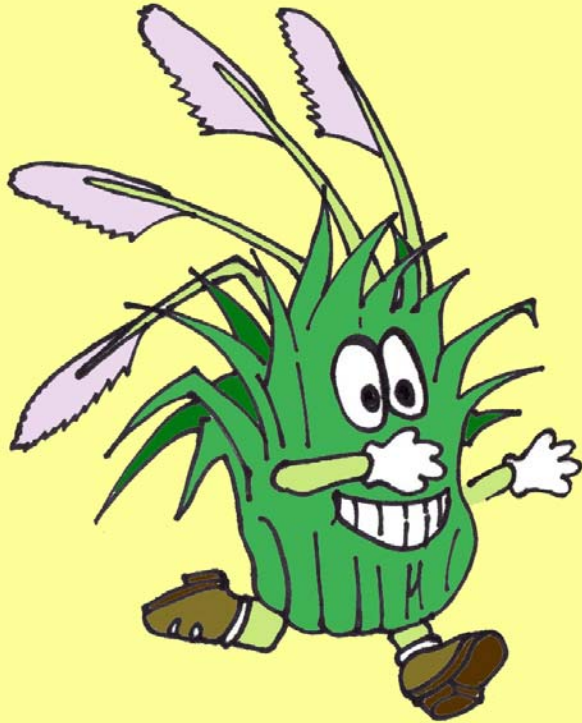


Who Cares About Weeds??!!



Thoughts on Maintaining Social Relevance in a Changing World

Cal-IPC Members Care About Weeds !



Cal-IPC
has 1000
members





Is it important for Cal-IPC to increase its share of public support? Why?

Generalized public support is important because it ensures adequate:

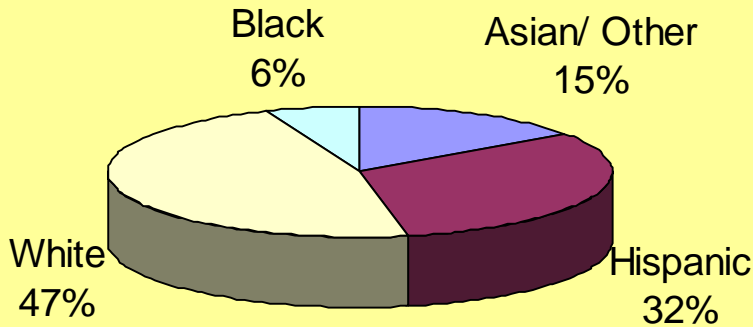
- Funding and Resources
- Support for Projects
- Supportive public policy and changes in mainstream practices



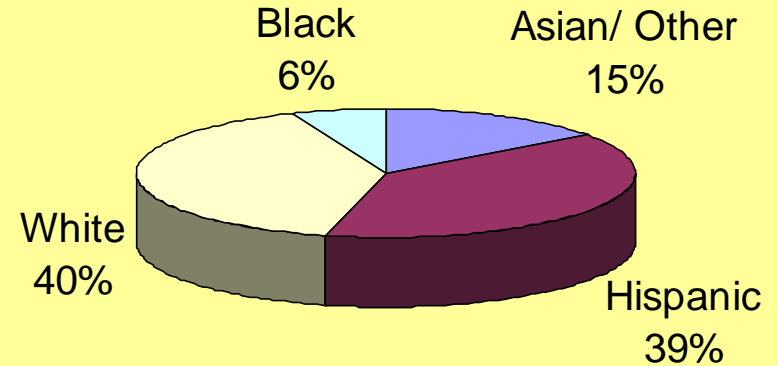
Do Cal-IPC members reflect the general California public?

Californians Today and Tomorrow

California in 2004



California in 2020



Why is it important for Cal-IPC to consider ethnicity with relation to its mission?



