TODAY'S TRAINING - "HOW TO BUILD EFFECTIVE VIRTUAL PROGRAMS"

- ❑ Everyone will be placed on MUTE
- ❑ Ask Questions in the Comment Box during the presentation
- ❑ At the Conclusion we will open it up for more questions

Presenting Virtually:

Platforms, Promotion, & Logistics

Blake Johnson
Natural Resource Specialist
B. Everett Jordan Lake
Wilmington District

Tim Bischoff
Natural Resource Specialist
Rend Lake
St. Louis District

US Army Corps of Engineers

U.S.ARMY

US Army Corps of Engineers

WHAT'S AVAILABLE TO US?

U.S. ARMY

US Army Corps of Engineers

WHAT'S AVAILABLE WITH THE PUBLIC?

U.S.ARMY

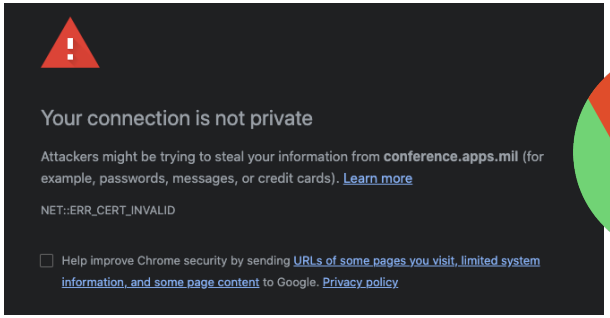
WHY THOUGH

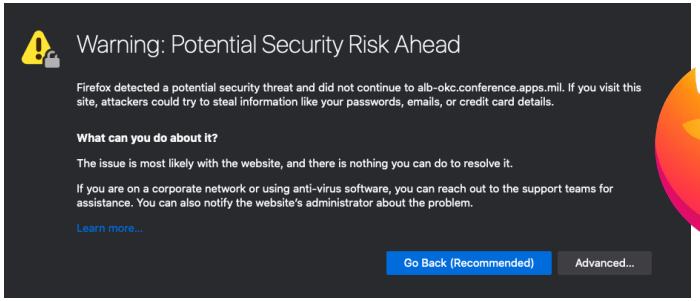
- Can only connect with those in DoD domain.

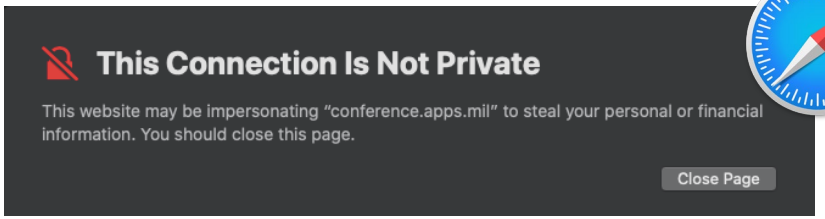
- Can make public rooms for anyone.
- Doesn't work with everyone's work computers.
- People can join via browser, but will need to download an add-on.
- People will need two devices to hear and participate.
    - Not inclusive!

Defense Collaboration Services (DCS)

- Theoretically, *can* invite anyone.
- Really impossible to join though.







