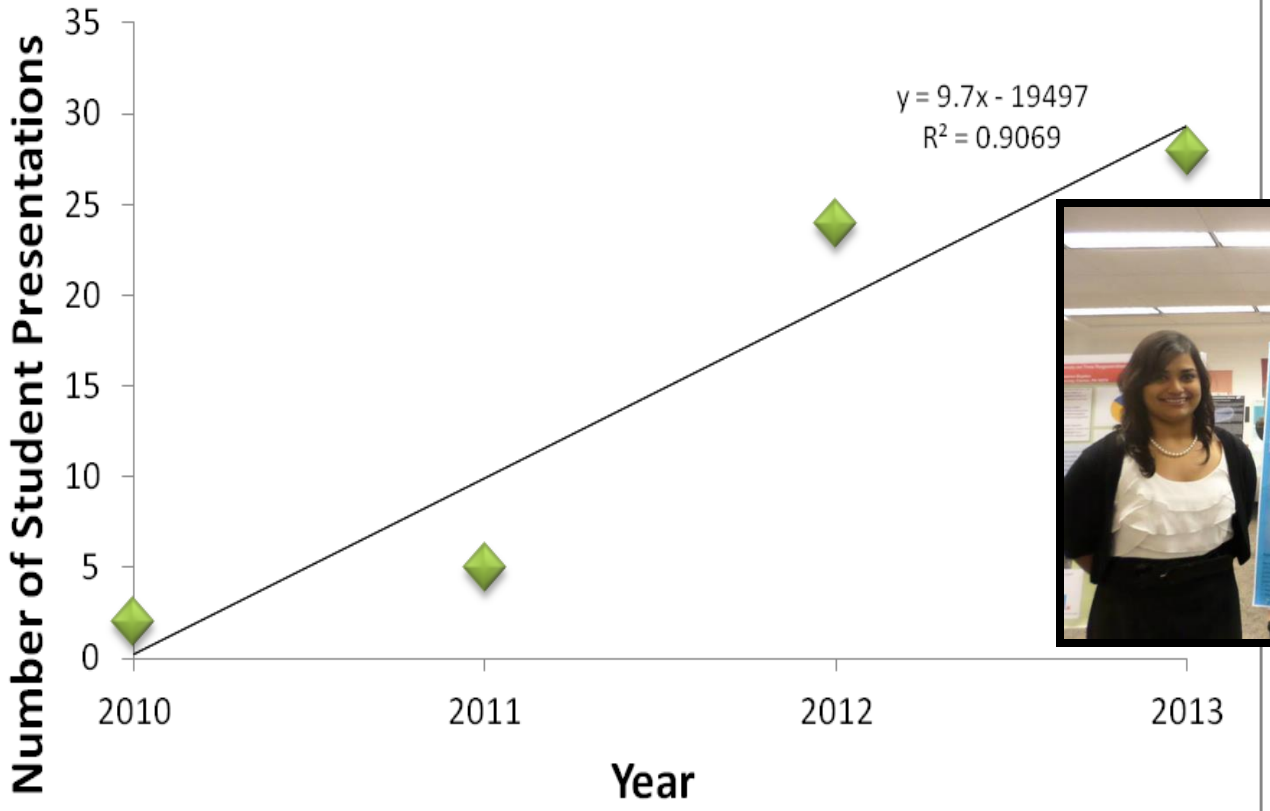
Figure 4. Donations from the Community have increased dramatically from 2010. ($56,000 by 2017)

Where does the money go?

- CLARC

- Funding for student research
- Outreach and education efforts
- Student internships and paid experiences

More Students Presenting Research!



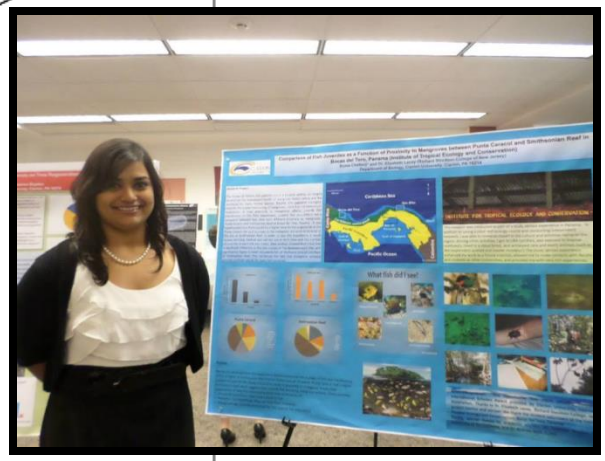
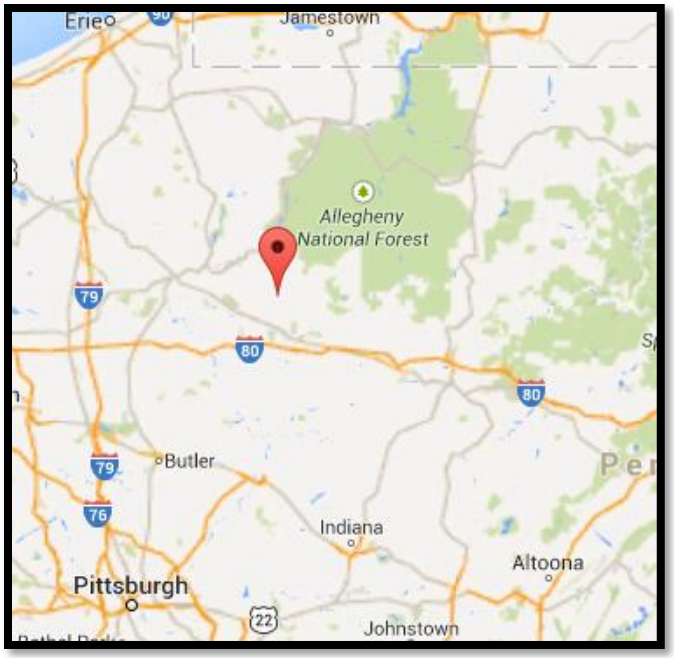


Figure 2. The number of student presentations, including both oral and poster, has increased from two in 2010 to 28 in 2013. We expect this number to increase to 39 in 2014 and 68 in 2017.

