

What we learned during the pandemic.

Get Outdoors Nevada's pivot to
online programming during the
nationwide pandemic.



Presenters



Aaron Leifheit
Education Program Director
he/him/his



Almendra Johnson
Volunteer Program Director
Pronouns She/Her/Hers



Get Outdoors Nevada connects people to Nevada's diverse outdoor places.



Boys & Girls Club youth visiting Desert National Wildlife Refuge

Education

To foster stewardship of the outdoors, Get Outdoors Nevada seeks to create environmental literacy. This is an individual's understanding, skills, and motivation to make responsible decisions that considers his or her relationships with natural systems, communities, and future generations.

Volunteer

We invite residents and visitors to lend a hand and help take care of the parks and trails that belong to all of us.

Collaboration and Community Engagement

Partnership and collaboration are critical to getting things done. GON partners with organizations, individuals and agencies to increase awareness of our outdoors.

Discover. Experience. Connect.

IN 2019,

OUR VOLUNTEER PROGRAM HAD AN
AMAZING TURN OUT AND IT IS **ALL**
BECAUSE OF VOLUNTEERS, LIKE **YOU**.



122 VOLUNTEER EVENTS

at parks, trails, and public
lands around the city.



3,988 VOLUNTEERS

participated in service
events throughout the year.



10,211 HOURS

spent outdoors, while giving
back to our community.



***TRASH BAGS?**

we lost count at ten million.



606 EDUCATION PROGRAMS



were provided to 17,063 youth and community members.



96 BUSES FOR 4,579 YOUTH



were funded through our Microgrant Program.



83% OF OUR PROGRAMS



were conducted for at-risk or underserved youth.

Discover. Experience. Connect.

IN 2019,

OUR EDUCATION PROGRAM CONDUCTED 428 CLASSROOM PROGRAMS, 63 FIELD TRIPS, 17 PROFESSIONAL DEVELOPMENT TRAININGS, AND 58 OUTREACH EVENTS.



What Happened First?

On Friday, March 13th, 2020 it all changed for us in Las Vegas.

- Volunteer Events were cancelled
- Schools Closed, Field Trips postponed
- State mandated Shelter in Place and transitioned to work from home for all staff.

Thanks for coming to hear about Get Outdoors Nevada's Experience!

1. Share our Journey.
2. Share the lessons we learned along the way.
3. Share the new skills and perspective we gained and how we will keep going!

The Journey~

We acknowledged the difficulty of everything.

Its ok to not know what to do. Its ok to make mistakes.

Pivoted Quickly and Leaned in to New Realities. We resisted the urge to keep our heads down and instead embraced change.

The Journey~

Looked at this change as an opportunity to grow.

How can we meet our mission in new ways? What do we have we can still use? What projects do we have time for now?

Las Vegas Wash Trail

Stroll by and visit the Native Pollinator Habitat planted with the help of GON volunteers in 2018 and 2019.

Trailhead Information:
Craig Ranch Regional Park
(Near the Dog Park and Gardens)

Difficulty: Easy, Moderate
Distance: 14.2 mi
Trail Surface: Asphalt
Trail Types: Urban Trail



Check out the weather for the day

1:09 / 6:12

NEON TO NATURE

Experience the Neon to Nature Trail

HOW TO DOWNLOAD THE APP:
SCAN THE QR CODE BELOW OR
SEARCH FROM GOOGLE PLAY OR
APPLE STORE ON YOUR SMART PHONE!



NEVADA NATURE PROJECT

ACTIVITY CALENDAR

Look outside the window. Drive or stroll to someone who you love.	Using the compass and the weather. Drive or stroll to someone who you love.	Find your neighborhood. Use the compass and the weather to find your neighborhood.	Using your senses. Take a walk around your house and use your senses to find something new.	Neighborhood Practice. Take a walk around your house and use your senses to find something new.	Find the North Star. Use the compass and the weather to find your neighborhood.	Find a friend. Use the compass and the weather to find your neighborhood.
Using your senses. Take a walk around your house and use your senses to find something new.	Using your senses. Take a walk around your house and use your senses to find something new.	Using your senses. Take a walk around your house and use your senses to find something new.	Using your senses. Take a walk around your house and use your senses to find something new.	Using your senses. Take a walk around your house and use your senses to find something new.	Using your senses. Take a walk around your house and use your senses to find something new.	Using your senses. Take a walk around your house and use your senses to find something new.
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Discover. Experience. Grow.