US Army Corps of Engineers

WHAT CLASSROOMS ARE USING

U.S.ARMY

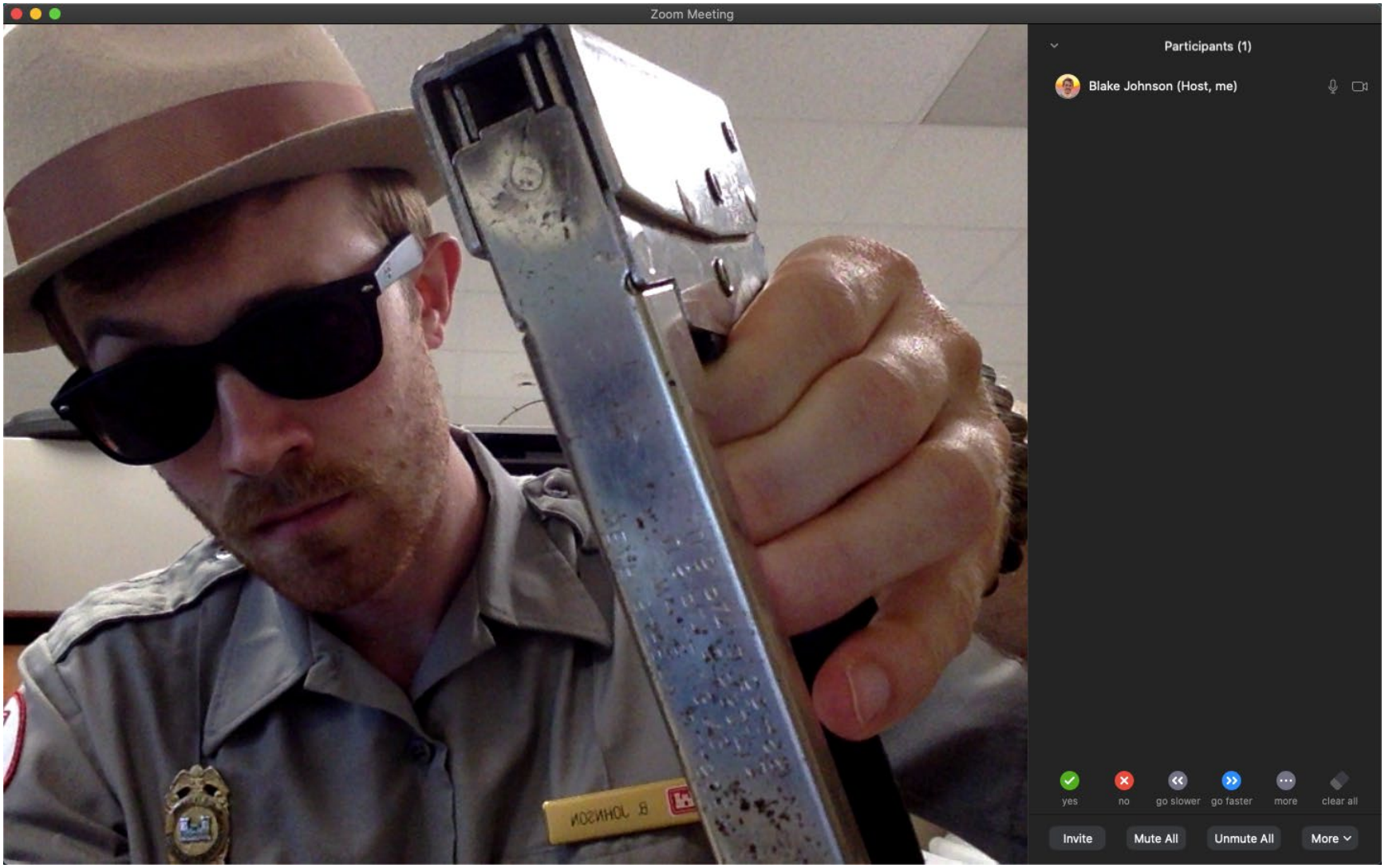
Meet

zoom

US Army Corps of Engineers

zoom

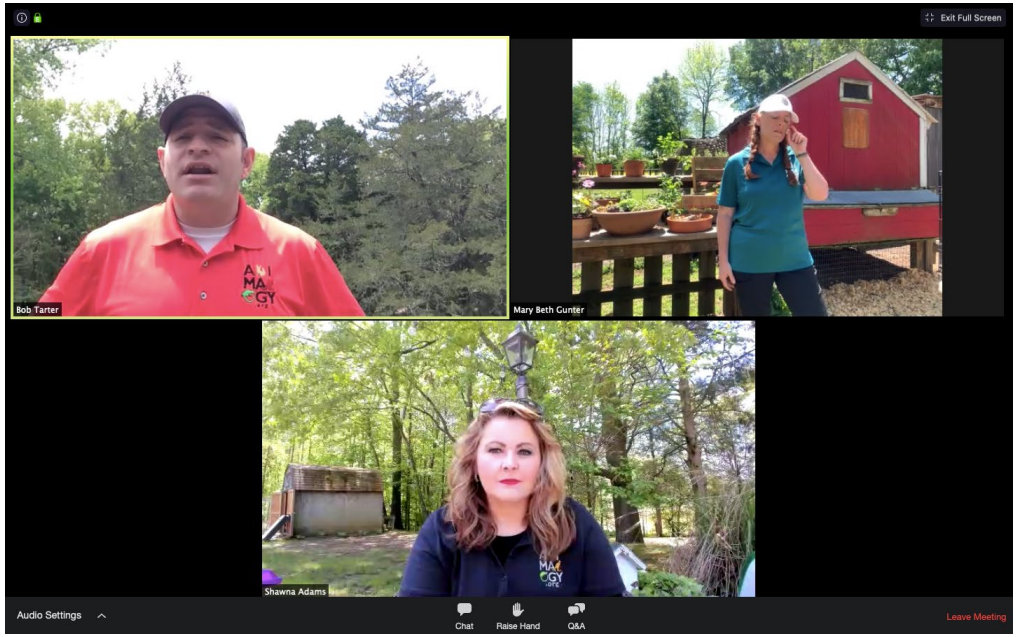
U.S.ARMY

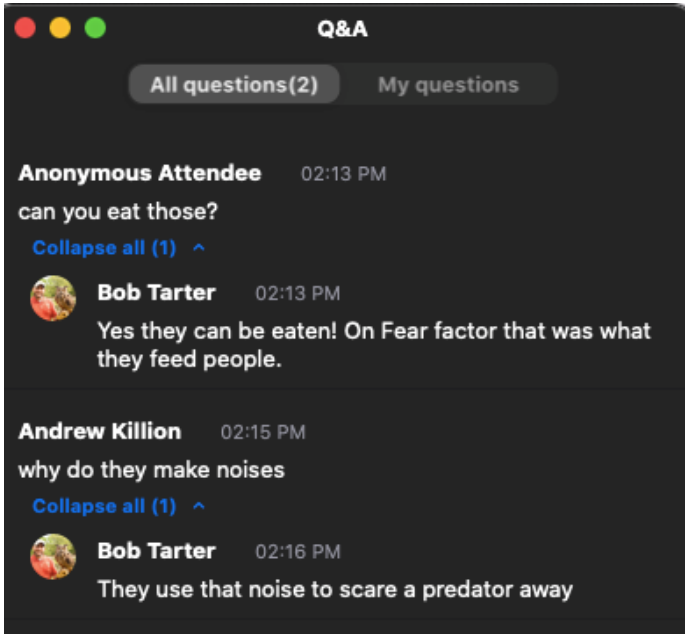


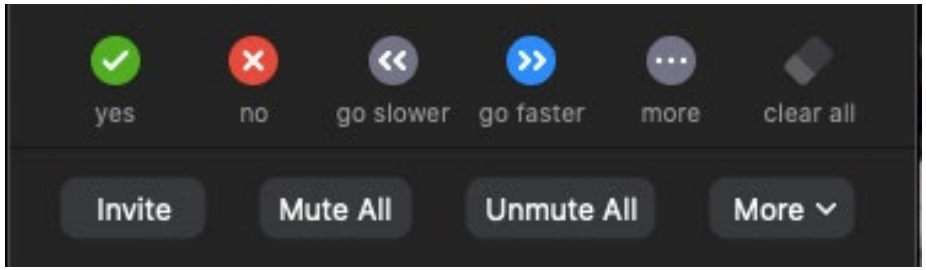
US Army Corps of Engineers

zoom

U.S.ARMY



