



# SEEKING LEADERS IN CONSERVATION EDUCATION

## What is my opportunity to participate?

This summer, the Intertwine Conservation Education Task Force is issuing a call to build a standing workgroup willing to represent the breadth of sustainability, conservation and environmental education programs in the region. Conservation education providers are being asked to nominate leaders willing to answer this call to work collaboratively to strengthen the Portland-Vancouver area's stewardship of The Intertwine.

The Conservation Education Council aims to implement the vision of the task force; a future where everyone shares a lifelong connectedness to nature. This vision will be realized when diverse audiences actively engage head, heart and hands in knowing, valuing, and stewarding this place we love.

## What are the expectations of the Conservation Education Council?

There are various ways the council may choose to fulfill its calling. At a minimum, the Conservation Education Council will be charged with raising the visibility, quality and resources for conservation education throughout the Portland-Vancouver area. Council members will act as information brokers and garner feedback from all stakeholders to ensure a deeper working knowledge of the sector and appropriate representation of its needs and success. Through a singular and unified voice, the council will serve as lead advocates for conservation education in all aspects of The Intertwine.

The task force hopes that the Conservation Education Council will develop and implement a baseline metric for measuring success

toward the goal of “everyone sharing a lifelong connectedness to nature.” This baseline measure can be applied periodically as a means to monitor and report progress, and challenge the sector to succeed in realizing greater stewardship of The Intertwine. Additionally, the council may set annual goals for the actions listed above and then develop, prioritize and oversee a range of strategies to meet those goals. The Conservation Education Council will benefit from broad-based, multi-sector membership. Recruitment for the council will be drawn from the following fields:

- Higher education
- Faith-based organizations
- Government agencies (federal, state, regional, county, local)
- Private business
- Community leaders/organizations
- Formal education (early childhood, K-12, charters, ODE, P20, STEM)
- Conservation education providers/users
- Natural resource managers
- Funders
- Elected officials
- Community organizations leading underserved and/or low-income communities
- Health care professions

By design, membership will ensure crucial capacities including strategic planning, program and resource development, and marketing and media skills are present and that essential overlays, such as gender, age/experience, cultural diversity and geographic equity drive outcomes that truly meet the needs of all Intertwine users.



## What will the council do?

The Conservation Education Council is envisioned to be self-sufficient, drawing participation from others as needed, in a temporary or ad hoc manner and cycling new leaders as terms expire. It may prioritize any of the above elements of the charge in any given season. The council should seek to connect to the broader community as frequently as needed to ensure relevance and meaningful discussions for providers of all types.

## How will the council be selected?

Task force members have volunteered to screen nominees and make council selections based on balancing participation among various sectors of the community.

## How can I participate if I am not a member of the council?

There will be opportunities to participate in subgroups and at events for those not currently selected to the Conservation Education Council. Additionally, the council will periodically renew membership, creating future opportunities to serve.

## Who worked on the charge to the group?

The Intertwine Conservation Education Task Force was selected for its diversity of sectors and experience of those willing to participate.

## Members

Cheryl Bland, David Douglas School District • Rex Burkholder, Metro Council • David Cohen, Friends of Tryon Creek • Dave Einolf, Endeavor EHS, LLC • Stephen Hatfield, Forest Park Conservancy • Regina Hauser, Natural Step • Sybil Kelley, Center for Science Education, Portland State University • Mike Mercer, Northwest Earth Institute • Nancy Pollot, U.S. Fish and Wildlife Service • Traci Price (chair), consultant and former chair of Oregon Environmental Literacy Task Force • Janet Schmidt, REI Inc. • Douglas Tsoi, Partners for a Sustainable Washington County Community • Scott Welch, Columbia Sportswear Inc. • Rick Zenn, World Forestry Center

## Who should I talk to about my nomination?

Contact Stacey Triplett at 503-797-1882 or [stacey.triplett@oregonmetro.gov](mailto:stacey.triplett@oregonmetro.gov).