The Journey~

Decide what space to occupy.

What is our intention? What do we want our audience to get out of this?

HOW TO "BEAT THE HEAT"
TIPS TO SAY SAFE AND COOL OUTDOORS

CHECK THE WEATHER. Know the weather before going outdoors. Check the local news for extreme heat alerts and safety tips.		AVOID THE HOTTEST POINTS OF THE DAY. Slow down on strenuous activity and exercise especially during the sunny peak. Hours of 11 a.m. to 4 p.m.	
DRINK WATER, STAY HYDRATED! Drink water often. Keep your reusable water bottle with you and don't forget to refill.		STAY IN SHADE. Wear sunscreen with a high sun protection factor (at least SPF 15), shades, and a hat to protect your face and head.	
EAT FRESH FOODS. Enjoy a bowl of cooling foods such as fresh fruit or a salad. Maybe even a popsicle, or two.		WEAR LIGHTWEIGHT CLOTHING. Wear light, loose-fitting, and light-colored clothing.	

VISIT @GETOUTDOORSNV TO LEARN MORE!

Did you know, you can eat this prickly cactus?!

Mmm Nopales!
find out how to prepare this traditional, and easy-to-make Mexican dish!

Neighborhood Nature



Can You Guess Who I Am?

Hummingbirds adore us and for many reasons, you'll see. The bowl-like shape of our flower makes it easy for them eat and not to mention it's free. Through glamorous pink looking lips, we smile at our pollinating friends. Hummingbirds are our biggest helpers and we are sure our friendship will never end.

Share your answers in the comment section



monday morning mindfulness

Hey There!

Lets start our week with a few seconds

of mindfulness.



Lessons and Skills Along the Way

- Created a **weekly schedule** of virtual programming to stay organized. Let team members do what they had an interest in.

GON Hashtags:		#GetOutdoorsNV	#TrailSpotlight	#LocalTrails	#NeonToNature	#NeighborhoodNature	#GONeducation		
Hashtags for Inclusiveness:		#outdoorsforall	#recreateresponsibility	#everyonesoutdoors	#equity4all	#DiversityandInclusion	#equity	#RepresentationMatters	#pridemonth (note - June is Pride Month)
		#DiversifyOutdoors	#diversifyyourfeed						
Campaign:		Audience:		Hashtags					
MMM		Adults re Mindfulness, Meditation, and Mental Health		#mentalhealthawareness #selfcare		#mindfulness		#mindfulnesspr	
Informal Ed		Families, Summer Camps, ES/MS Youth		#GetOutdoorsNV #GONeducation #ScienceforKids #Wildlife #MojaveDesert #SummerCamp #SummerGames #KidsCamp #summerfun #daycamp					
				6/14/2020	6/15/2020	6/16/2020	6/17/2020	6/18/2020	6/19/2020
				Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Online Engagement Campaigns		Title: Week Schedule Promo		Mon. Morn Mindfulness	What's in Bloom	Neighborhood Nature	Make your voice heard -	Discover your Senses: Scavenger Hunt & Game	Discover your Senses: Scavenger Hunt & Game
		Subject:							
		Time:		1:30 PM		1:00 PM			
		Platform:				FB/Instagram		FB/IG	
		Lead:		Volunteer Dept.	Aaron	Cheresa	Roslyn	Volunteer Dept	Donovan
Virtual Classroom		Title:		Mon. Morn Mindfulness		Discover your Senses:		Mojave Max Business	
		Subject:							
		Time:		8:00 AM		10:00 AM		1:00 PM	
		Platform:		facebook		Facebook		Facebook	
		Lead:		Aaron		Donovan		Donovan	
Sharing Programs		Title:							
		Subject:							
		Time:							
		Platform:							
		Lead:							