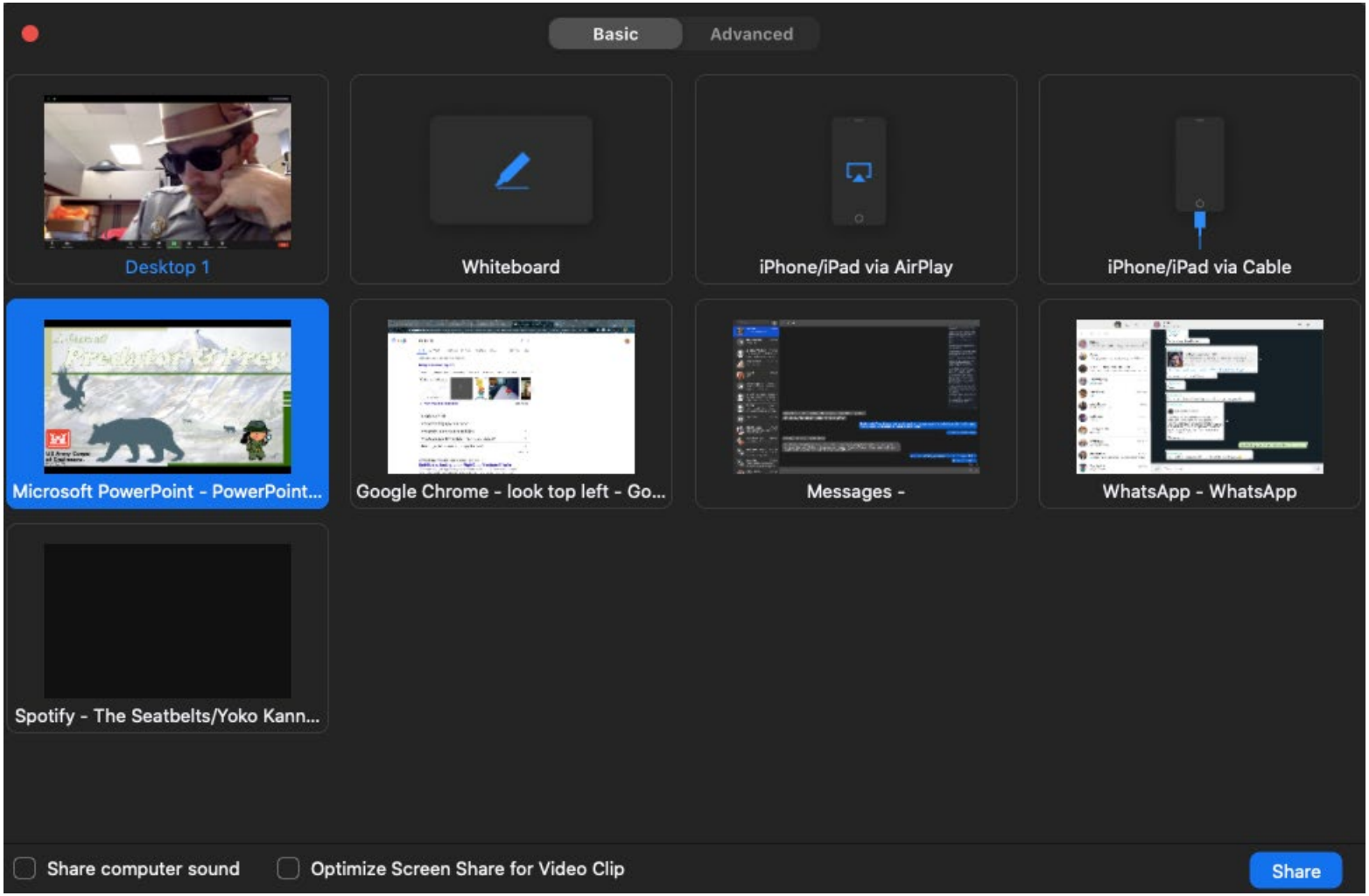




US Army Corps of Engineers

zoom

U.S.ARMY



US Army Corps of Engineers

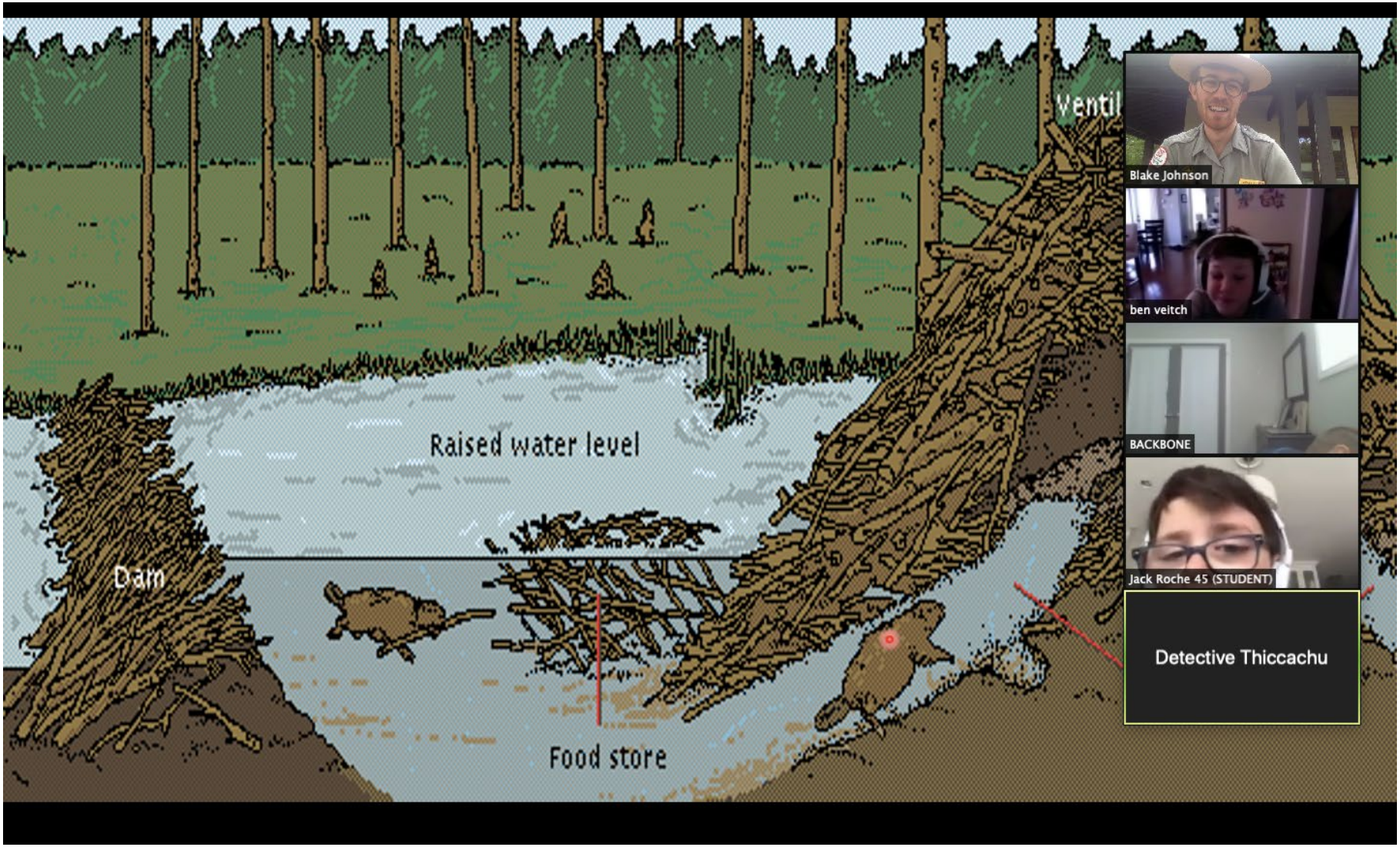
zoom

U.S.ARMY

US Army Corps of Engineers

zoom

U.S.ARMY



US Army Corps of Engineers

zoom

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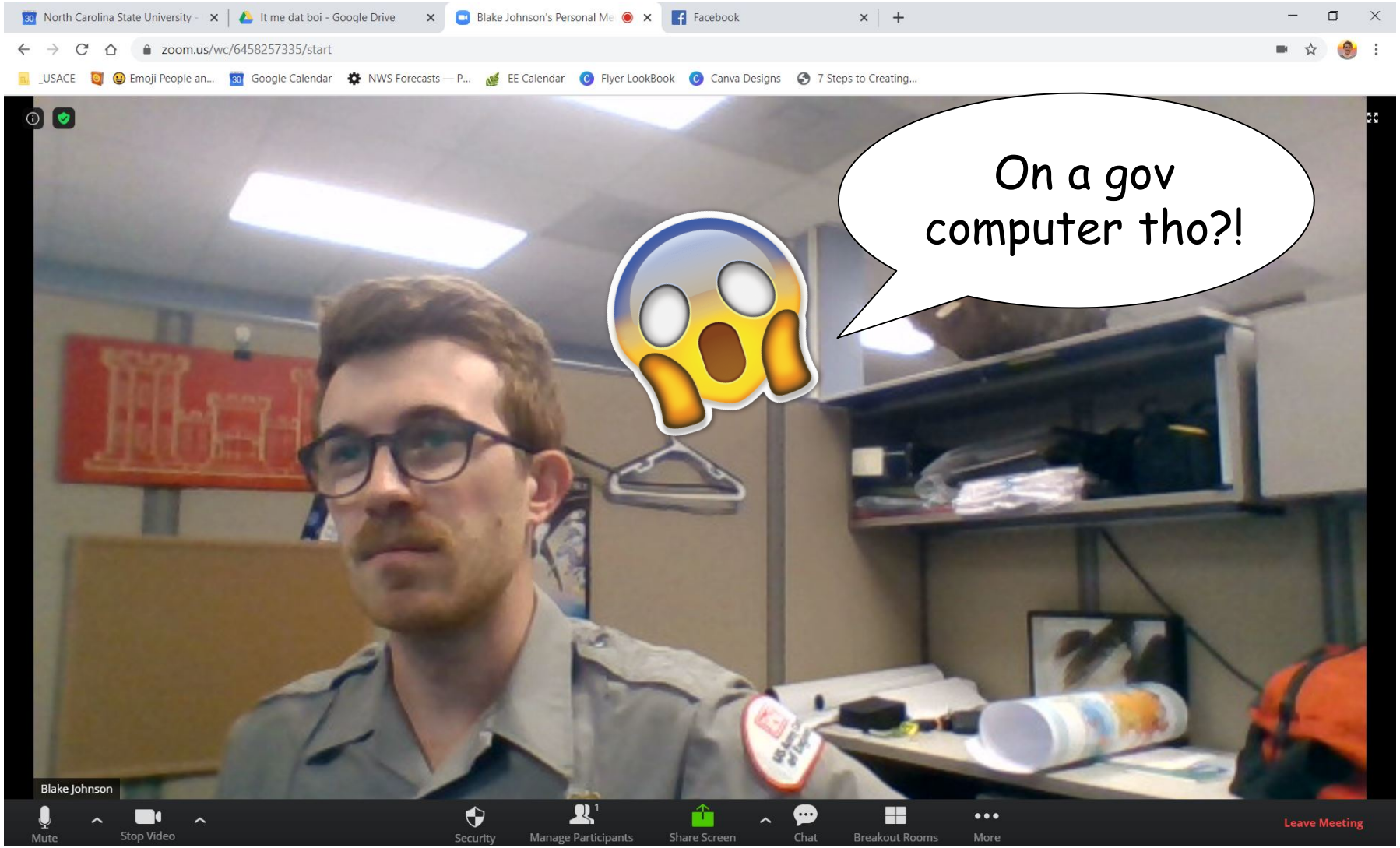
US Army Corps of Engineers