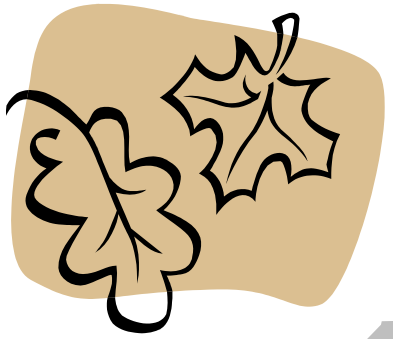
Future Work

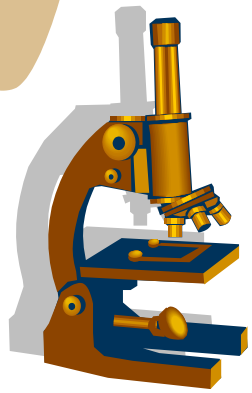
- Donated property
  - 70 acres + farmhouse near Marble in Clarion County, PA
  - Farmhouse to act as a field station



Learning by Action

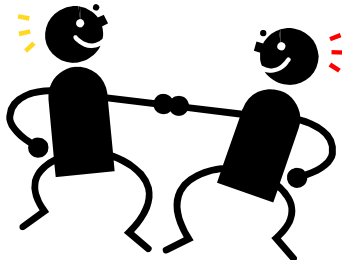
- Complete wildlife and vegetation surveys for the area
- Design and execute management plans
- Experimental studies





Stepping Outside the Box

- Collaborations



  - What can you do for **others** as well as yourself?

- Funding

Jamaica-gleaner.com

  - Interaction is crucial

  - Long-term, non-typical funding

Acknowledgements

CLARION UNIVERSITY
SINCE 1867

Society for Conservation Biology

CCS Inc.
The Center for Conservation Studies

Questions?

Alysha Cypher
contact@conservationstudies.org

Website:
Conservationstudies.org

Engagement and Partnerships: Advancing Conservation in Minnesota

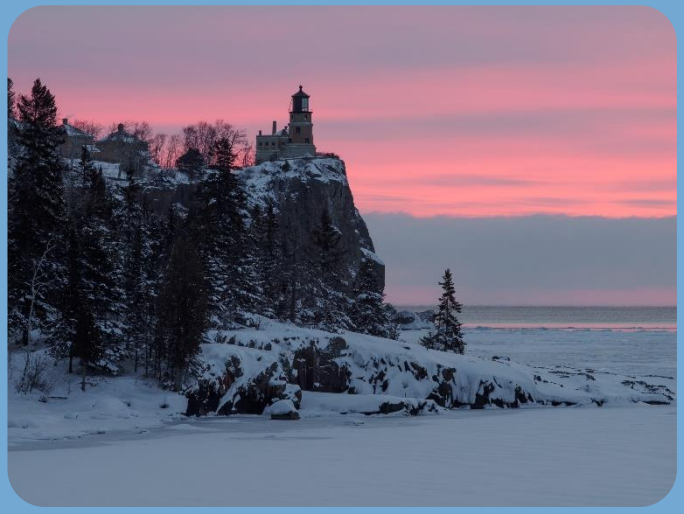
Minnesota Chapter for the Society for Conservation Biology

Kelly Nail and K. Sami Nichols

14 July 2014 - NACCB – Missoula, MT

Overview

- Introduction to the Minnesota Chapter
- How do we engage?
- Successes
- Areas for improvement and future plans

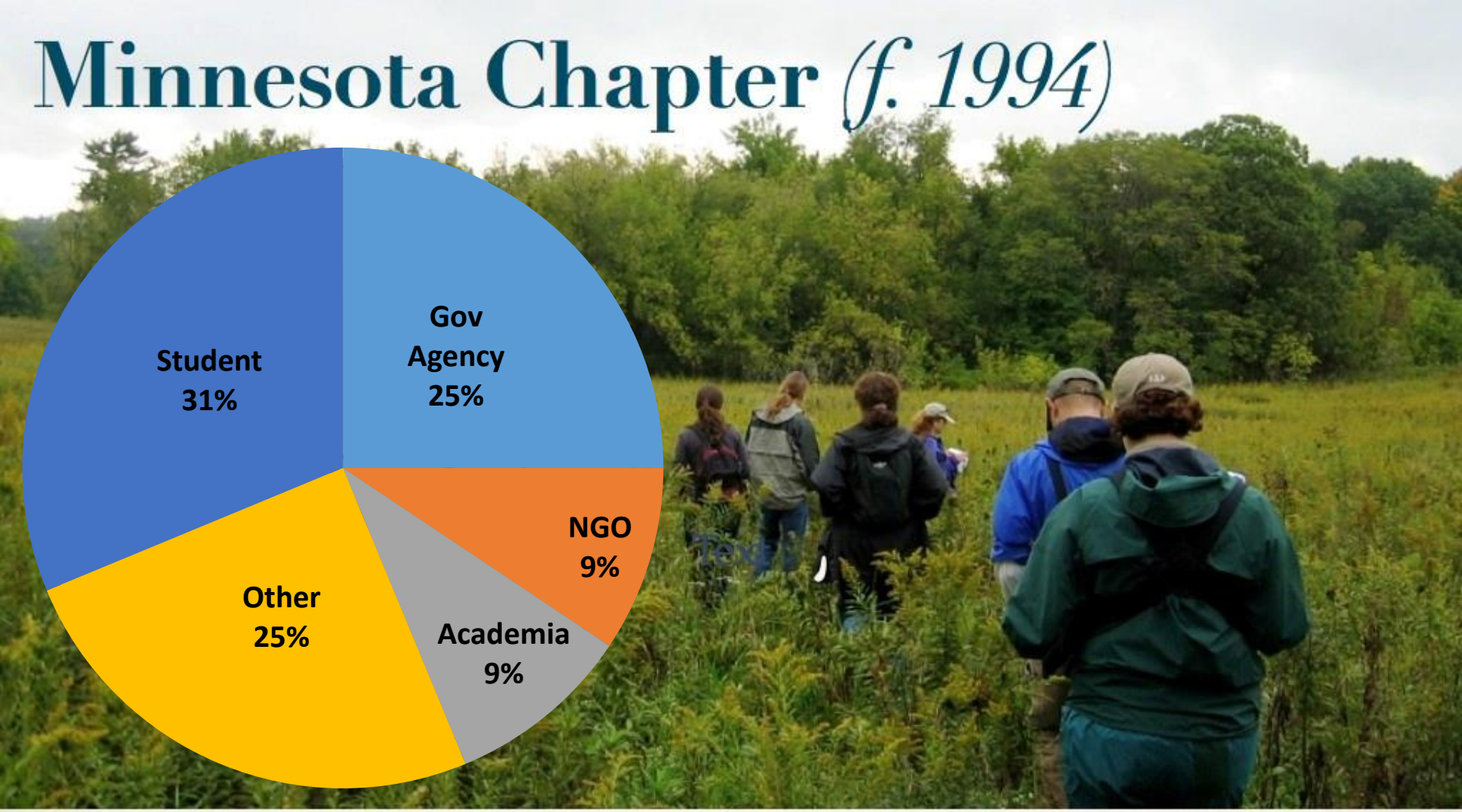


Minnesota Chapter History

- Originally founded in 1994 by U of MN conservation biology grad students
- Dormant until 2003, when we incorporated students, researchers, and agency/NGO practitioners