Just Released!
www.openspacecouncil.org

Parks People and Change

Ethnic diversity and its
significance for parks,
recreation and open space
conservation in the
San Francisco Bay Area

prepared by the
BAY AREA OPEN SPACE COUNCIL
September 2004

The successful protection of habitat, natural resources, and other park and open space land depends on participation and loyalty to this goal by as many segments of the population as possible. Success is hampered whenever any grouping of people is either excluded or absent.

Continuation and expansion of efforts to diversify programs, staff and leadership is critical to the development of the next generation of leaders and to ensure a strong base of support for conservation.



What is one method to increase participation and diversify the next generation of leaders?



Youth Education!



What are some current models of natural resource centered youth education??

WildLink

Sierra Nevada
Wilderness Education Project



TEAM

A Program of the Headlands Institute



LINC

Golden Gate National Parks Conservancy



NEXT STEPS

Those agencies, especially in urban areas, who have the ability to support progressive environmental education efforts need to do more to educate diverse youth



NEXT STEPS

Advocate for more environmental education in school curricula



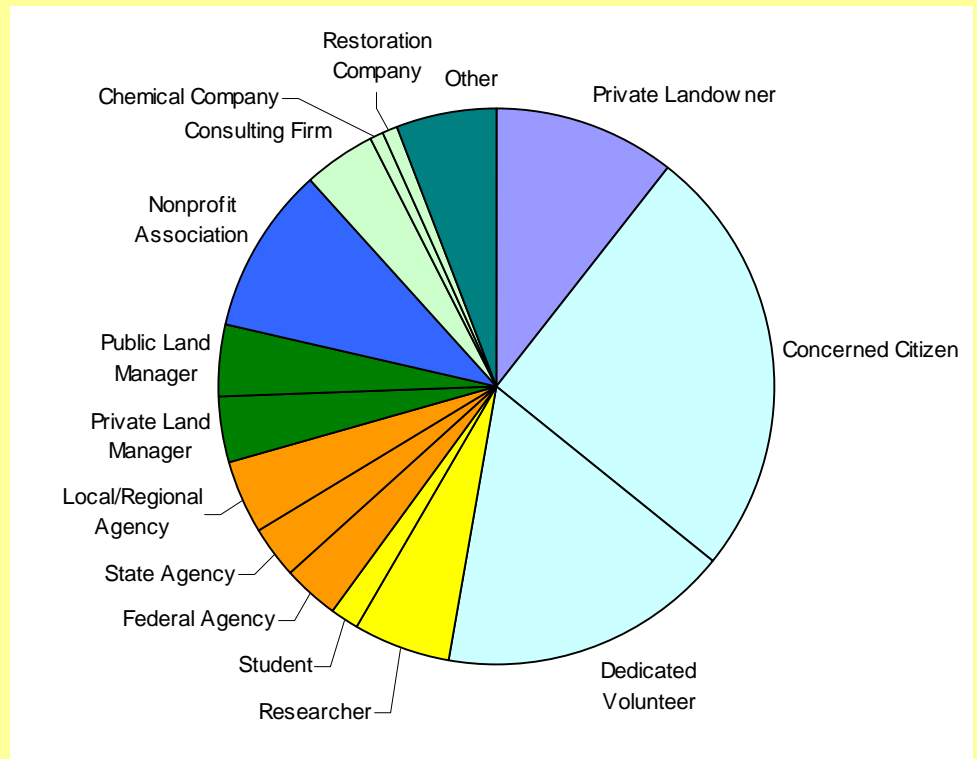
NEXT STEPS – All Of Us

What can the rest of us do?

