

# Reach and Engage Diverse Audiences



Jacki Zevenbergen,  
Stormwater Education Program Manager

# What is our goal?

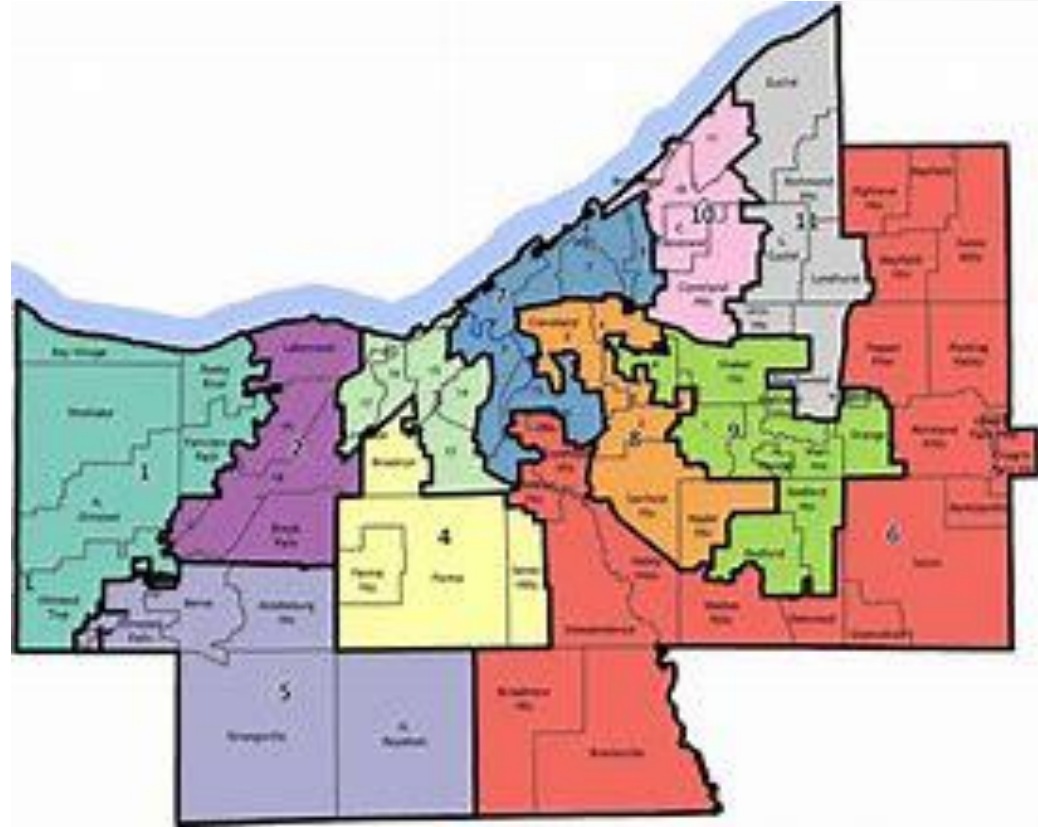
Increased participation in conservation - environmental justice

- To be more visible and relevant
- Service Projects for their community
- School projects
- To help spread the conservation message



# CUYAHOGA COUNTY

- **1.2 Million residents**
- **~36% non-white**
- **Over 90% developed**
- **Need better outreach to underserved audiences**



# Is this diversity reflected in our programs, board and staff?

- Yes, at times...
  - We get many requests to come to Cleveland events.
  - Area 2 Envirothon and Camp Canopy are not representative
    - improving
  - Conservation service projects are sometimes representative.
    - Schools and other groups
  - Need to attract non-white staff and board members



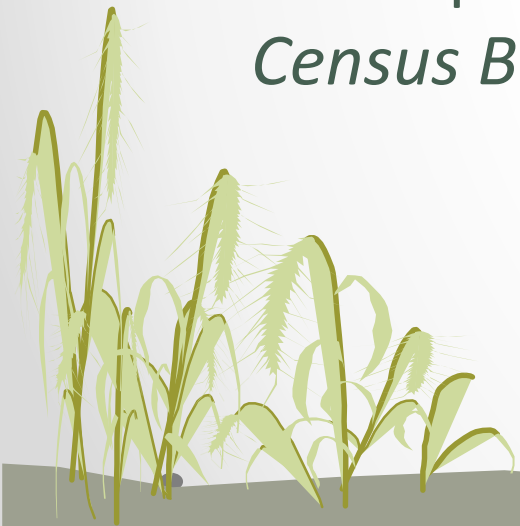


# 2017 Area 2 Envirothon



# Who are we missing?

Several Cuyahoga cities, including Cleveland, Warrensville Heights, East Cleveland and Bedford Heights, are among the 17 cities in Ohio where non-white groups now make up a majority of the population (*estimates released in December by the Census Bureau*)