UNIVERSITY OF MINNESOTA
CONSERVATION BIOLOGY
GRADUATE PROGRAM

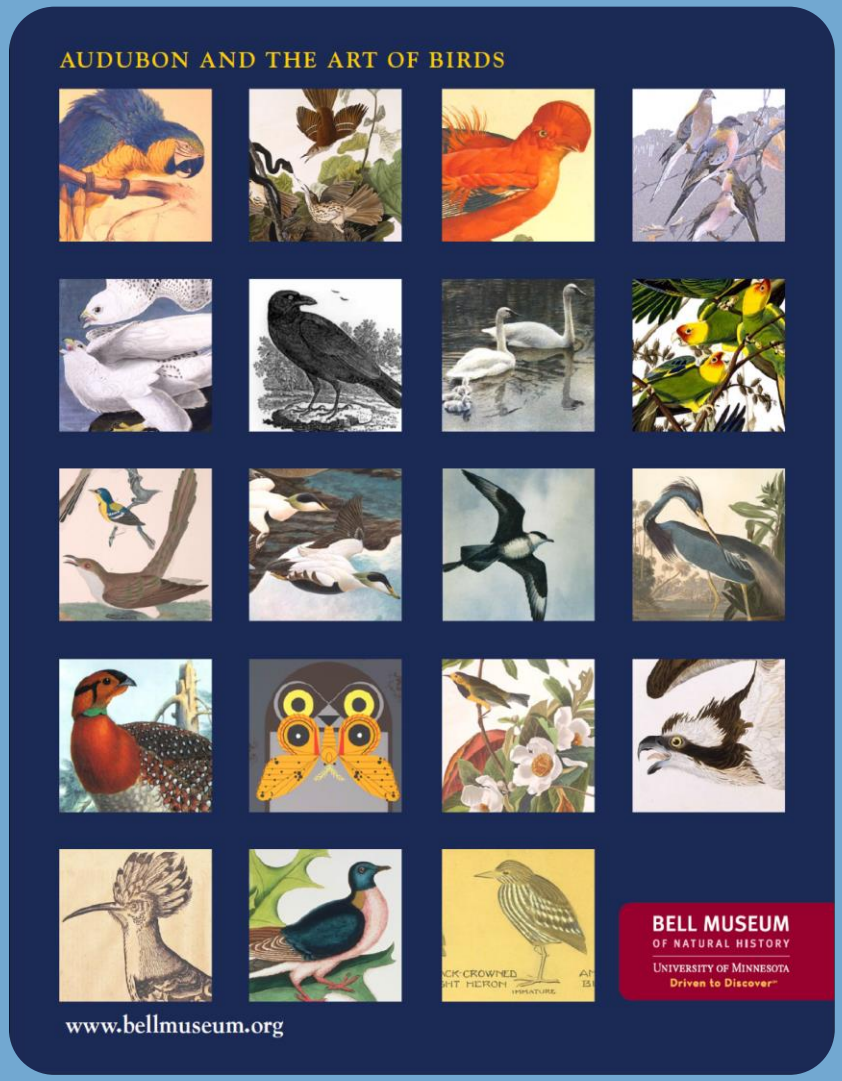
Minnesota Chapter *(f. 1994)*



Connecting Minnesota's conservation science community

Advancing conservation science and its impact on our conservation legacy

Chapter Engagement



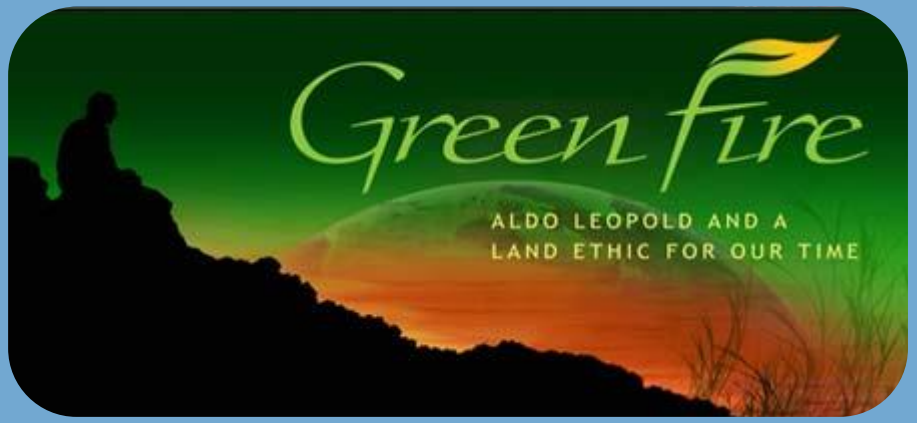
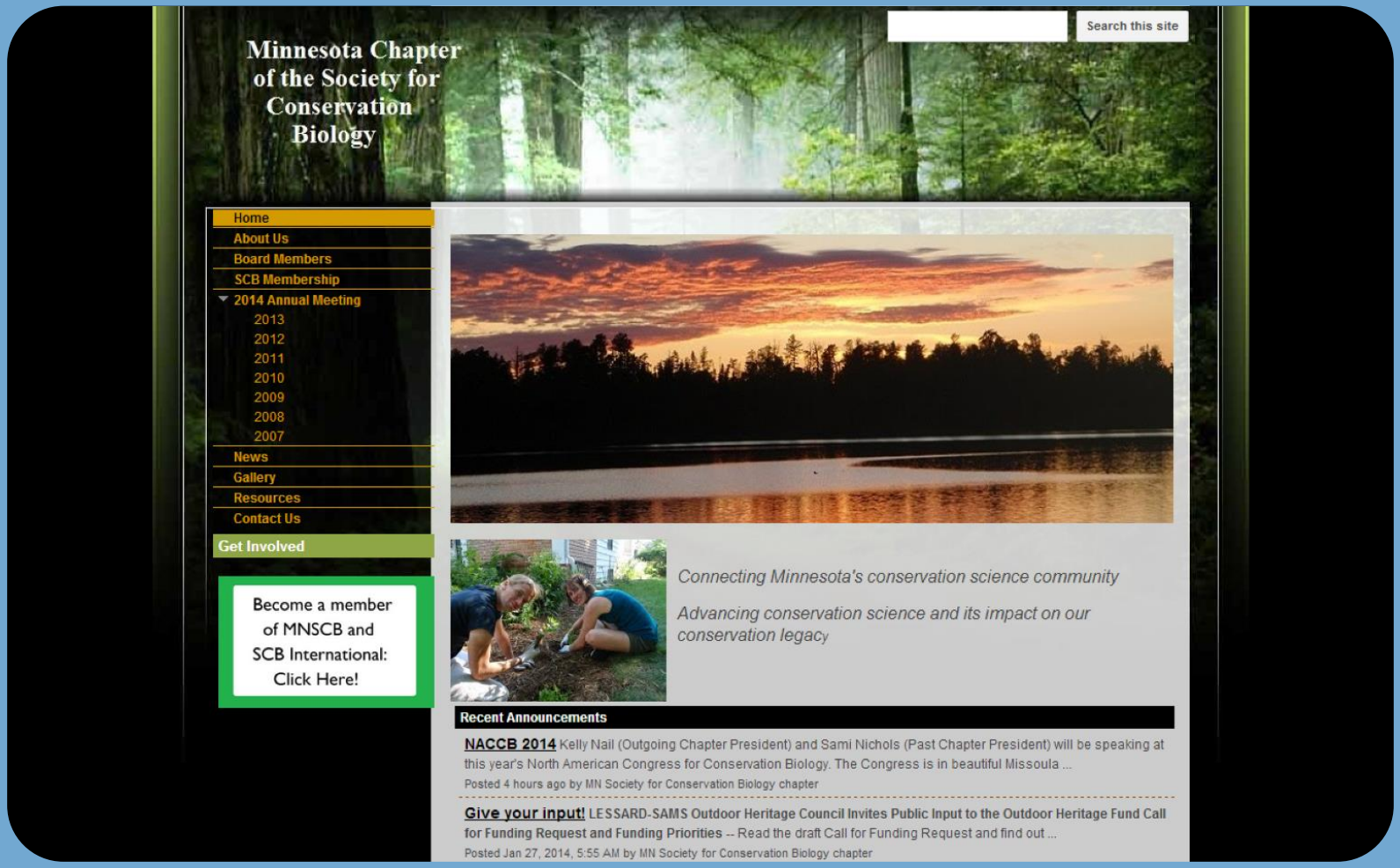
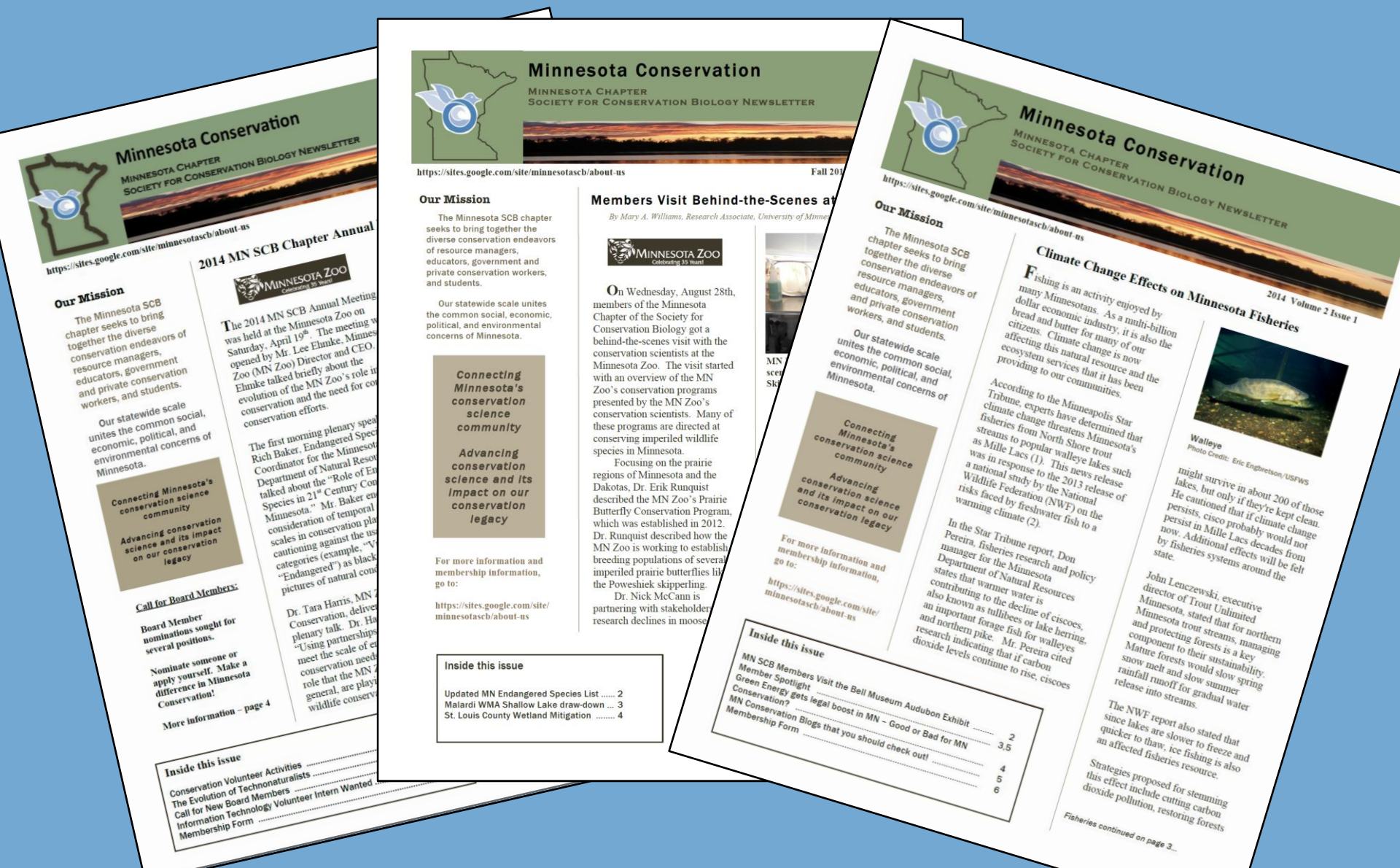


Photo from aldoleopold.org

Website: sites.google.com/site/minnesotascb



Newsletters



Minnesota Conservation
Minnesota Chapter
Society for Conservation Biology Newsletter

https://sites.google.com/site/minnesotascb/about-us

2014 MN SCB Chapter Annual

Our Mission

The Minnesota SCB chapter seeks to bring together the diverse conservation endeavors of resource managers, educators, government and private conservation workers, and students.

Our statewide scale unites the common social, economic, political, and environmental concerns of Minnesota.

Connecting Minnesota's conservation science community

Advancing conservation science and its impact on our conservation legacy

Call for Board Members:

Board Member nominations sought for several positions.

Nominate someone or apply yourself. Make a difference in Minnesota Conservation!

More information – page 4

Minnesota Zoo

The 2014 MN SCB Annual Meeting was held at the Minnesota Zoo on Saturday, April 19th. The meeting w opened by Mr. Lee Ehmke, Minnes Zoo (MN Zoo) Director and CEO. Ehmke talked briefly about the evolution of the MN Zoo's role i conservation and the need for co conservation efforts.

