

Partnering with your local University

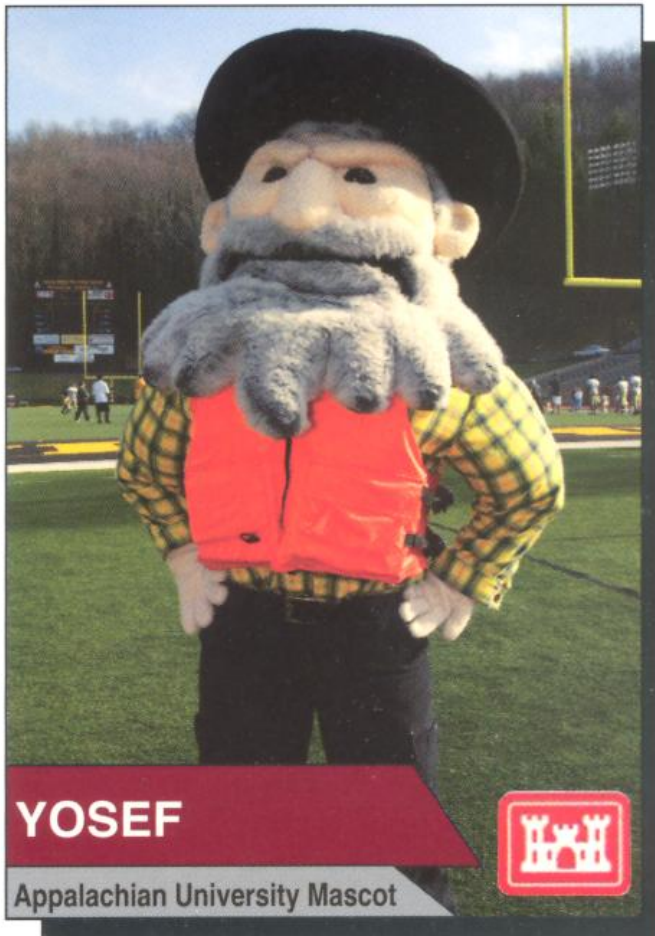
Chad Eller
Community Resource Coordinator
Fort Worth District



US Army Corps of Engineers
BUILDING STRONG[®]



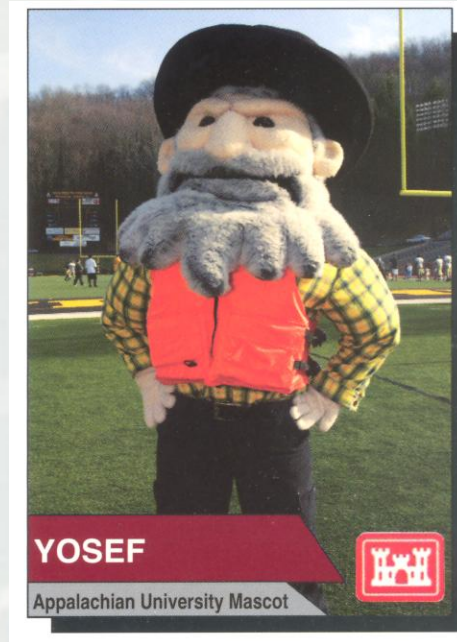
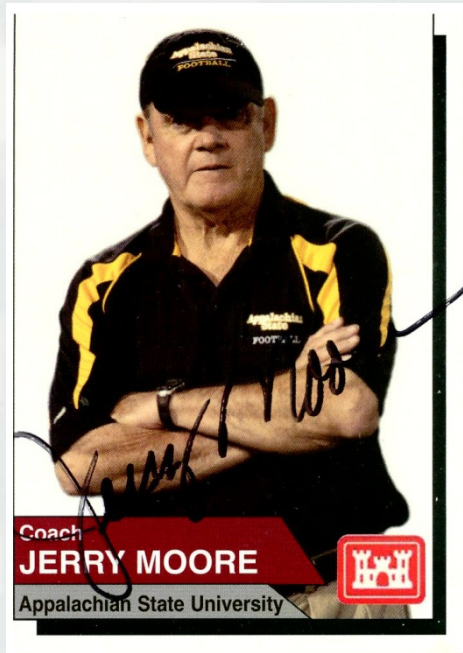
Partner with the Athletic Department