Get Outdoors Nevada:
Virtual Programming Schedule



MONDAY 5/25

Monday Morning: Mindfulness in Nature

TUESDAY 5/26

Native Habitat: What's in Bloom

WEDNESDAY 5/27

Mojave Max Tortoise Talks: Tortoise FAQ
Neighborhood Nature: Unique Plant Colors

THURSDAY 5/28

Trail Spotlight: City of Las Vegas Trails Video

FRIDAY 5/29

Desert Tortoises: Tortoise FAQ

SATURDAY 5/30

Bike Month: #LeaveNoTrace & Carbon Footprint

Follow us on social media!
@getoutdoorsnv



To learn more about our programs, visit our website at:
<https://getoutdoorsnevada.org/>

HAPPY NATIONAL BIKE MONTH!

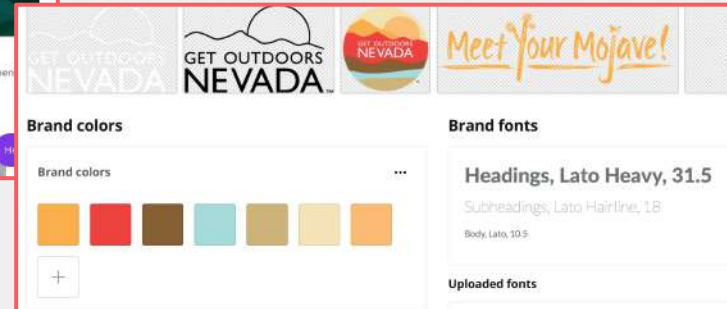
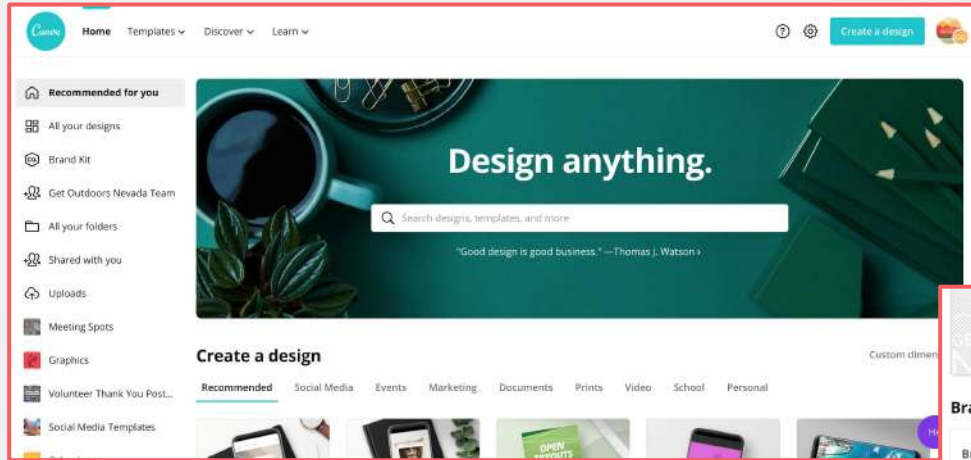
This May, we are celebrating National Bike Month by highlighting a few of our favorite local bike trails and helpful biking tips.



#GETOUTDOORSNV

Lessons and Skills Along the Way

- Resources to use: **Canva** for graphics and video design
- Later.com** for scheduling posts.