The first morning plenary spea Rich Baker, Endangered Spec Coordinator for the Minnesot Department of Natural Resou talked about the "Role of En Species in 21st Century Co Minnesota." Mr. Baker en consideration of temporal scales in conservation pla cautioning against the us categories (example, "V "Endangered") as black pictures of natural cond

Dr. Tara Harris, MN Conservation, deliver plenary talk. Dr. Ha "Using partnerships meet the scale of e conservation need role that the MN general, are playi wildlife conserv

Inside this issue

Conservation Volunteer Activities .....
The Evolution of Technonaturalists .....
Call for New Board Members .....
Information Technology Volunteer Intern Wanted .....
Membership Form .....

Minnesota Conservation
Minnesota Chapter
Society for Conservation Biology Newsletter

https://sites.google.com/site/minnesotascb/about-us Fall 201

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Members Visit Behind-the-Scenes at

By Mary A. Williams, Research Associate, University of Minne

Minnesota Zoo

On Wednesday, August 28th, members of the Minnesota Chapter of the Society for Conservation Biology got a behind-the-scenes visit with the conservation scientists at the Minnesota Zoo. The visit started with an overview of the MN Zoo's conservation programs presented by the MN Zoo's conservation scientists. Many of these programs are directed at conserving imperiled wildlife species in Minnesota.

Focusing on the prairie regions of Minnesota and the Dakotas, Dr. Erik Runquist described the MN Zoo's Prairie Butterfly Conservation Program, which was established in 2012. Dr. Runquist described how the MN Zoo is working to establish breeding populations of several imperiled prairie butterflies li the Poweshiek skipperling.

Dr. Nick McCann is partnering with stakeholder research declines in moose

MN scen Sk

Inside this issue

Updated MN Endangered Species List 2
Malardi WMA Shallow Lake draw-down ... 3
St. Louis County Wetland Mitigation 4

Minnesota Conservation
Minnesota Chapter
Society for Conservation Biology Newsletter

https://sites.google.com/site/minnesotascb/about-us 2014 Volume 2 Issue 1

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Climate Change Effects on Minnesota Fisheries

Fishing is an activity enjoyed by many Minnesotans. As a multi-billion dollar economic industry, it is also the bread and butter for many of our citizens. Climate change is now affecting this natural resource and the ecosystem services that it has been providing to our communities.

According to the Minneapolis Star Tribune, experts have determined that climate change threatens Minnesota's fisheries from North Shore trout streams to popular walleye lakes such as Mille Lacs (1). This news release was in response to the 2013 release of a national study by the National Wildlife Federation (NWF) on the risks faced by freshwater fish to a warming climate (2).

In the Star Tribune report, Don Pereira, fisheries research and policy manager for the Minnesota Department of Natural Resources states that warmer water is contributing to the decline of ciscoes, also known as tullibees or lake herring, an important forage fish for walleyes and northern pike. Mr. Pereira cited research indicating that if carbon dioxide levels continue to rise, ciscoes might survive in about 200 of those lakes, but only if they're kept clean. He cautioned that if climate change persists, cisco probably would not persist in Mille Lacs decades from now. Additional effects will be felt by fisheries systems around the state.

Walleye
Photo Credit: Eric Engbretson/USFWS

John Lenczewski, executive director of Trout Unlimited Minnesota, stated that for northern Minnesota trout streams, managing and protecting forests is a key component to their sustainability. Mature forests would slow spring snow melt and slow summer rainfall runoff for gradual water release into streams.

The NWF report also stated that since lakes are slower to freeze and quicker to thaw, ice fishing is also an affected fisheries resource.

Strategies proposed for stemming this effect include cutting carbon dioxide pollution, restoring forests

Fisheries continued on page 3...

Inside this issue

MN SCB Members Visit the Bell Museum Audubon Exhibit 2
Member Spotlight 3,5
Green Energy gets legal boost in MN – Good or Bad for MN Conservation? 4
MN Conservation Blogs that you should check out! 5
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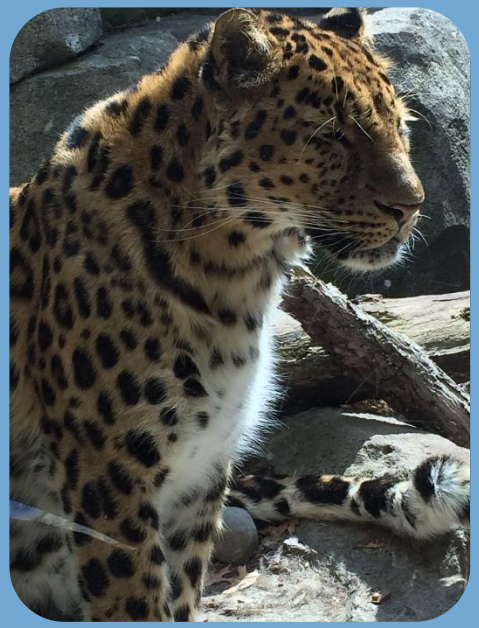
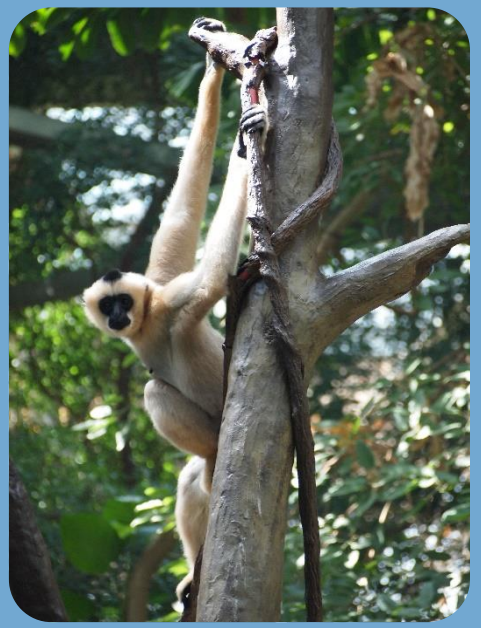




Annual Meeting

April 19th, 2014

"Endangered Species Paradigm and the Scale of Conservation"

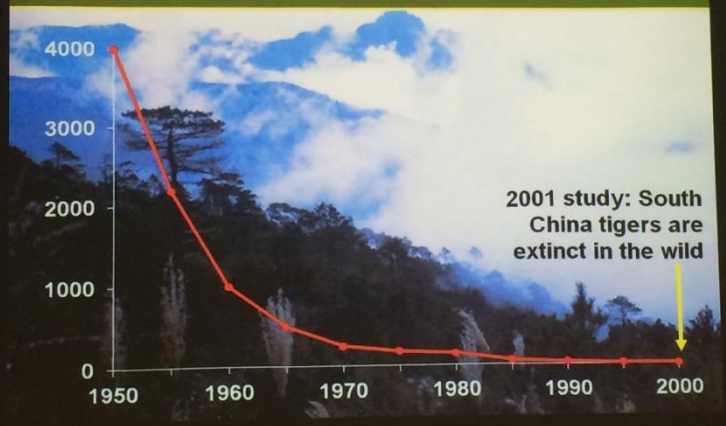
Minnesota Zoo


Minnesota Zoo Conservation Programs

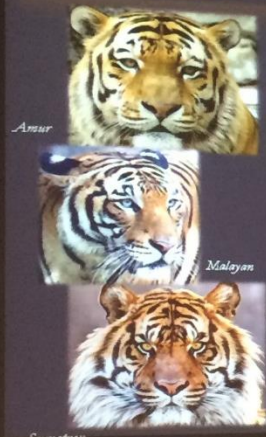
Collective impact

Minnesota Zoo

Decline of wild South China tigers



Methods



Study population

- Amur, Sumatran, Malayan subspecies
- 495 recommendations from 1989-2011
  - Ages, locations, experience, management, litter survival, and inbreeding