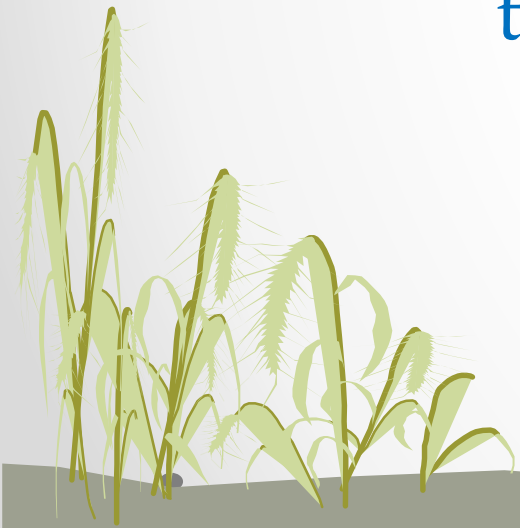
# 2017 Bedford Stream Cleanup



# Why should we care about diversity?

- "In the end we will conserve only what we love; we will love only what we understand; and we will understand only what we are taught." (Baba Dioum, Senegalese forestry engineer, 1968.)

If the conservation message is not reaching a large segment of the population, they may not get engaged in conservation practices.





# Challenges to creating equity in outreach programs?



/cultural

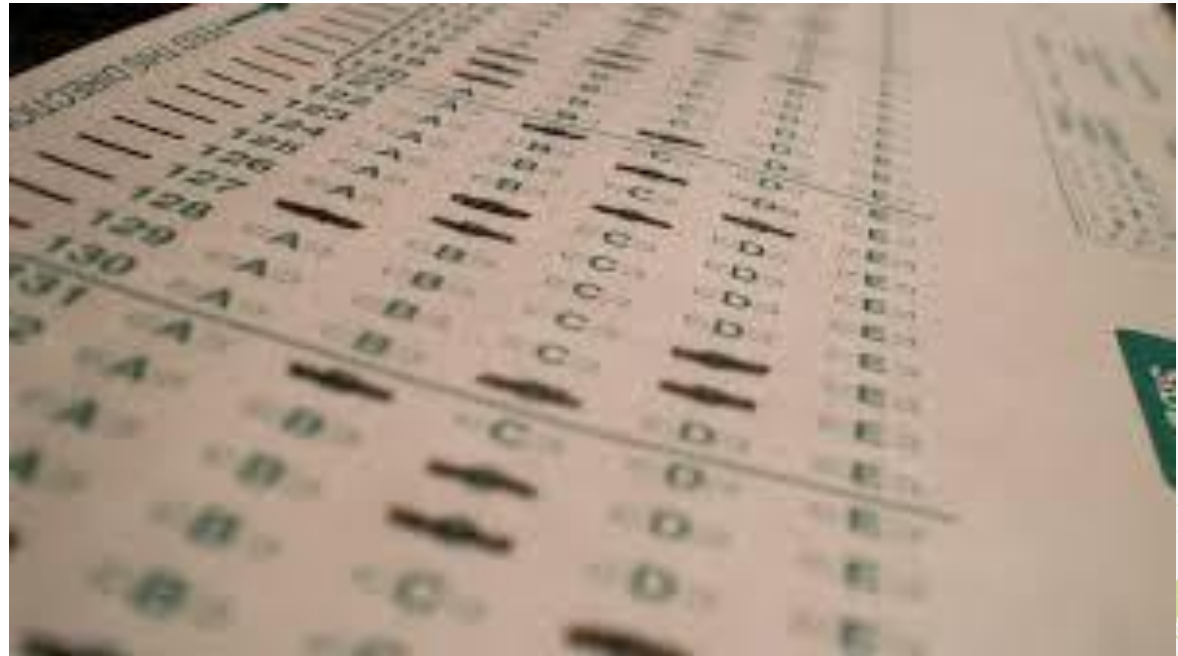
# Economic

- School costs for transportation and substitute teachers can be prohibitive
- School lunch coordination
- Proper attire, gear



