

## PRINCIPLE 4:

# ENGAGE PEOPLE THROUGH EDUCATION AND OUTREACH

Strong communication and interpretation inspire people to connect with the outdoors, create a “sense of place,” commit and understand the outdoors.

### *Vision:*

*Our visitors experience a sense of discovery and connection to our parks that inspires their lifelong stewardship of Oregon’s natural, cultural and historic places.*

### **Strategies:**

- Inspire people to connect with Oregon’s landscape by providing comprehensive information about hiking, biking, equestrian and paddling opportunities, camping and other outdoor activities.
- Embrace new media, social networking and better web technology to survey our visitors, hear their stories and exchange ideas.
- Continue with comprehensive, formal visitor surveys.
- Offer interpretive programs to make parks come alive and tell local stories.
- Promote a regional approach to outreach and interpretation that will foster a sense of renewed ownership in local communities.
- Encourage teachers and college professors to use parks as laboratories to advance education objectives and conduct research.
- Increase interest through school programs (K-12).
- Create vivid heritage experiences through “living landscapes.”
- Showcase exemplary environmental practices.
- Collaborate with Oregon colleges and universities to share Oregon State Fairground space as extensions of their campuses and to offer outreach programs.

### **Actions:**

1. Build upon the success of Let’s Go Camping, using volunteers and local businesses to teach children and families outdoor recreation skills.
2. Offer ranger-led kayak tours at South Beach, Ona Beach and Devil’s Lake State Parks.
3. Create coastal programs to teach clamming and crabbing.
4. Offer sea life education at the Whale Watch Center in Depoe Bay, Seal Rock State Recreation Site and other coastal parks.
5. Refine cultural and historic interpretation at coastal lighthouses, historic forts, Champoeg and Sumpter Dredge State Heritage Areas, and Kam Wah Chung State Heritage Site.
6. Create a model restoration program at West Fork Dairy Creek (Stub Stewart State Park), in partnership with Tualatin River Watershed Council, Oregon Department of Fish and Wildlife, and private landowners.
7. Develop a cadre of park staff to incorporate “leave no trace” principles into interpretive programs.
8. Expand publications and general communications in Spanish.
9. Create an interpretive plan for Sumpter Dredge State Heritage Area that incorporates “new media” such as podcasts to communicate with the public.
10. Coordinate with university archaeological programs for field schools and excavations in heritage parks, with an emphasis on public involvement and education.
11. Manage the 2009 Pacific Northwest Field School rehabilitation work on the historic Poultry Building at the State Fairgrounds.
12. Conduct curricula, such as that offered by Western Oregon University, Chemeketa Community College and Oregon Institute of Technology utilizing Oregon State Fairgrounds and assets.