Successes

- Resiliency and strength through a broad member base
- Networking opportunities
- Dissemination of current MN research and topics of conservation concern

Areas for improvement

- Recruiting and maintaining board members
- Reaching more members of the public

Acknowledgements and Thanks

- Thank you first and foremost to our past and current board members, chapter members, and annual meeting participants.
- We are extremely grateful for the funding support we have to attend the NACCB.
- Photos are all taken by ourselves, members, or Flickr creative commons (@Michael, Michael from Minnesota, Joe D, Anita Ritenour, lisa nolan)

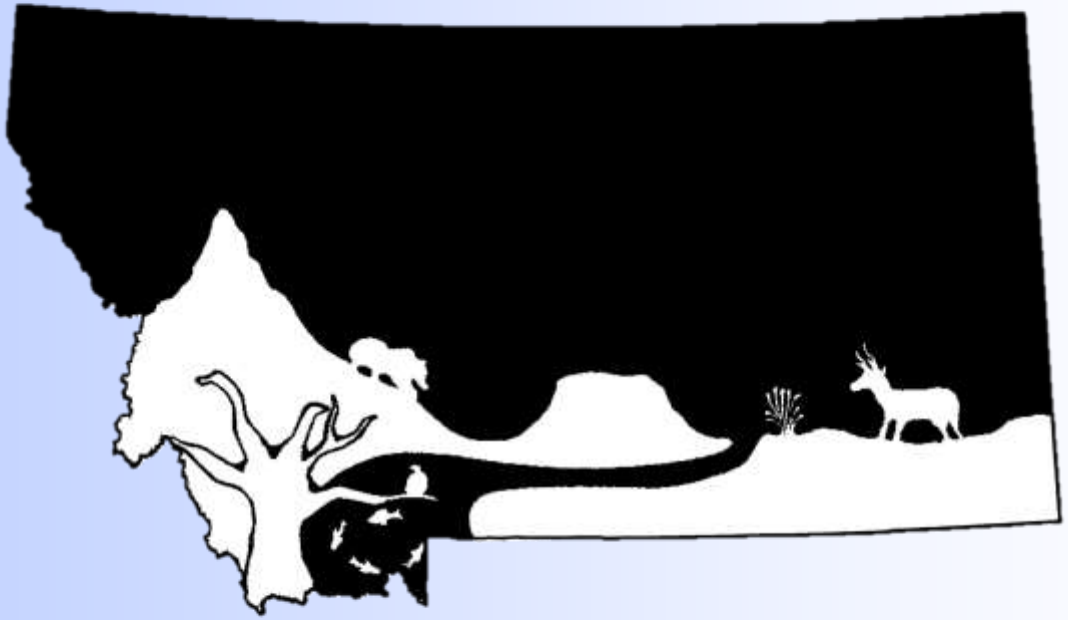
SCB CHAPTERS

COGS

SOCIETY FOR CONSERVATION BIOLOGY
NORTH AMERICA CONGRESS FOR CONSERVATION BIOLOGY


Questions?

The Montana Chapter of SCB:



20 years of science, communication, and conservation

Founded in 1994 by students and faculty at UM

Society for Conservation Biology

sanctions the

Montana Chapter

as a local chapter on

June 11, 1994

President, Society for Conservation Biology

Montana Chapter

The Society for Conservation Biology is dedicated to developing the scientific and technical means for protecting, maintaining and restoring the life on this planet—its species, its ecological and evolutionary processes and its particular and total environment.

Small chapter, large geographic area

Graduate student base
University focused

The University of Montana

Mission Statement

To promote science and the application of the principles of conservation biology to Montana's local, regional, and statewide diversity

A new chapter vision

Science communication

- Designing an annual research symposium
- Expanding the reach of the chapter
- Providing networking opportunities for the conservation community

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- Engaging the public
  - Symposium participation
  - Film and speaker events
- Short course offerings for conservation biologists

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Broadening chapter reach: symposia participants

British Columbia and Alberta

Idaho

Broadening chapter reach: centers of chapter activity

Broadening chapter reach: conservation community

- Composition of Chapter board: academic, federal, state, NGO

- Participants in chapter activities: academic, state, federal, NGO, public

A new chapter vision

Science communication

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Research symposia: Advertise plenary speakers to the public

Research symposia: Media coverage

- Coverage in local papers
- Video/audio recordings of all plenaries

Missoulian

90° Clear

Weekly Forecast

News

Hot Topics

Washington cov documentary

Home / News / Mon

UM conservation biology symposium speaker urges accounting for pollution

Speaker: Private landowners in West hold key to saving wildlife

Recommend 39 Tweet 0

November 17, 2011 11:30 pm • By ROB CH

Michael Soulé used to believe America's p anymore.

MSU researcher shares study on wolf stalking, elk populations at symposium

Doug Smith's talk at the Museum of the Rockies

Chapter events:
Film and speaker events

- Advertising to the public
- Receptions for networking and discussion
- Off-campus locations

Bottom line

- Broadening our reach and engaging the public has:
  - Brought diverse audiences to the same room
  - Facilitated conversation on local issues
  - Increased chapter visibility