# Logistical

- Teacher burnout
- Teachers focused on test scores





# Logistical



- Transportation after school for training
- Mentors

# Logistical

# Language barriers



# Logistical

Cancellations cause problems for the SWCD





# Solutions

- Community led events
- Cleveland Youth Opportunities Unlimited
- Green Infrastructure Workforce Development
- YMCA
- Community Development Corporations
- Intern and volunteer recruitment
- Collaborations - Ambassadors















# Resources

- Scholarships
- Training materials - kits
- Mentoring
- Parallel event - Practice Envirothon
- Teacher workshops-Earth Partnership for School (Latino)



## EARTH PARTNERSHIP TEACHER'S WORKSHOP

Join us for a 5-day workshop using the outdoors as an educational tool to learn about native ecosystems and how you can transform your schoolyard into a learning lab all while improving the health of Ohio's watersheds.

*Earth Partnership objectives:*

- Bring people together focused in linking environmental and health concerns to academic education in science, math, social studies, language and the arts.
- Partner with communities to promote participation and enhance enthusiasm among youth to become the next generation of environmental stewards.
- Integrate Latino perspectives and experiences with Earth Partnership's established environmental education programs to develop science and environmental lesson plans translated into Spanish.
- Address the needs of K-12 educators by becoming the authentic resource across the curriculum.

**June 26 - 30, 2017** with a closing and wrap-up session June 30th  
(classes will be held at various locations from 9:00am - 3:00pm)

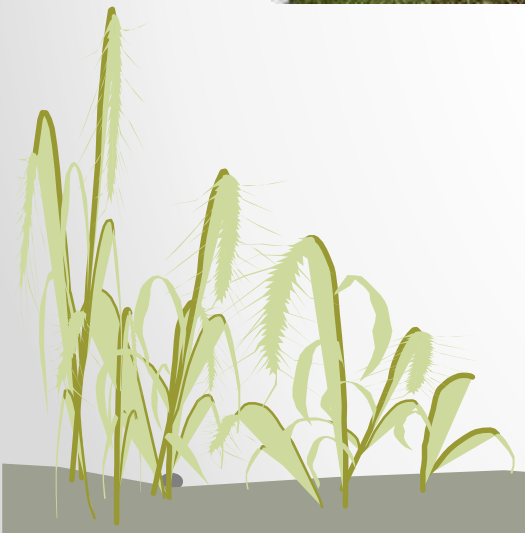
The fee includes materials, materials, Earth Partnership and Curriculum Guide. Please note: some of the guides, projects and materials are available for purchase only.

For an additional \$165 you can attend a graduate credit course from University of Wisconsin-Madison for a total of \$165. The workshop is open to all educators of all levels.

To register, visit [www.earthpartnership.org](http://www.earthpartnership.org) or call 800-451-7262. For more information, visit [www.earthpartnership.org](http://www.earthpartnership.org) or call 800-451-7262.









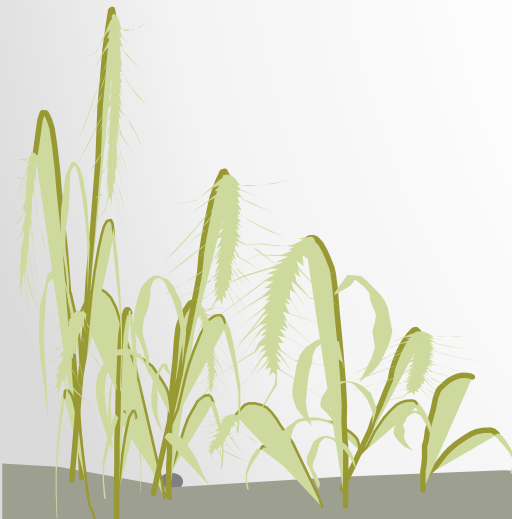
# Other Solutions

- Reach out to local schools for volunteers and interns
- Job fairs
- Community Engagement

**CLEVELAND  
STATE**















- Jacki Zevenbergen, Stormwater Education Program Manager  
[jzevenbergen@cuyahogaswcd.org](mailto:jzevenbergen@cuyahogaswcd.org)

[www.cuyahogaswcd.org](http://www.cuyahogaswcd.org)