- Athletic Department is an great way to get your foot in the door
- Make initial school commitment easy, i.e. “Could we have 10 minutes of your time to take a picture of the mascot in a life jacket? Anytime would work for us.”
- At W. Kerr Scott Reservoir SAW, Appalachian State University allowed a ranger to come to a practice to get photos and video of players, coach and mascot wearing life jackets and promoting water safety.



Water Safety Trading Cards



These are popular with kids and are cost effective way to promote water safety (4 cents per card)



BUILDING STRONG®

Lake project in-house
Youtube video has
received over
18,500 views!!!



BUILDING STRONG®



Take Advantage of the Image

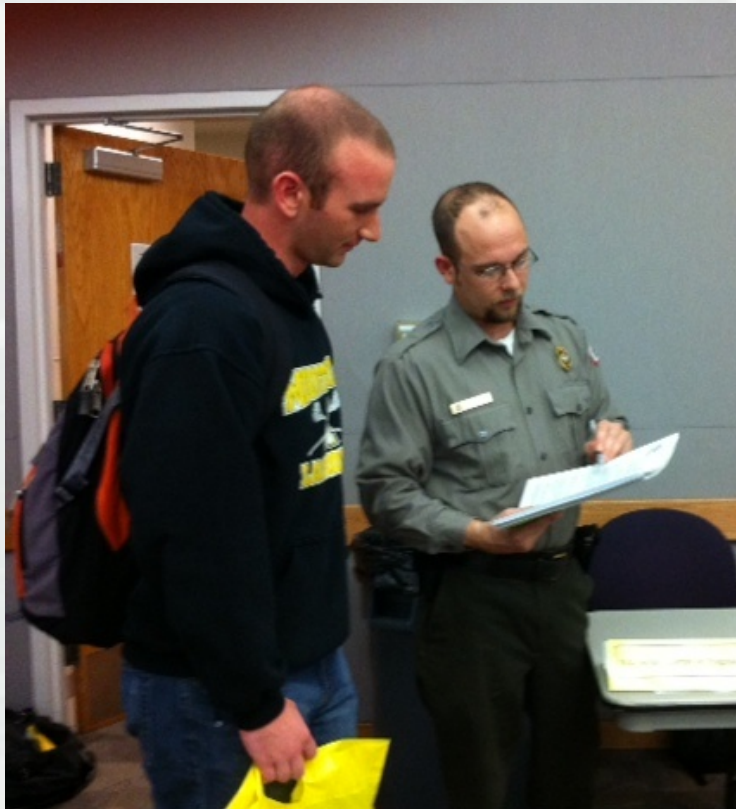
Once you have established contact and made a successful interaction get creative



BUILDING STRONG®

Job/Intern Fairs

These are another easy way to begin interaction with your local university.



- Recruit volunteers
- Educate
- Establish an agency presence



BUILDING STRONG®

Keep the Ball Rolling!

Once you have established contact with the school seek ways to remain involved. If you have promoted water safety with the athletic department a coloring contest is an easy next step.



BUILDING STRONG®

Coloring contests allow you to integrate other partners such as elementary schools.



Or your local Friends Group, this group paid for the football prizes signed by the coach.



FRIENDS OF
W. KERR SCOTT LAKE

499 Reservoir Road • Wilkesboro, NC 28697 (336) 921-3390



BUILDING STRONG®

Contest was Judged by ASU Recreation Students



BUILDING STRONG®

Guest Speaker for Intro to Rec Classes

The Athletic Department is a great way to promote water safety but the Recreation Department is your best way to get direct student interaction at your lake project.

- Educate
- Establish an agency presence
- Recruit



SM



®

BUILDING STRONG®

The Grand Tour

Once you have visited with the Recreation Department arrange for them to visit you.