zoom

U.S.ARMY



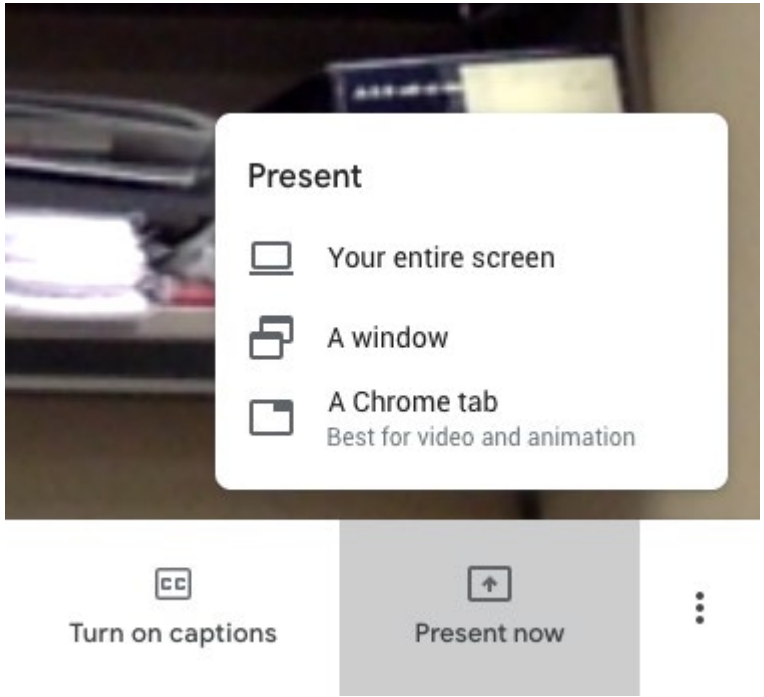
US Army Corps of Engineers

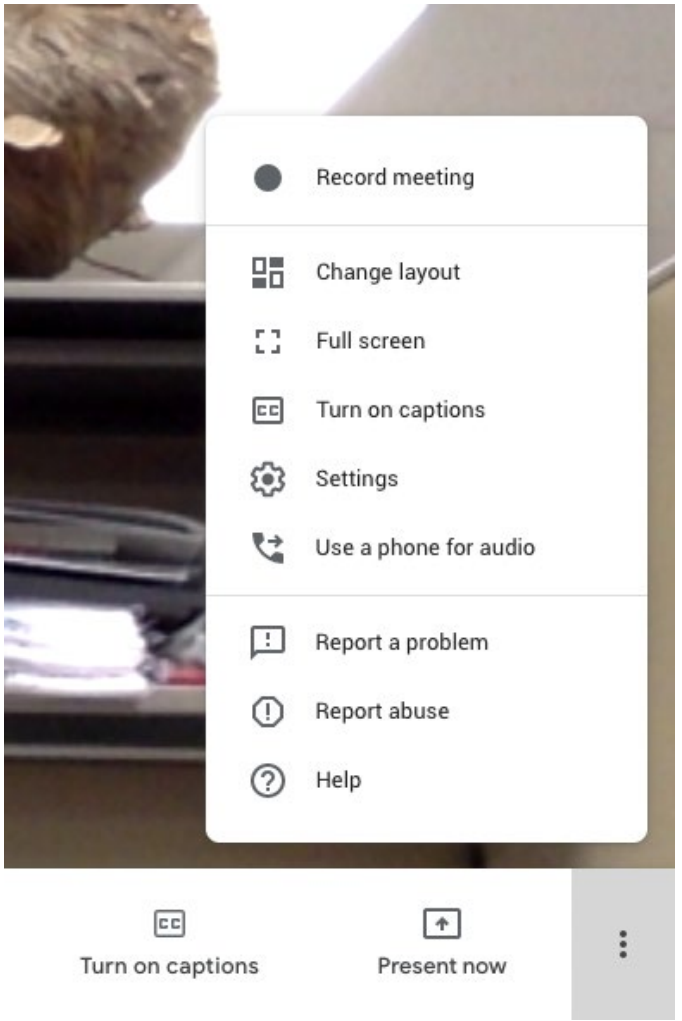
Meet

U.S.ARMY

US Army Corps of Engineers

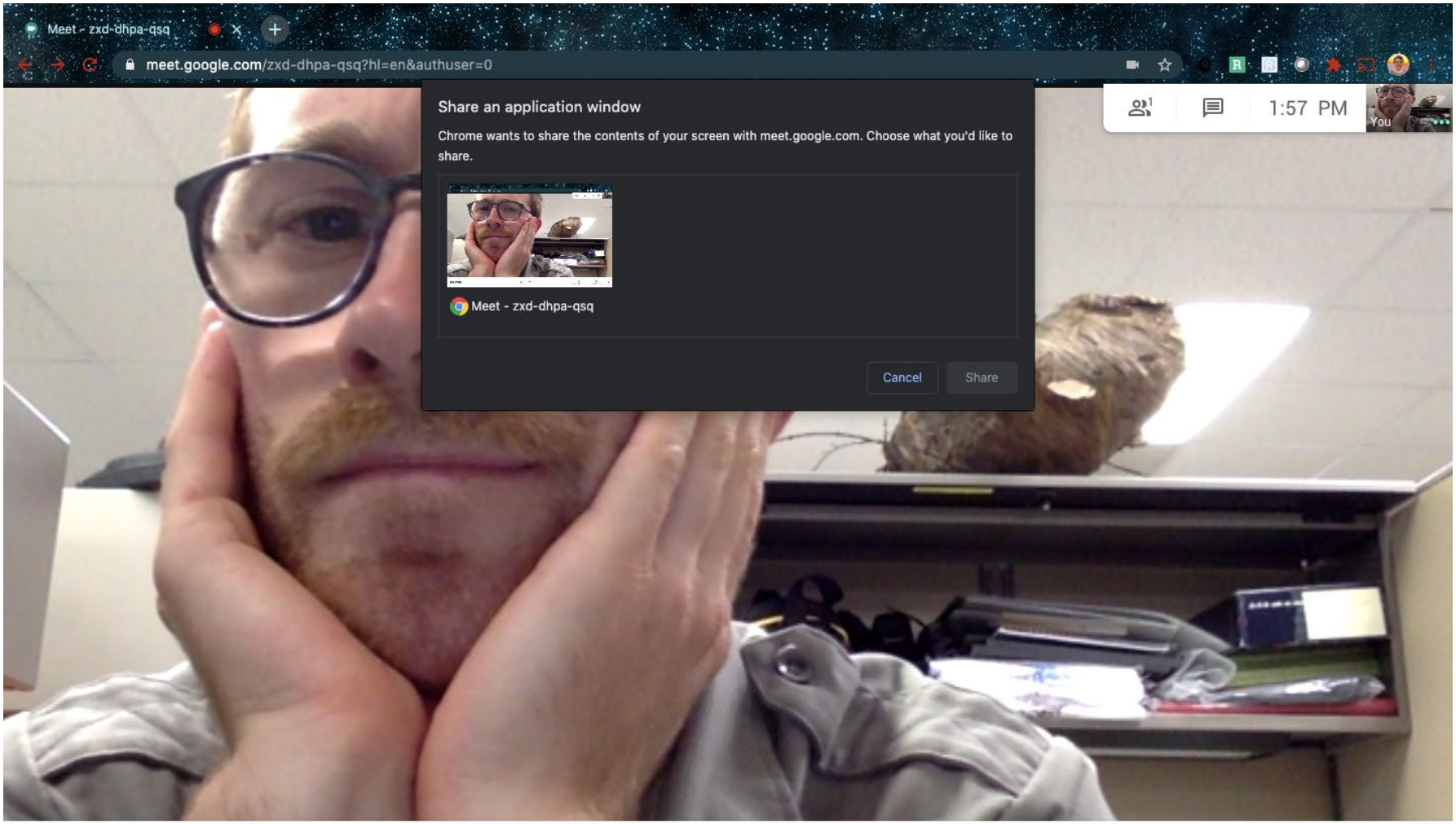
Meet





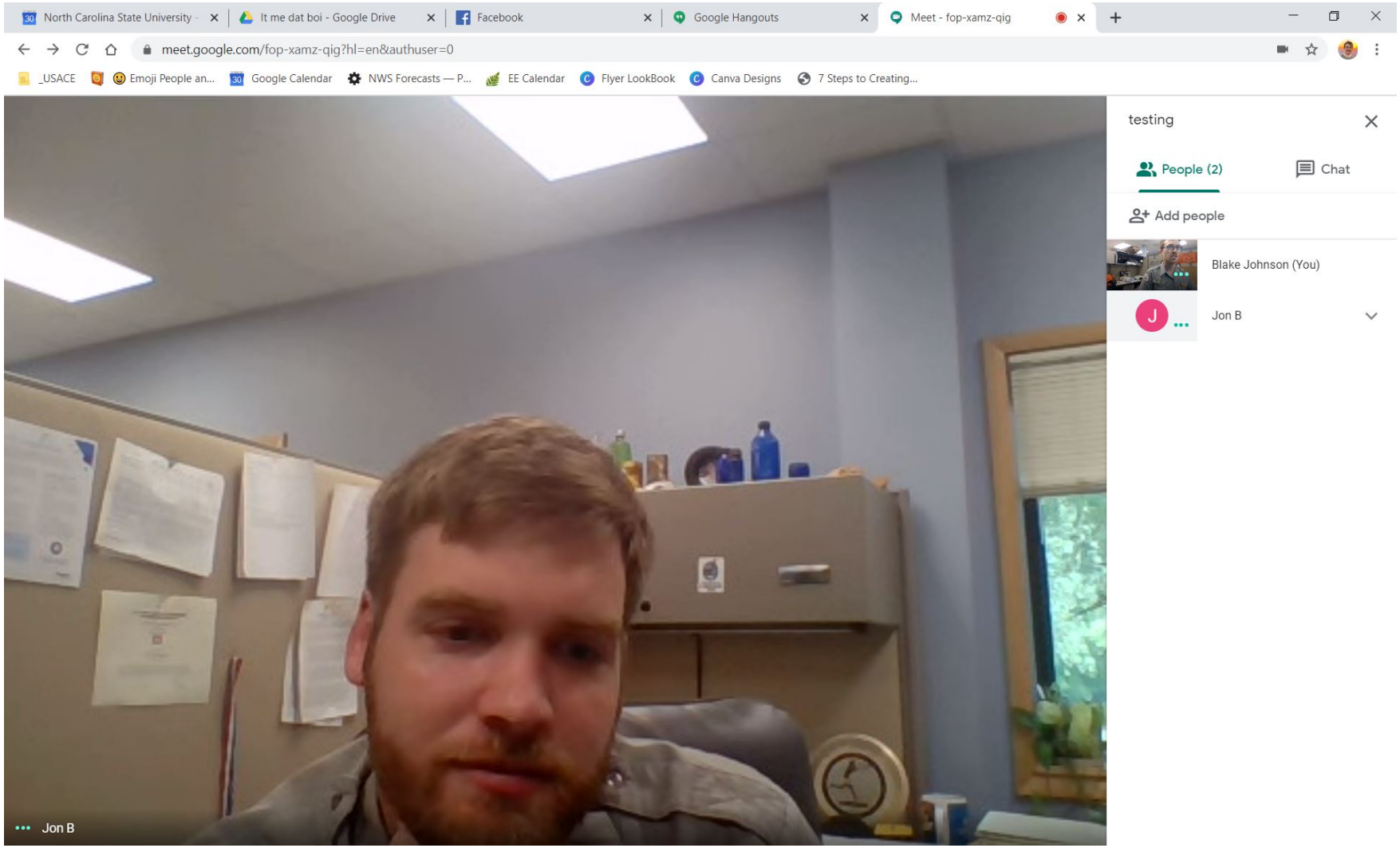
US Army Corps of Engineers

Meet



US Army Corps of Engineers

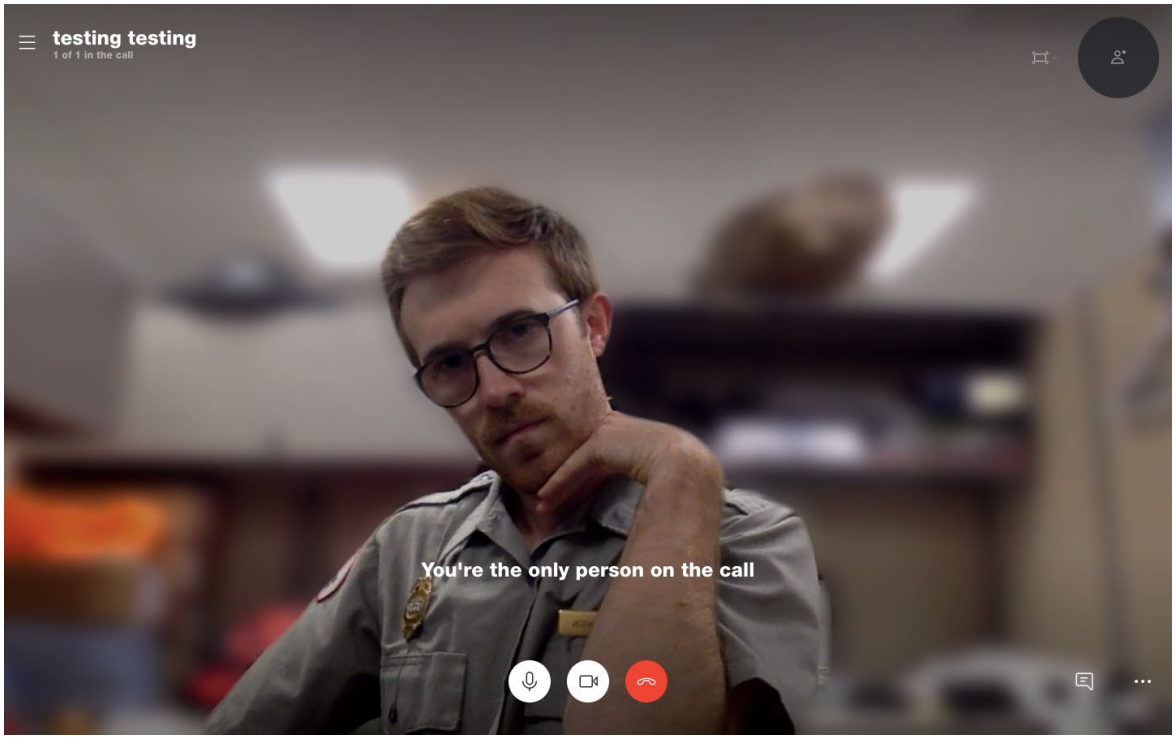
Meet



US Army Corps of Engineers

Skype

I haven’t had anyone ask to use Skype.



US Army Corps of Engineers

LOGISTICS

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- Government computers can run Zoom & Meet on Google Chrome.
  - Will need to use a Gmail email address though for Meet.

- Always prepare your station and setup a bit before the program.
  - Make sure if the teacher is hosting, to get the invite link some time before the meeting. Sometimes they forget to send it or send the wrong one.

PROMOTING YOUR PROGRAMS

Microsoft | Skype in the Classroom (Preview) Find Activities & Classrooms Resources Support Blake

Blake Johnson
Guest Speaker

18105 Miles | 0 Sessions | 0 Countries/Regions

My Calendar

Delete user

Hello! I am a Natural Resource Specialist & Park Ranger for the US Army Corps of Engineers over at Jordan Lake in North Carolina. I'm currently pursuing my NC Environmental Education Certification and have spent the last several years designing and conducting programs in both the classroom and outdoor setting.

Role: Natural Resource Specialist / Park Ranger at:US Army Corps of Engineers
Location: Moncure, North Carolina, USA
Timezone: GMT -4

A Case of Predator & Prey

Make this activity visible

Duration: 45 min
Languages: English

Guest Speaker Session