Lessons and Skills Along the Way

- Hosted **week long themes** each month which helped with posting fatigue!
- Adapted existing materials and messaging. **Used what we already had!**



Equity and Audience

- With access to new and different audiences on social media, we realized that our core audience was not being reached at the start of this transition.
- Used appropriate hashtags to reach desired core audience
- Started to pay attention to diversity in our content
- Amplified diverse voices



Education Resources

Discover, experience, and connect to Nevada's diverse outdoor places AT HOME with our free educational resources. To ease the challenges that come with current school closures, Get Outdoors Nevada is here to support Nevadan families through hands-on activities to explore nature and culture.



Birds and Their Nests

Learn the purpose of bird nests and build your own! (Level: PreK-1)



Camping 101

Learn how to be prepared while having fun camping - whether you are at home or away!



Bicycle 101

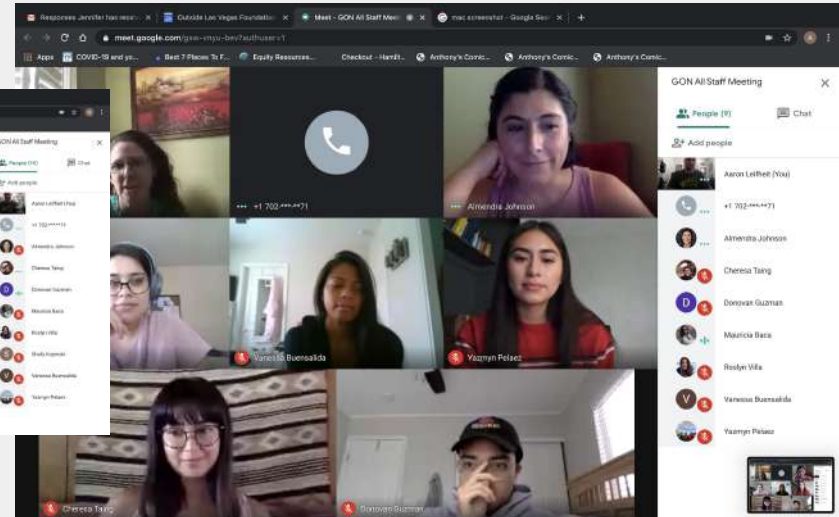
Learn what you need to ride safely and where you can find your new favorite trail!

New Skills and Perspective, where are we now?

We meet more frequently with team members

- Twice a week managers meetings, with an live updated agenda
- Once a month all staff meetings, video call to keep team connected
- Weekly department check-ins

July 2020 - Check-in Items		
SNPLMA		
Item:	Details:	Tasks / Due
Next Steps	- Waiting for Jennifer Horoux on next steps - Meetings being scheduled for the week of July 20th - Shelly will send invites, Alimendra to meet with Nancy NPS - NPS, BOR, FWS - done - Waiting FS and BLM - Meet with MB before vacation - July 13th	
Social Media		
Item:	Details:	Tasks / Due
Other	Census Promotion-Yazmin will post "Stand-and-be Counted" Saturday, July 4th	7/4
Themed Campaigns	July: - Conservation Week (7/12 - 7/18) - Latino Conservation Week (7/19 - 7/25) August: - Art Week (8/2 - 8/8)	Selections here!
Analytics/Social Media Goals	- Can we should we talk about this? (Shelly) - What are our social media goals? - FB boosting? Ethics behind ads - Taking July off of boosting - Plan for how to report stats, etc. - Alimendra ATC reports	
Virtual Classroom		
Item:	Details:	Tasks / Due By:
NGSS Programming	Project in Progress, UNLV and NPS to be involved	MB send out job posting to E Mosca, F Douglas, T Maloney



We have used virtual programming as a positive teaching tool

Mojave Max Virtual Field Trips/Programs



Friends of Nevada Wilderness
46 mins · 🌐

ONLINE: The Wild Speaker Series will be online tonight as we hear from [Get Outdoors Nevada](#) about some exciting programs they are running online during social distancing guidelines. They will also provide information about urban parks & trails in your own backyard here in Southern Nevada. The presentation will begin online at 7p tonight. See you there 🌲

Visit our website for Zoom meeting link: <https://www.nevadawilderness.org/wssapr20>