- Give the faculty a tour of your park
- Brainstorm ways to work together
- Maintain the attitude “Our park is your oyster”



BUILDING STRONG®

Get Students in your Park

Bird watching = partnership?

NC State biology and computer science department

+ interested citizens

+ Jordan Lake

= EAGLE CAM



This project originated when Army Corps of Engineers biologist, Francis Ferrell, led a class of NCSU ornithology students on a visit to an active Jordan Lake Bald Eagle nest in March 2010.

A team of volunteer engineers, NCSU graduate students, faculty, and staff formed over the next six months.

Video cameras were installed at an active nest in October and began monitoring the breeding pair just before the female laid two eggs in early December.



BUILDING STRONG®



BUILDING STRONG®

NC STATE UNIVERSITY

Live Video - Bald Eagle Nest at Jordan Lake, NC



Nest is visible dawn to dusk Eastern Standard Time.



BUILDING STRONG[®]



Work with the event planning class

Students in these classes are tasked to plan, market and execute events.



BUILDING STRONG®



ASU
Students!



BUILDING STRONG®



ASU student Melissa Autin was a certified canoe instructor whose event planning class assisted a Boy Scout event



BUILDING STRONG®

At W. Kerr Scott Reservoir, the event planning class has organized:

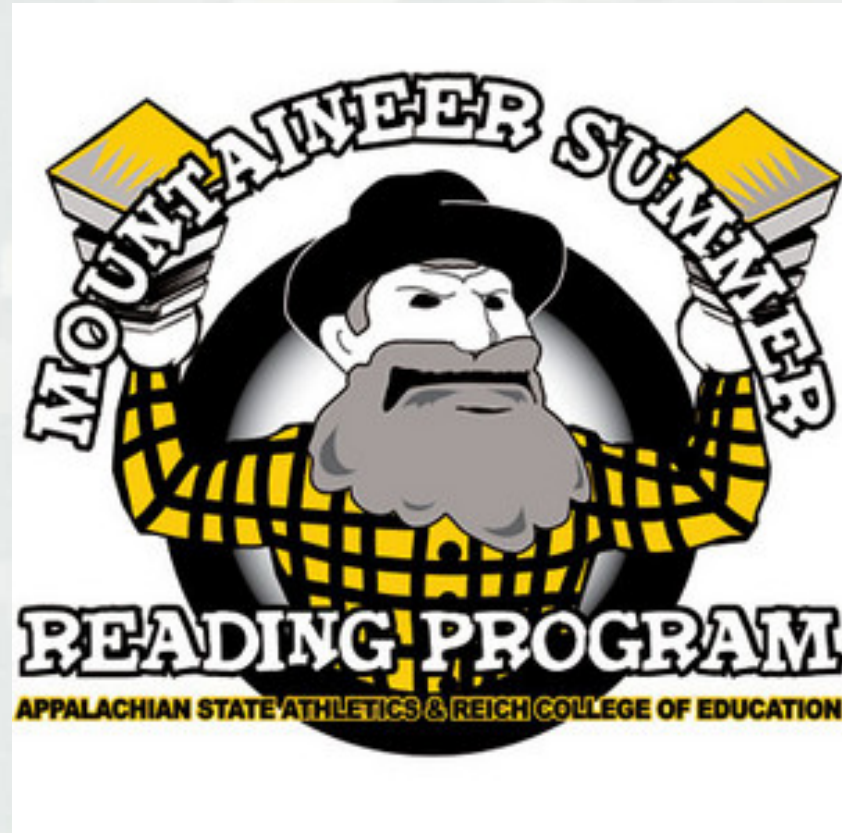
- Take a Kid Fishing Day
- Mountain Bike Clinic
- Fly Fishing Clinic
- Activities for understaffed BSA group



BUILDING STRONG®

Get creative and research the schools existing programs.

How can you work together?