We've had a string of incidents occur at our park, and we're looking for a team of thinkers to help us get to the bottom of it. Put on your detective hat - your team will assess the scene, evidence, and culprits to find what animals are responsible. Along the way, we'll learn about how these animals are connected by a grander system and our place in this as well. ...

View more

Add a Guest Speaker Session

PROMOTING YOUR PROGRAMS

B Everett Jordan Dam & Lake, U.S. Army Corps of Engineers

Published by Blake Johnson [?] · April 10 ·

Tune in here tonight at 6 PM to watch a ranger go over how to set up a backyard campsite! We'll be going over setting up your tent, setting up bedding, starting a fire, and more! This is the perfect introduction for someone who's never camped before and is interested in learning.

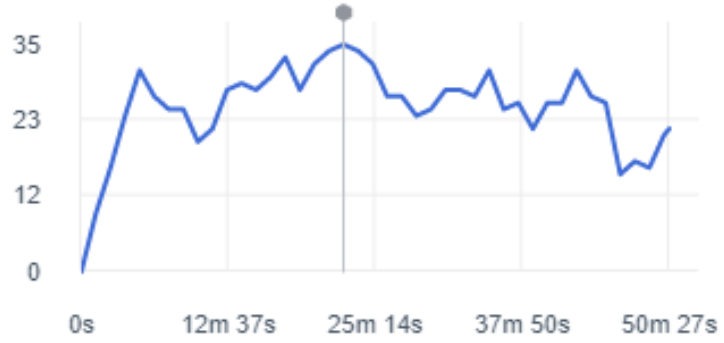
Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

3,927	258	
People Reached	Engagements	Boost Post

Carol Conley Tate, Deborah Guerrar and 39 others 2 Comments 19 Shares

50:26 Broadcast

Viewers During Live Broadcast



PROMOTING YOUR PROGRAMS

B Everett Jordan Dam & Lake, U.S. Army Corps of Engineers
Published by Blake Johnson [?] · April 17 ·

Are y'all ready to start next week strong? Join us for a family friendly, animal based workout here on Facebook Live next Monday, the 20th at 10 AM!

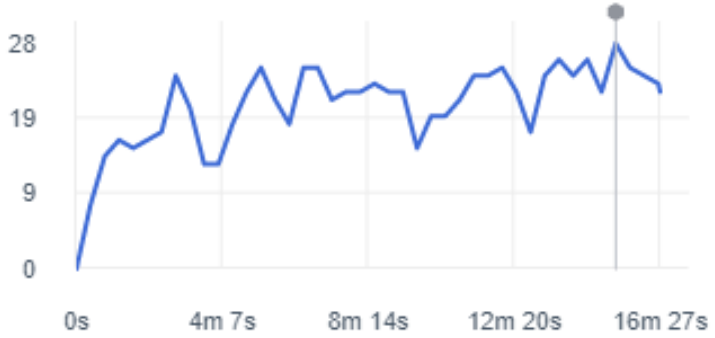
Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,541	33	Boost Post
People Reached	Engagements	

Amber Tilton, Jennifer Justice Hunt and 6 others — 2 Shares

16:37 Broadcast

Viewers During Live Broadcast

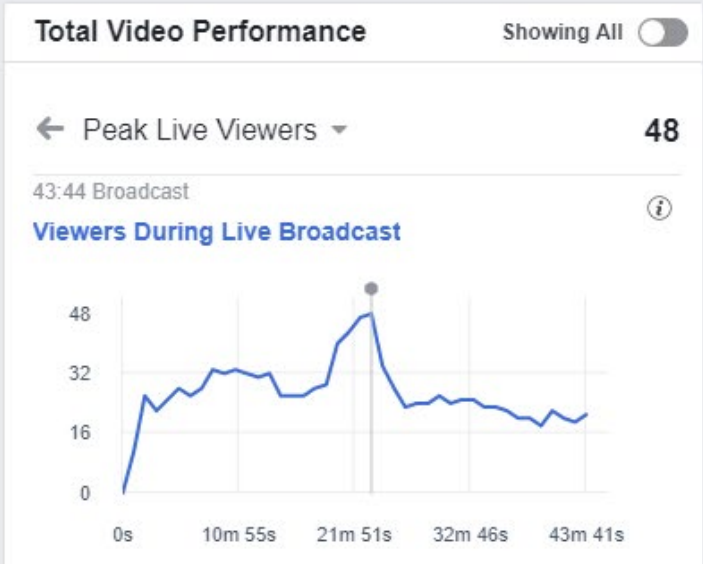


PROMOTING YOUR PROGRAMS

B Everett Jordan Dam & Lake, U.S. Army Corps of Engineers: Coffee with a Ranger: Jordan Lake & Flood Management...