Wild Speaker Series
Friends of Nevada Wilderness Presents
Almendra Johnson & Aaron Lefheit,
Program Directors,
Get Outdoors Nevada

Explore the Unexpected with
Get Outdoors Nevada
April 2, 2020
6:45p - 8:00p

Zoom Meeting
<https://bit.ly/WSSonline402>
Meeting ID: 854 797 401
Password: 026221



Zoom Speaking
Engagements/
Teacher Trainings



Digital content as a backup
to in person programming

Virtual Volunteer Opportunity

This helped us connect with new volunteers

{Sample Letter}

Dear Spring Mountains Staff,

Thank you for all that you are doing to keep the trailheads safe and clean.

My favorite trail is Mary Jane Falls and I am so glad I could go out and visit last weekend.

You are important because you make my connection with the trees possible.

Sincerely,
Sally Johnson
Las Vegas, Nevada



{Sample Letter}

Dear City of Las Vegas Parks and Rec Staff,

My neighborhood park has been a place I can recharge and get outside. Thank you for keeping it nice and clean.

I appreciate all your hard work so that I can be outside and enjoy my daily walks at the park.

Sincerely,
Jimmy Taylor
Las Vegas resident of 10 years

{Sample Letter}

Dear Lake Mead Staff

My family and I had a really great holiday weekend at Willow Beach. We noticed how clean the beaches and parking areas looked.

Thank you so much for making our time outside safe, a nice ranger checked on us twice!

Sincerely,
Annie Sullivan
Henderson, NV

Send letters of thanks to:
volunteer@getoutdoorsnevada.org
or mail to our offices located at:
21 N. Pecos Road Suite 106
Las Vegas, NV 89101





VIRTUAL

VOLUNTEER OPPORTUNITY



HELP US SAY THANK YOU

Join us in thanking the amazing humans working extra hard to make our public lands, parks, and trails safe and accessible.

Send us a note of thanks and a fond memory of your time outdoors. We will share these with our local partners throughout the month of June.

volunteer@getoutdoorsnevada.org



We have adapted existing programs for an Online Resources portal on our website

Education Resources

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Birds and Their Nests
Learn the purpose of bird nests and build your own! (Level: PreK-1)



Camping 101
Learn how to be prepared while having fun camping, whether you are at home or away! (Level: PreK-1)



Bicycle 101
Learn what you need to ride safely, and where you can find your new favorite look! (Level: PreK-1)

Make-A-Map

Draw a map of your space, room, or even your backyard.

Title (Ex. "My bedroom")

[Hand-drawn signature]

Your Name

Map Key

Use these to help you draw your map!



BEDROOM



BACKYARD



HOUSE



BE MAKE YOUR OWN
KEY BY CREATING
YOUR OWN KEY

SHARE YOUR CREATION
WITH YOUR FRIENDS
AND WE CAN SHARE IT, TOO!



Find-It-Challenge

Create your own challenge using a map and compass. You can use a map of your room, city, state, or favorite park!

Plan out the path to different areas on your map using cardinal directions and how many steps it takes to get there.

Example:

Go East 12 steps, then North 4 steps, and West 6 steps, where do you end up?

Activity:

Write down 5 sets of directions and challenge your family to use a compass to find their way.

Useful Resources:

- www.sunnyday.org
- REI: Intro to Navigation
- Youtube: "How To Use A Compass"



Talk about nature in your neighborhood...

Check out these at-home activities now available on our website!



getoutdoorsnevada.org
[#getoutdoorsnv](https://twitter.com/getoutdoorsnv) [#neighborhoodnature](https://twitter.com/neighborhoodnature)

Discover. Experience. Connect.

Diversity and Equity in our programming and as an organization

How will we make equity a part of everything from social media, programming, and internal practices?

1. DEI statement/Recruitment practices/website updates
2. Stay aware what audiences we are reaching, Nevada Nature Project kits
3. Lifting up diverse voices through social media/partnerships





QUESTIONS