

Session title	Adult and family programming
Date/time	1/27/06
Name the participants	Rebecca Pardo – Yellowstone Association Jenny Golding – Yellowstone Association Ellen Petrick – Yellowstone National Park Jen Martin – Tremont Jeff Muse – North Cascades Institute Jennifer Rinio-Oracle State Park Denise Dumouchel – Islandwood John Gallagher – Stokes Nature Center Beth Krisco – Glen Helen Kathy Haskin – TSS Krista – Montana Outdoor Science School Cole ___ - Ogden Valley Science School
Key questions	Program types, target audience, educational content, staffing, pricing, importance to organization
Take home messages	-

	Program types	Audience	Ed Content /length	Staffing	Pricing	Importance to organization
YAI	Adult & family	Park visitors	3 days avg Natural/cultural history	60% seasonal 40% contract paired with vols	\$70 p/d \$625/day groups	Main programs, no youth progs
Tremont	Naturalist wknds, WFR, photo, fam	Park visitors (not casual visitors)	2-7 days variety of topics	Both contract and seasonal	\$350 avg	Not making \$\$, lots of returning users
Oracle	Nonresident Workshops Intrp walks	Local and regional	Nature art Natural history 2-3 hour length	Mostly volunteer, some contracting	\$8-20/person includes park entrance	Enhance attendance to park, secondary to school/youth
Islandwood	Adult, family, corporate leadership, events	Seattle, other local/regional	3 hours – multi day	Seasonal, contract and vols	Free-several thousand for corporate	Relationship building with communities
MOSS	Non resident pre-k to adult, festivals, family	Bozeman – local/regional	Mini workshops (1.5 to 2 days), talks, festivals,	50% full time staff 50% contract (more contract for adult progs)	Free-\$350	Adults wanting experience that kids are getting. New Montana residents
Stokes	Non resident. Weekend family progs		2-4 hour progs on wknds. Natural history based	Americorps		All programs subsidized. Community building.
TSS	Community					

	events					
TSS cont	Elderhostl, Graduate, Conservation research cntr, ecotourism, non resdntl field seminrs	Local – national. Concentric circles, some internatnl	Day, weekend, grad program. Natural hist, cultural hist, education	Versatile group of full-time staff. Busy times, contract staff.	Free - \$\$\$	

Family programs selling well.

Shorter programs in Teton work well

Best programs are the ones which you truly understand the audience for – i.e. TSS planning shorter programs for people who want to see the park and “check things off the list”.

Jeff at NCI – why adult programs are important to them: anyone anywhere can be a naturalist. Sharing the outdoors with other people. Model approach after the scientific method:

Pay attention

Ask a good question

Come up with a story in response to that question

Share it with someone else

Where do we connect with adults in our other programs? How do we better serve the adults we already have? I.e., do we need to create a whole adult field seminar program, or can we better connect with adults we already have contact with. Adult only programs are not the only way to reach adults:

Chaperones of kids

Teachers in workshops

Volunteers

Newsletter readers

People who connect to your website

Events

Focus on deepening relationships

What people are offering in their family programs:

Some shared experience between kids and parents, intermixed with separate time

Some offer set itinerary with small groups and all families together

Other programs offer multiple choices for families to choose from

Sharing activities “learning presentations” at end are meaningful

Older adult (retired, boomers) audience has changed. More environmentally conscious, desiring of social interaction, relationship building.