Special Edition! We go over how/why Jordan Lake was created, how we manage for floods, and why it's so important that we do so!

43:44 · Was Live: 05/28/2020 · Owned · Appears Once · View Permalink · Copy Video ID



PROMOTING YOUR PROGRAMS

B Everett Jordan Dam & Lake, U.S. Army Corps of Engineers

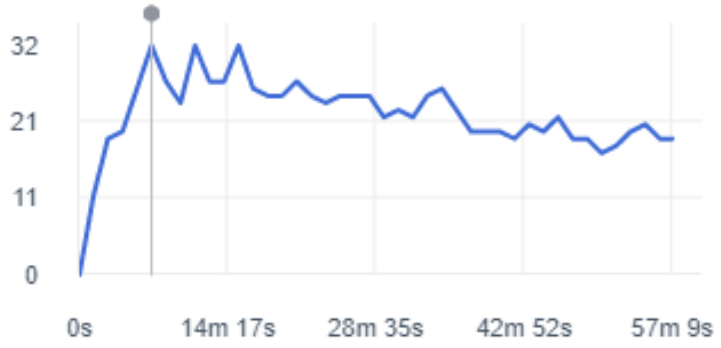
Posted by Blake Johnson

Jun 15 ·

Exciting news! Tomorrow's Coffee (or tea!) with a Ranger episode will be featuring a special guest, Major General Diana Holland! Bring your questions and tune in... See More

57:10 Broadcast

Viewers During Live Broadcast



PROMOTING YOUR PROGRAMS

B Everett Jordan Dam & Lake, U.S. Army Corps of Engineers
Published by Blake Johnson [?] · June 19 at 3:10 PM ·

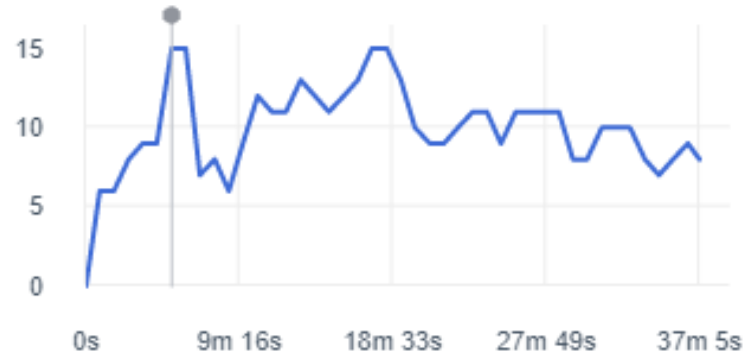
Listen, you all have been tuned in long enough to the Coffee with a Ranger series that I think it's time to sit down and have the talk about the birds and the bees.

Tune in this Tuesday at 9:15 AM for our special episode on pollinators for National Pollinators Month!

We're not the only ones talking about pollinators! Check out the Virtual Pollinator Field Day offered by the North Carolina Pollinator Conservation Alliance. Free registration for the trip can be found here: https://growingsmallfarms.ces.ncsu.edu/…/virtual-pollinato…/

37:08 Broadcast

Viewers During Live Broadcast



B Everett Jordan Dam & Lake, U.S. Army Corps of Engineers was live.
Published by Blake Johnson [?] · June 23 at 9:13 AM ·

Let's talk about pollinators and pollination! Join us for a special episode of Coffee with a Ranger and bring some questions!

Watch together with friends or with a group Start

1,211 People Reached **214** Engagements **Boost Post**

11 14 Comments 2 Shares 427 Views

TERMINUS DAM:
LAKE KAWEAH
SOUTHERN OPERATIONS BRANCH
SACRAMENTO DISTRICT

Prepared by Ryan Watson

Senior Park Ranger

2020

"The views, opinions and findings contained in this report are those of the authors(s) and should not be construed as an official Department of the Army position, policy or decision, unless so designated by other official documentation."

US Army Corps of Engineers®

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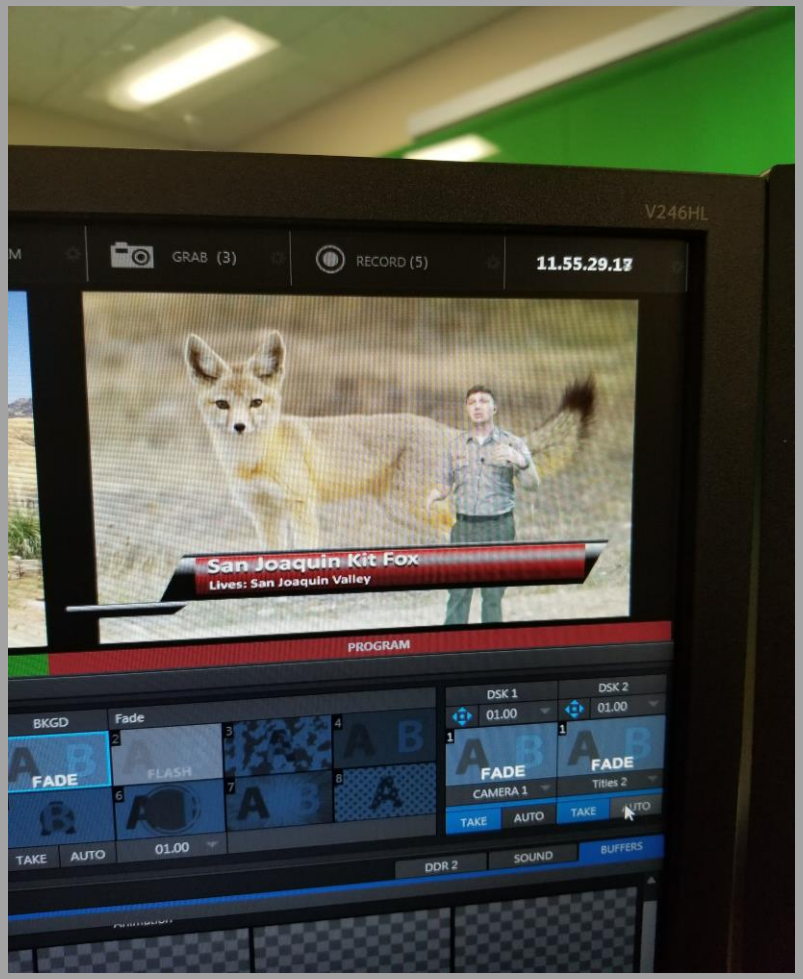


INTERACTIVE VIDEO CONFERENCING (IVC)

US Army Corps of Engineers ®

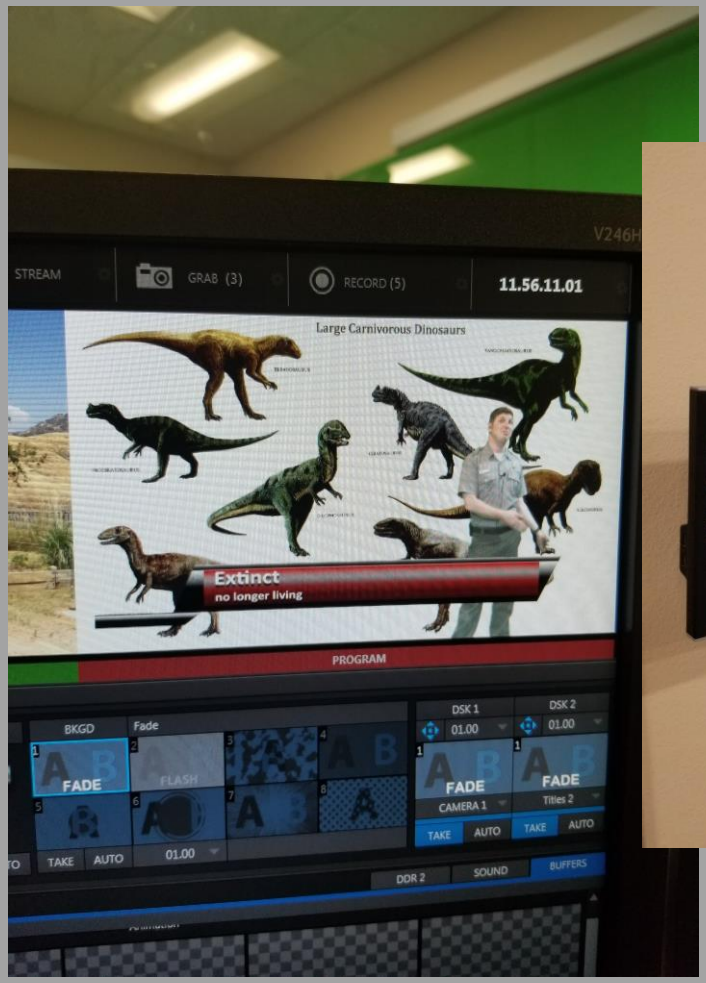
U.S.ARMY

What IVC means for Lake Kaweah?