BUILDING STRONG®

Read With a Ranger

(How W. Kerr Scott piggy backed with ASU's summer reading program)

- Present interpretive programs at your local library
- Literacy is a great tool to teach Environmental Education
- Host a book swap event



BUILDING STRONG®

Volunteer Interns

The Student Conservation Association is a great program to get interns for your recreation season. However, if you have a good working relationship with a university in proximity to your project you can recruit volunteer interns. Students are often required to do internships to fulfill their graduation requirements.



BUILDING STRONG®

Jonathan and Jacob



BUILDING STRONG®



BUILDING STRONG®



BUILDING STRONG®



BUILDING STRONG®



BUILDING STRONG®



BUILDING STRONG®



Jonathan and Jacob performed 400 hours of service at W. Kerr Scott Reservoir and received 12 credit hours from ASU. The MOU was drafted by a park ranger and a recreation department professor.



BUILDING STRONG®

Keep 'em Coming



Always look for ways to bring your partners together.
This applies to all partnerships. The more the merrier!



BUILDING STRONG®



Jacob arranged for one of his professors, a Lewis and Clark re-enactor, to assist with a Cub Scout day camp.



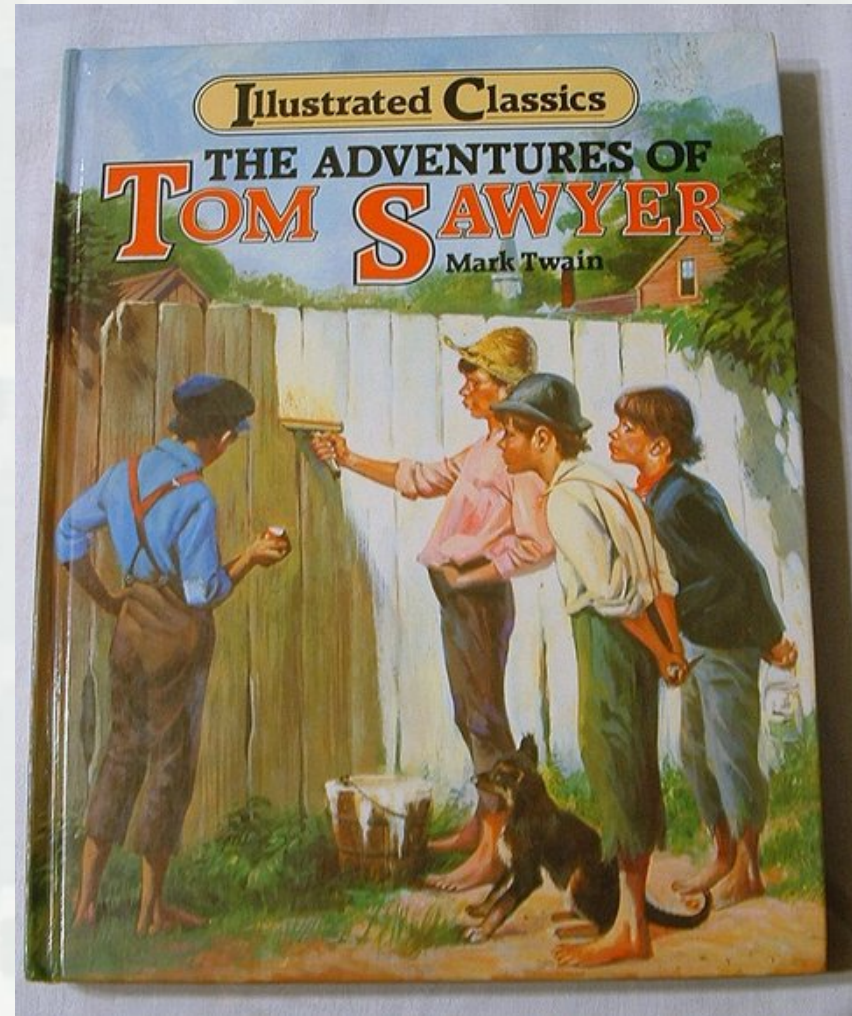
BUILDING STRONG®

Setting the stage for
success

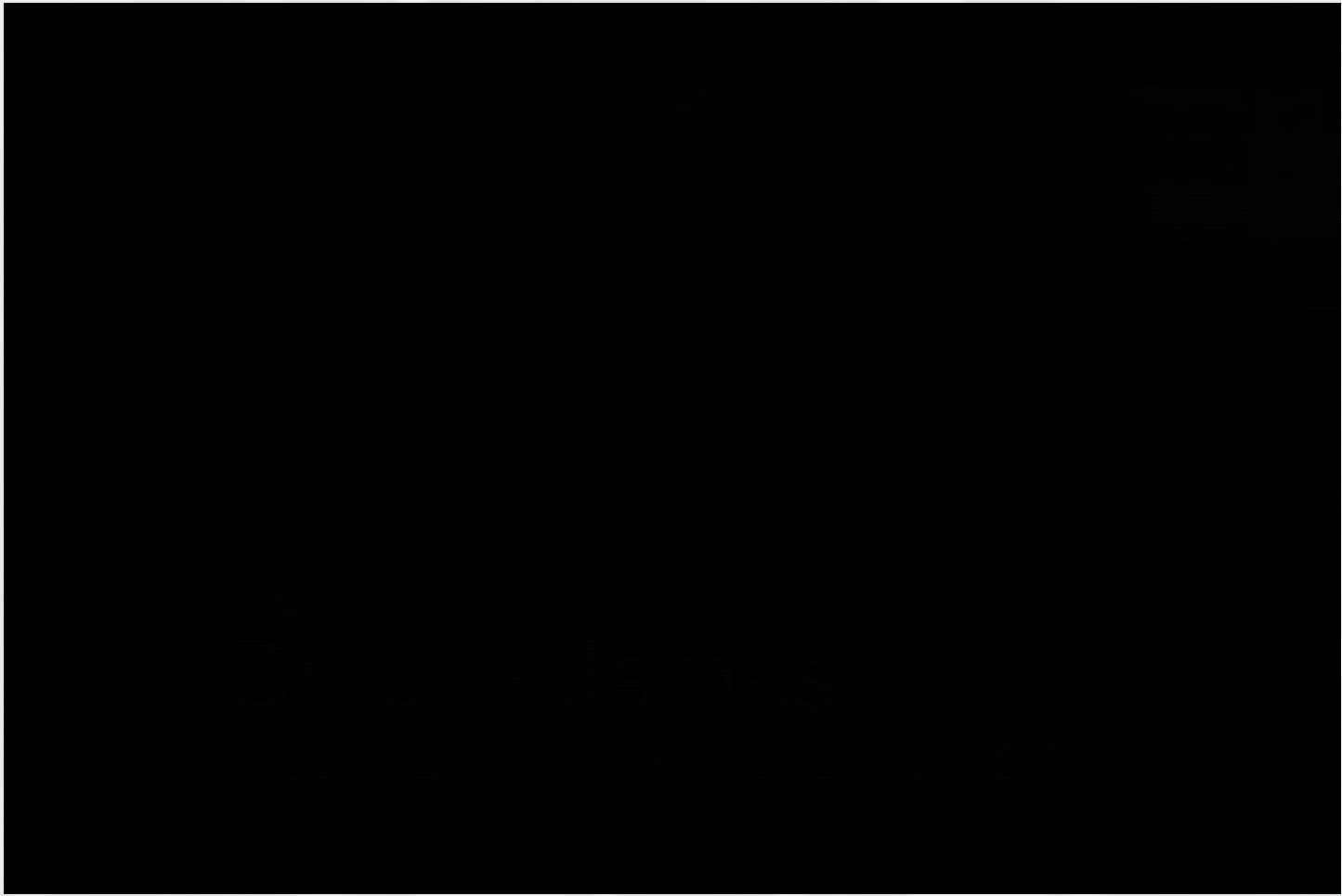
a.k.a.

Getting your fence
painted without asking

You never know when
your partner will show up
with a gift!



BUILDING STRONG®



BUILDING STRONG®

Don't Give Up!



Two years prior, ASU was unsuccessfully approached.



BUILDING STRONG®