

Tongass National Forest

Interpretation and Conservation Education Strategy

2009-2014

Program Vision

Our vision of the Forest interpretive, conservation education (I&CE) and NatureWatch programs is: to create a future where the Tongass National Forest is nationally recognized in presenting effective, engaging interpretation, conservation education and NatureWatch services that meet the needs and expectations of our public and further our land stewardship mission.

Goals and Objectives

Goal 1: Program Coordination

Promote a coordinated, sustainable I&CE and NatureWatch program at all levels of the Forest.

Objective 1.a – Funding and reporting for I&CE and NatureWatch programs are provided by all resource areas and are reliable and consistent.

Objective 1.b – National Interpretation and Conservation Education positions at the District and Forest level provide a high level of coordination and support for program implementation.

Objective 1.c – Interpretive Services and Conservation Education are treated as one program on the Tongass National Forest.

Goal 2: High-Quality Services that Meet Needs

Provide products and services that will create intellectual and emotional connections between people and their natural and cultural heritage, thereby instilling respect and appreciation for America's public lands and fostering their protection and stewardship through time. These products and services are high-quality, reflect Forest priorities and key messages, and meet the needs and expectations of our customers.

Objective 2.a – Products and services provided by the Tongass National Forest I&CE and NatureWatch programs meet the audience's needs and expectations.

Objective 2.b – I&CE efforts communicate accurate information and are based on the best scientific information available.

Objective 2.c – Programs and services provided by the I&CE program are consistent and are correlated to State Educational Standards, Tongass Key Messages, and Best Management Practices in I&CE and NatureWatch.

Objective 2.d – Tongass NF interpretation, conservation education and NatureWatch leadership will provide guidelines for development of educational and interpretive products, programs and services.

Objective 2.e – Products and services provided by the Tongass I&CE program are regularly monitored for conformance to quality and content standards.

Goal 3: Building Partnerships

Increase and enhance interpretive services and conservation education partnerships on the Tongass National Forest.

Objective 3.a – The Tongass NF will strengthen existing partnerships with agencies and organizations in Southeast Alaska.

Objective 3.b – The Tongass NF will work pro-actively with the visitor industry on projects that support Forest priorities, and that fulfill visitors' needs and expectations.

Objective 3.c – The Tongass NF will strengthen our internal partnerships at all levels of the organization.

Objective 3.d – The Tongass NF will build new, innovative, and sustainable partnerships with agencies and organizations at the local, regional and national levels.

Objective 3.e – The Tongass NF will be a leader in efforts to build coalitions of program providers and customers in Southeast Alaska experientially and virtually.

Goal 4: Professional Development

Develop and retain a professional Interpretive Services and Conservation Education staff on the Tongass NF.

Objective 4.a – The Tongass NF will improve professionalism and skills of I&CE and NatureWatch practitioners and managers.

Objective 4.b – The Tongass NF will build strong networks and support systems for Forest I&CE and NatureWatch program providers.

Objective 4.c – The Tongass NF will develop consistent and increasingly responsible career opportunities for I&CE and NatureWatch program providers.

Objective 4.d – The Tongass NF will pro-actively develop and participate in recognition programs that reward and encourage professional excellence.