Bottom line

- Broadening our reach and engaging the public has:
  - Increased chapter visibility
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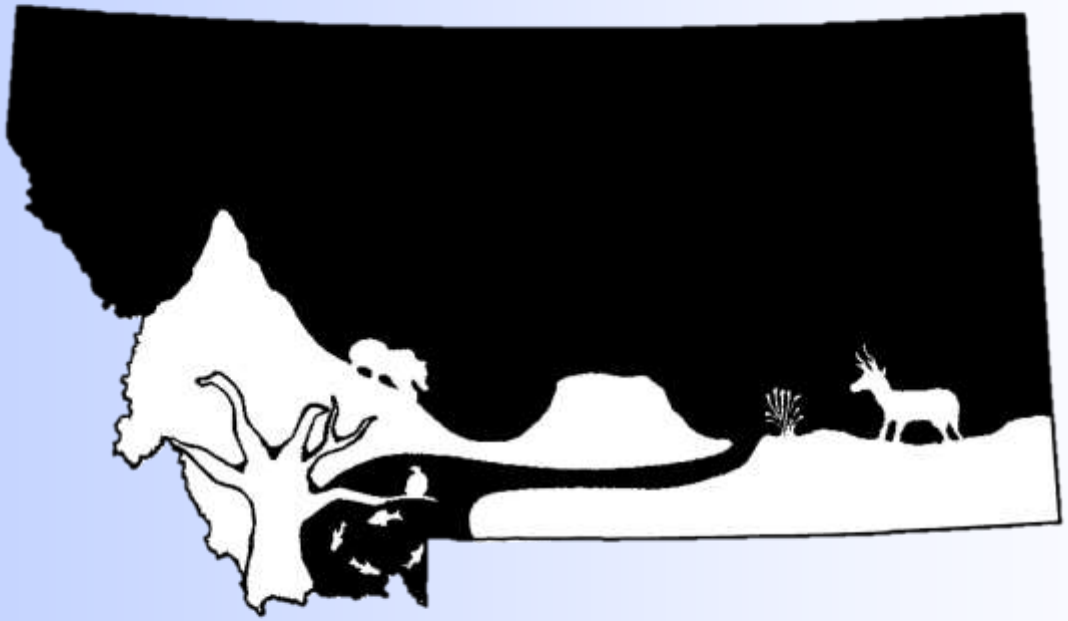
  - Facilitated conversation on local issues

What has chapter engagement meant for me?

- Interaction with a larger network of conservation practitioners

- Informal opportunities to share what I do



Bees & Trees & Activities:

SCB Humboldt's approach to engaging the public with science

Society for Conservation Biology

Bobby Shearer, President, HSU-SCB
Robert@EndangeredEarth.org

HUMBOLDT STATE UNIVERSITY

SCB Humboldt

We are:

- Students (grad & undergrad)
- Professors (wildlife & biology)
- Practitioners (science & advocacy)

Where we live, work, & play:

Coastal dunes

Redwood rainforests

Coastal, Klamath, & Siskiyou Mtns.

Oak woodlands & meadows

Serpentine outcroppings

…Coolest place to be a naturalist!

Basic Principles of Engagement

In every way possible, SCB-HSU events which engage the public with science shall be …

1- **Accessible**

- a - Physically
  - Plan ahead
- b – Financially
  - Free or sliding scale
  - Sponsorships and grants
- c - Mentally
  - All ages, all levels of scientific savvy

2 - **Exciting**

- a - Engaging all senses with the stories of life
- b - There's an explorer inside of all of us

3 - **Personable**

- a - What's the community zeitgeist?
- b - Relevance combined with understanding
- c – Provide way to get involved

Biodiversity Conference

- Presentations
- Hands-on Exhibits
- Interactive Demos
- Guided Tours
- Film Screenings
- Panel Discussions

- Free for All Ages
- Filmed and Televised
- 3 days every October

www.Humboldt.edu/Biodiversity

Klamath Basin Water Rights & Dam Removal Forum

Redwood Resiliency Workshop

Brings together tribal, private, state, and federal redwood forest land managers with climate scientists and forest ecologists, to discuss best practices in the face of a changing climate.

Native Pollinator Initiative

- Open-source curricula for a presentation, half day short course, and workshop.
- Apicentric → bee biology, nesting and foraging requirements, life cycles, basic anatomy, etc.
- Easily adapted for various regions native flora and fauna, as well as for various audiences.

"Planet Matters"

North Coast Young Democrats asked SCB-HSU (and others),

"What are the 3 greatest environmental concerns of the region and some policy-based solutions???"

Gray Wolf CESA Listing

- predator ecology teach-ins
- sign & costume making
- comment writing workshop
- rally and comments at Commssion hearing

Speak Up for the Future of California's Gray Wolves! says "Journey," California's lone wolf