Over 2100 students educated per school year

US Army Corps of Engineers ®

U.S.ARMY



US Army Corps of Engineers ®

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LET THE SHOW BEGIN….

US Army Corps of Engineers ®

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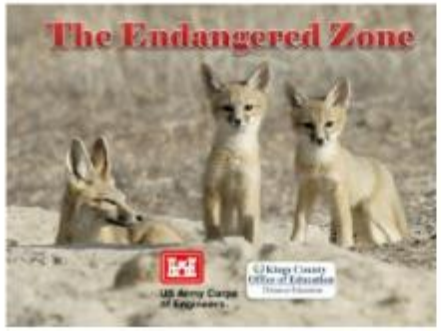
Our Programs:

Programs

What's the Dirt on Soil? Gr 4-5

Students will identify the three different types of soil and the three layers in a normal soil profile. Students will be able to explain soil porosity through experiments and determine the importance of soil conservation.



The Endangered Zone Gr 2-4

Students will identify the three basic needs of all organisms, illustrate food chains and explain the importance of a balanced ecosystem. Students will be introduced to three endangered species from our local area and investigate the four causes of endangerment.

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How do you become IVC ready?

US Army Corps of Engineers ®

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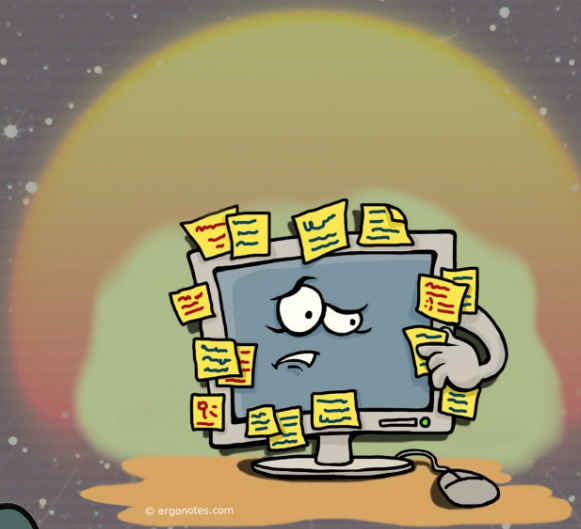
Thank you

Presenting Virtually:
Tracking Contacts



Amanda Kruse
Natural Resource Specialist
St. Louis District

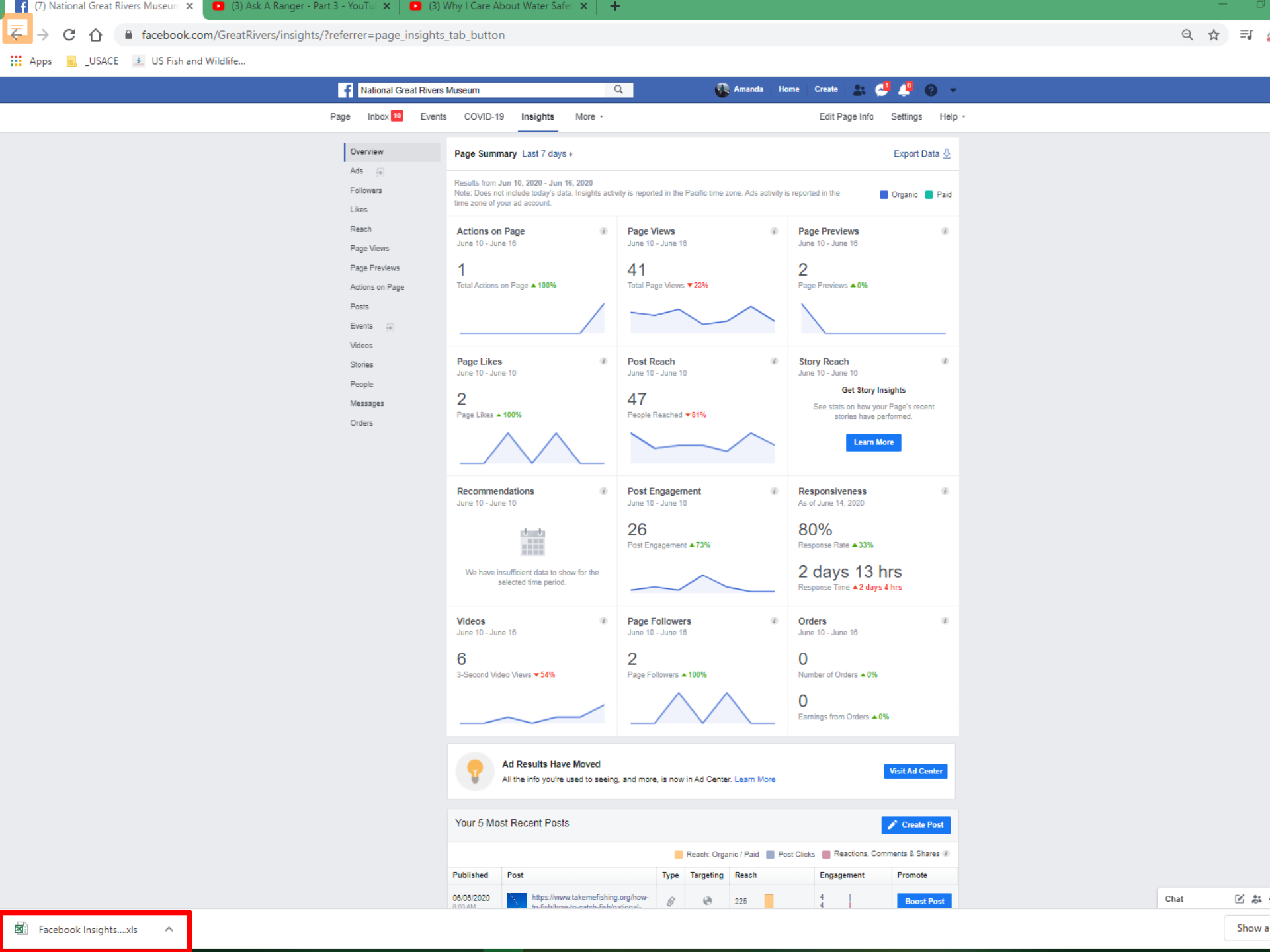
US Army Corps of Engineers

U.S.ARMY

FACEBOOK

- PAO sends monthly Facebook metrics to HQ
  - Page Level (number of followers, average daily reach, total monthly impressions)
  - Post Level (number of posts, number of comments, likes, and shares)

- Individual posts or specific time frame
  - Comments, likes, and shares


(7) National Great Rivers Museum
(3) Ask A Ranger - Part 3 - YouTu
(3) Why I Care About Water Safe
facebook.com/GreatRivers/insights/?referrer=page_insights_tab_button
Apps
_USACE
US Fish and Wildlife...
National Great Rivers Museum
Amanda
Home
Create
Page
Inbox 10
Events
COVID-19
Insights
More
Edit Page Info
Settings
Help
Overview
Ads
Followers
Likes
Reach
Page Views
Page Previews
Actions on Page
Posts
Events
Videos
Stories
People
Messages
Orders
Page Summary Last 7 days
Export Data
Results from Jun 10, 2020 - Jun 16, 2020
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.
Organic
Paid
Actions on Page
June 10 - June 16
1
Total Actions on Page ▲100%
Page Views
June 10 - June 16
41
Total Page Views ▼23%
Page Previews
June 10 - June 16
2
Page Previews ▲0%
Page Likes
June 10 - June 16
2
Page Likes ▲100%
Post Reach
June 10 - June 16
47
People Reached ▼81%
Story Reach
June 10 - June 16
Get Story Insights
See stats on how your Page's recent stories have performed.
Learn More
Recommendations
June 10 - June 16
We have insufficient data to show for the selected time period.
Post Engagement
June 10 - June 16
26
Post Engagement ▲73%
Responsiveness
As of June 14, 2020
80%
Response Rate ▲33%
2 days 13 hrs
Response Time ▲2 days 4 hrs
Videos
June 10 - June 16
6
3-Second Video Views ▼54%
Page Followers
June 10 - June 16
2
Page Followers ▲100%
Orders
June 10 - June 16
0
Number of Orders ▲0%
0
Earnings from Orders ▲0%
Ad Results Have Moved
All the info you're used to seeing, and more, is now in Ad Center. Learn More
Visit Ad Center
Your 5 Most Recent Posts
Create Post
Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares
Published
Post
Type
Targeting
Reach
Engagement
Promote
06/06/2020
https://www.takemefishing.org/how-
225
Boost Post
Chat
Facebook Insights....xls
Show a

US Army Corps of Engineers

Rend Lake Project Office/ Visitor Center

Amanda Home Create

Page

Post Details

Let More People See Your Post

Reach more people near you by adding your post to the Coronavirus (COVID-19) Information Center. See Similar Posts

Create Post

Rend Lake Project Office/ Visitor Center

Published by Jackie Taylor · June 13 at 1:00 PM

Volunteers from Local 773 Laborors Union are making a difference today at Rend Lake! They worked to complete placement of a portion of the concrete at the new North Marcum Archery Complex. We are one step closer to completion!

Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

8,103 People Reached | 840 Engagements | Boost Post

Tammi Eschmann, Rick N Amy Corn and 89 others 4 Comments 23 Shares

Like Comment Share

Performance for Your Post

8,103 People Reached

252 Reactions, Comments & Shares

199 Like	84 On Post	115 On Shares
12 Love	5 On Post	7 On Shares
1 Haha	1 On Post	0 On Shares
3 Wow	2 On Post	1 On Shares
14 Comments	6 On Post	8 On Shares
23 Shares	23 On Post	0 On Shares

588 Post Clicks

226 Photo Views	0 Link Clicks	362 Other Clicks

NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Like Comment Share

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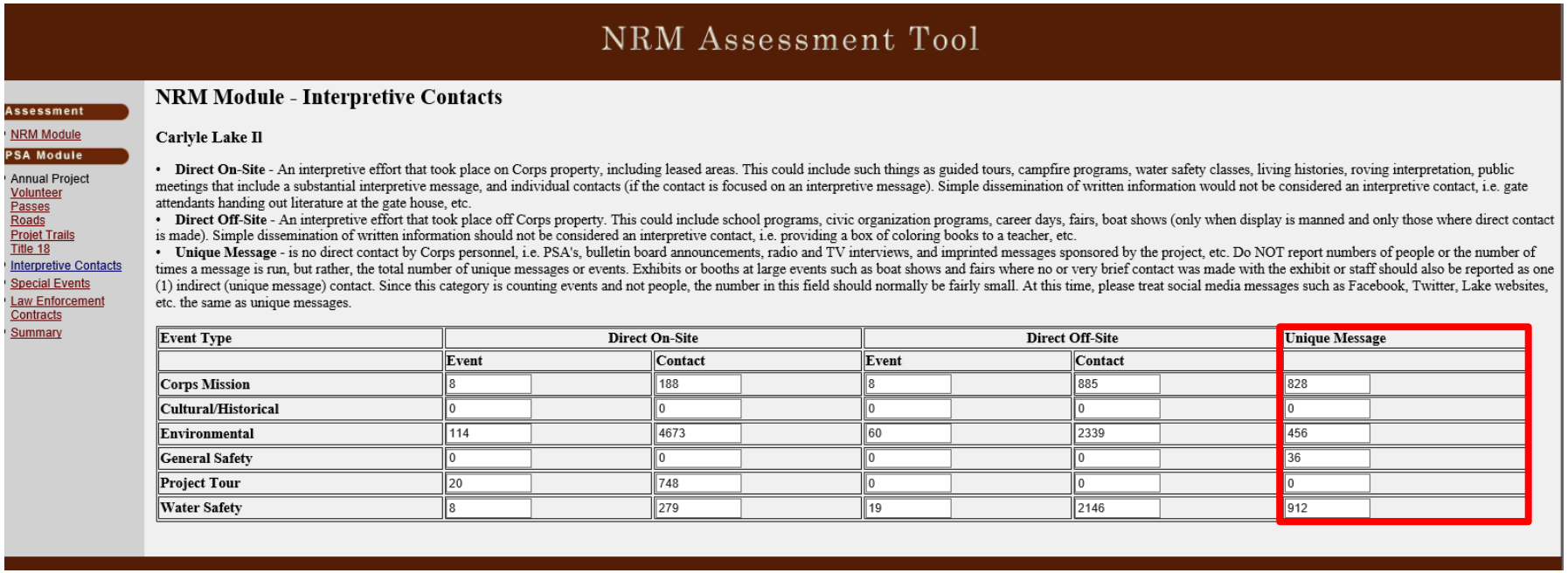
TRACKING VIRTUAL INTERPRETIVE CONTACTS

- NRM module – interpretive contacts
- Social media = Unique message



NRM Assessment Tool

Assessment
- NRM Module

PSA Module
- Annual Project
- Volunteer
- Passes
- Roads
- Projet Trails
- Title 18
- Interpretive Contacts
- Special Events
- Law Enforcement Contracts
- Summary

NRM Module - Interpretive Contacts

Carlyle Lake II

- **Direct On-Site** - An interpretive effort that took place on Corps property, including leased areas. This could include such things as guided tours, campfire programs, water safety classes, living histories, roving interpretation, public meetings that include a substantial interpretive message, and individual contacts (if the contact is focused on an interpretive message). Simple dissemination of written information would not be considered an interpretive contact, i.e. gate attendants handing out literature at the gate house, etc.
- **Direct Off-Site** - An interpretive effort that took place off Corps property. This could include school programs, civic organization programs, career days, fairs, boat shows (only when display is manned and only those where direct contact is made). Simple dissemination of written information should not be considered an interpretive contact, i.e. providing a box of coloring books to a teacher, etc.
- **Unique Message** - is no direct contact by Corps personnel, i.e. PSA's, bulletin board announcements, radio and TV interviews, and imprinted messages sponsored by the project, etc. Do NOT report numbers of people or the number of times a message is run, but rather, the total number of unique messages or events. Exhibits or booths at large events such as boat shows and fairs where no or very brief contact was made with the exhibit or staff should also be reported as one (1) indirect (unique message) contact. Since this category is counting events and not people, the number in this field should normally be fairly small. At this time, please treat social media messages such as Facebook, Twitter, Lake websites, etc. the same as unique messages.

Event Type	Direct On-Site		Direct Off-Site		Unique Message
	Event	Contact	Event	Contact	
Corps Mission	8	188	8	885	828
Cultural/Historical	0	0	0	0	0
Environmental	114	4673	60	2339	456
General Safety	0	0	0	0	36
Project Tour	20	748	0	0	0
Water Safety	8	279	19	2146	912

NRM Assessment UPDATES

Changes to Interpretive Contacts:

- **Direct On-Site** - An interpretive effort that took place on Corps property, including leased areas. This could include such things as guided tours, campfire programs, water safety classes, living histories, roving interpretation, public meetings that include a substantial message, and individual contacts (if the contact is focused on a specific message). Simple dissemination of written information would not be considered an interpretive contact, i.e. gate attendants handing out literature at the gate house, etc.
- **Direct Off-Site** - An interpretive effort that took place off Corps property. ***This could include interactive virtual programs (such as Skype for Classroom/Facebook Live/Webex programs)***, school programs, civic organization programs, career days, fairs, boat shows (only when display is manned and only those where direct contact is made). Simple dissemination of written information should not be considered an interpretive contact, i.e. providing a box of coloring books to a teacher, etc.
- **Static Unique Message** – An interpretive effort where there is no direct contact by Corps personnel, i.e. PSA's, bulletin board announcements, radio and TV interviews, and imprinted messages sponsored by the project, etc. Do NOT report numbers of people or the number of times a message is run, but rather, the total number of unique messages or events. Exhibits or booths at large events such as boat shows and fairs where no or very brief contact was made with the exhibit or staff should also be reported as one (1) indirect (unique message) contact. Since this category is counting events and not people, the number in this field should normally be fairly small.
- **Social Media Unique Message** - An interpretive effort on a social media platform where there is no direct contact by Corps personnel, i.e. Facebook, Twitter, Instagram, YouTube, etc. This could include Facebook posts, Twitter posts, YouTube videos, etc. where the public is able to view and interact with the information. Report the number of unique messages and the number of ***engagements*** with the message, i.e. likes, shares, and/or comments. Do NOT report the number of people who "saw" the message.

Event Type	Direct On-site		Direct Off-site		Static Unique Message	Social Media Unique Message	
	Event	Contacts	Event	Contacts	# Messages	# Messages	Contacts
Corps Mission							
Cultural/ Historical							
Environmental							
General Safety							
Project Tour							
Water Safety							