



Outreach & Education Committee Charter

The Outreach & Education (O&E) Committee supports the Conservancy, its Board of Directors, Board committees and staff in two areas: (A) by developing effective ways and means to support, educate and engage the Conservancy's audiences and supporters about the Conservancy's mission, strategies, activities, events, properties, accomplishments, fundraising and volunteer needs, overall financial position and relevant topics, issues, and news within the community; and (B) by developing, organizing, and offering effective trainings, workshops, brochures/flyers, or other ways and means to educate and engage the Conservancy's audiences, the local community and schools on relevant topics, issues, and news about the Conservancy's mission and activities.

The Committee's efforts are intended to increase public recognition and reputation of the Conservancy in its service area, among peers and with community partners to enable the growth and achievement of its mission and the engagement and participation of the community; and to increase public education and awareness of a variety of topics and to identify areas where public awareness and action would support and be in alignment with the mission of the Conservancy.

I. Duties and Responsibilities

- 1) Create standards and maintain the consistency of the Conservancy's brand identity and message.
- 2) Consider what environmental education and public awareness activities are appropriate for the Conservancy to undertake, considering the Conservancy's character and mission, prioritize those activities and recommend to the Board of Directors, Executive Director, and other Board Committees, as appropriate, and facilitate the execution of those activities.
- 3) Coordinate activities that will assist other organizations in their own public environmental education and environmental awareness programs, including by establishing opportunities for sharing of public educational and awareness materials and practices.
- 4) Use multiple communication platforms to educate and tell the Conservancy's story to reach a wide audience, including:
 - a) Print (newsletters, brochures, event promotions, among others)
 - b) Electronic (email, video)
 - c) Website
 - d) Social media (Facebook, Twitter, Instagram, Next Door Neighbor, Bulletin Board)
 - e) Property signage
 - f) News media
 - g) Group presentations
 - h) Talks/sessions/workshops
 - i) Local school lessons
 - j) Knee-high Naturalists program
- 5) Create and distribute engaging content about the Conservancy's mission and activities.
 - a) Create and distribute engaging newsletters 4-6 times a year;
 - b) Create and maintain up to date key information about the Conservancy on an easy to navigate website and on social media;
 - c) In partnership with staff and appropriate Board Committees, develop publicity to encourage successful events to raise awareness, attendance and financial support for Conservancy events;
 - d) Craft position papers on key Conservancy issues that can be used by staff and Board members in community, press and governmental communications; and
 - e) Support staff in developing effective brochures, donor communications, community communications, educational materials and grant provisions to advance the Conservancy's mission and financial position.

- 6) Regularly seek feedback from the community about the effectiveness of the Conservancy's communications and educational offerings.

II. Membership

The O&E Committee membership includes the:

- Committee chair (also a Board Director);
- Conservancy Executive Director (non-voting);
- Conservancy Program Assistant for Conservation & Stewardship (non-voting);
- Conservancy Board President (ex officio); and
- Committee members from the Board and community with knowledge and experience to support the Conservancy on communications, outreach, and educational matters.