the Northcoast Environmental Center
www.yourcec.org

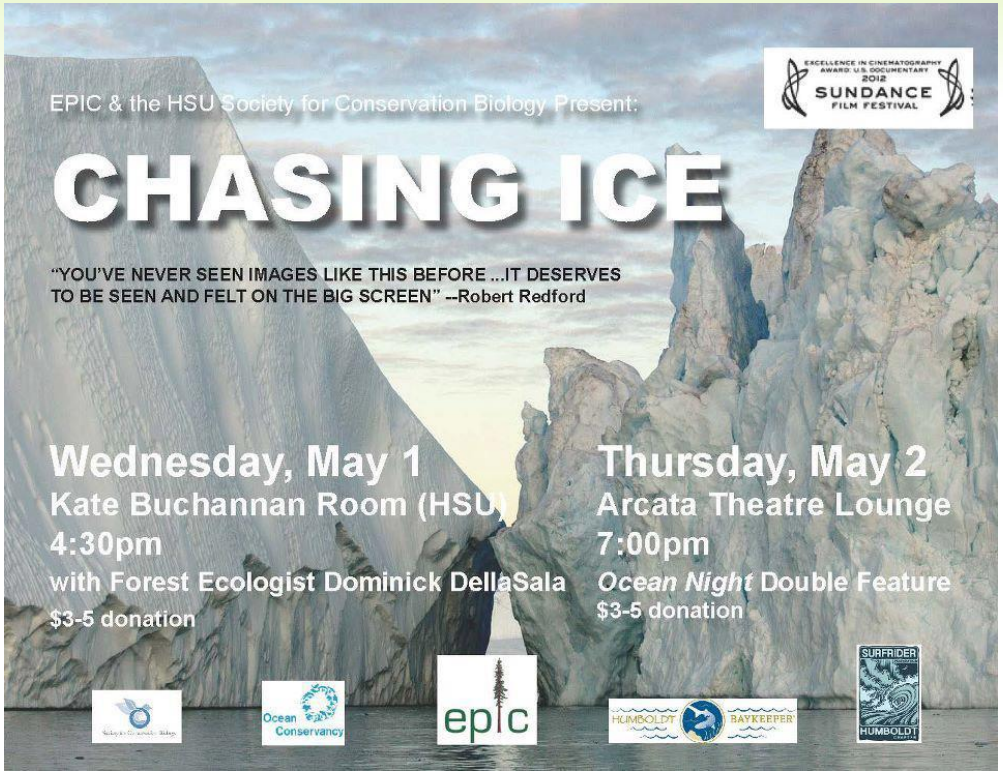
epic

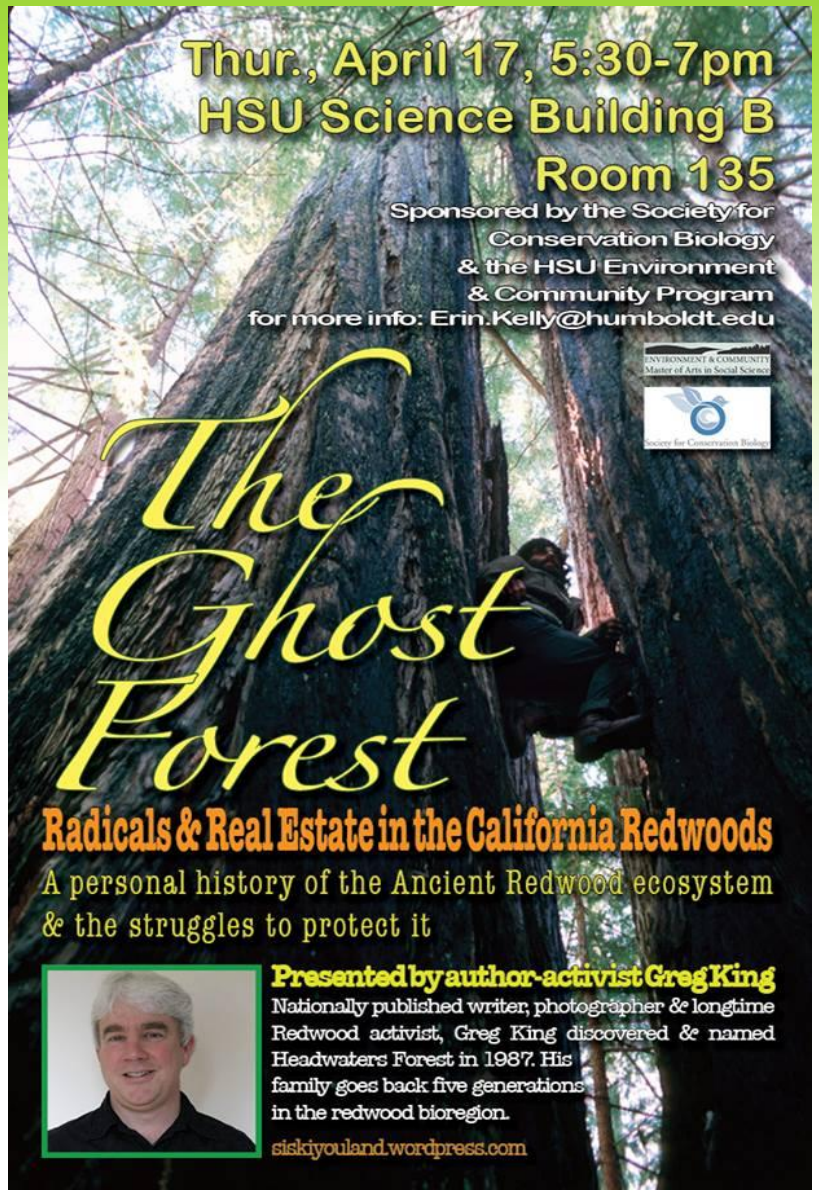
bird ally

Society for Conservation Biology

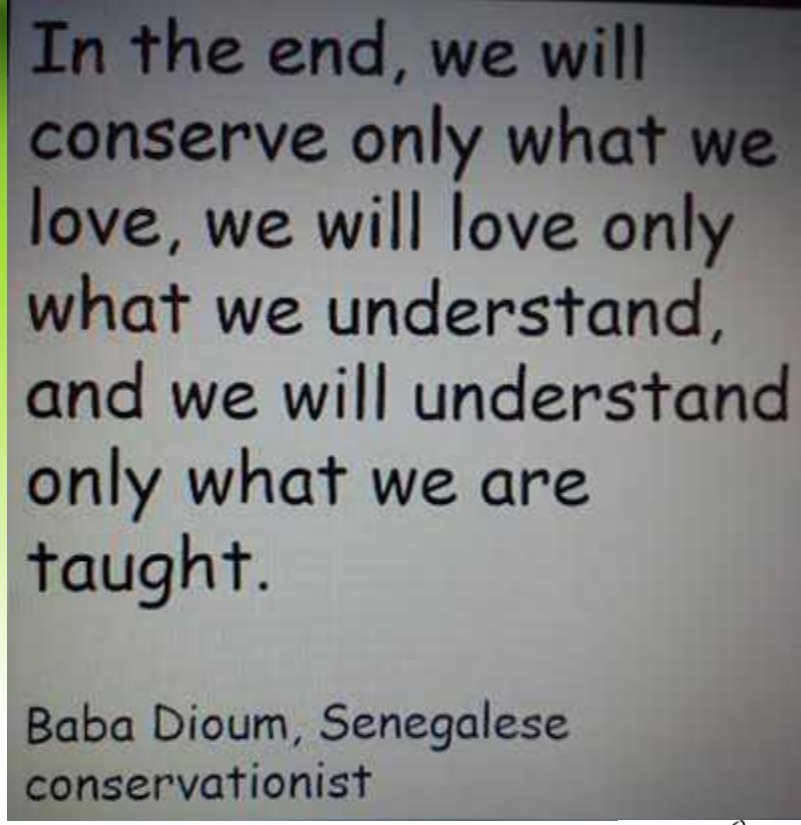
Film Screenings / Guest Speakers

- Several / semester
- Usually partner with local organizations





- Follow the 3 basic principles:
  - Accessible
  - Exciting
  - Personable



Bobby Shearer, President, HSU-SCB

Robert@EndangeredEarth.org

Society for Conservation Biology

Topics covered in Discussion & Panel:

Who are you connecting with? Who should SCB Chapters be connecting with?

- Active conservation practitioners
  - Might be difficult bc they don't see a direct link to SCB
  - Solutions:
    -move Chapter away from university setting or headquarters
    -nominate individuals (who are not on many other boards!)
    -move meetings off-campus
- Indigenous peoples
  - Find natural resource department reps in the local tribes (in the US)
- Internet public
  - tag individuals in facebook photos
  - find overlapping interest groups (e.g., nature photographers)
  - be consistent and frequent with posting on facebook and blogs

How to sustain SCB Chapters and similar grassroots organizations

- Ensure many folks are leaders or have responsibilities (make them point contacts on parts of a project or an entire project)
- Give students official credit from university if possible/applicable
- Build relationships (takes time!)
- Build in longer-term leadership tenures (more than 1 year)
- Have a system that enables gradual upward movements within leadership structure and ensures that a past leader is still present (e.g., you can only be President if you've been Vice-President)
- Target/shepherd folks to develop into leaders

How to engage different audiences

- Target young, new students
- Have outdoors & hands-on activities
- Have non-strictly-science events (e.g., poster design competitions)

Suggestions for brand new Chapters

- Find captive audience in university classrooms (get professors to advertise briefly to classes)
- Go to other related groups (board meetings and general meetings)
- Always have a sign-up list and then send regular updates or newsletters
- Have a good, updated website
- Ensure there's a core group of motivated actors