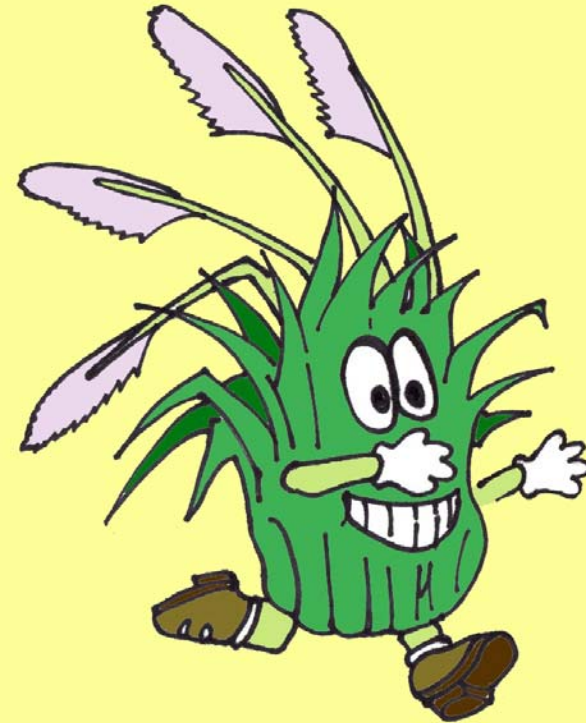
➤ **Resources and Funding**

➤ **Employment!**

➤ **More Creative Outreach and Education**

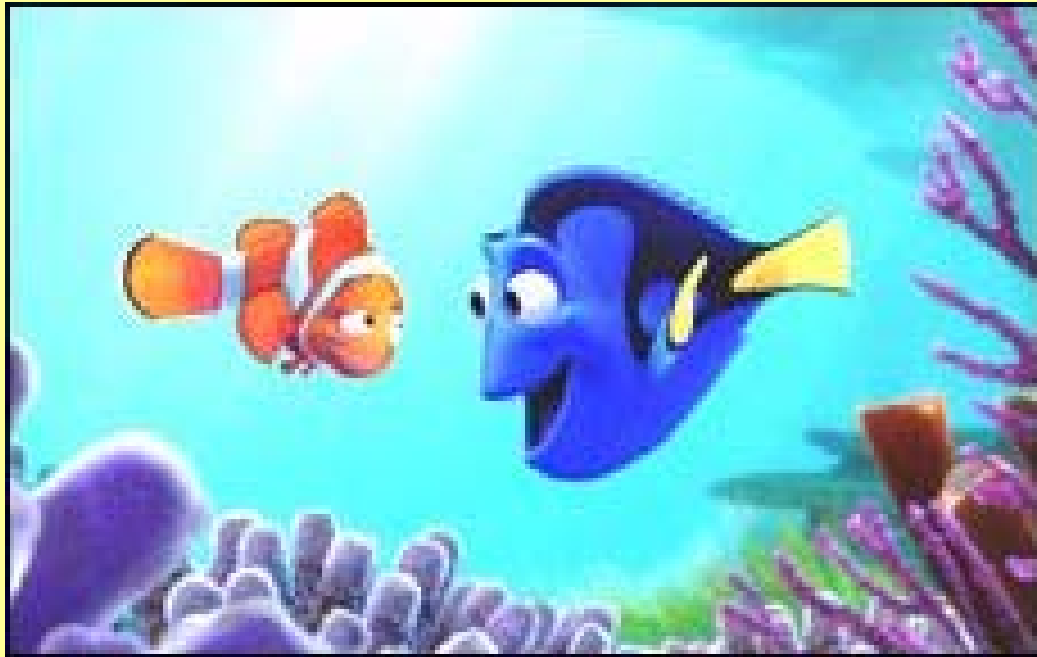


Cal-IPC Members 2004



Weeds
Beware!

Remembering that “adult recreational patterns are based on what is learned while young and from one’s peers.”



What are some models of natural resource centered youth education??



All the rest of us, whether concerned citizen or environmental consultant, need to do more to support the institutions and agencies providing this kind of educational experience.

Hire more diverse staff – provide opportunities for students who have graduated from these programs

What will Cal-IPC look like in 2020?

(What will field of Natural Resources look like?)

**Will the individuals
within these be more
representative of the
States Demographics
at large?**

Californians Today

Values/ Political Priorities

How does interest/concern for the environment rate those in California?

In a 2003 poll, 52% of those surveyed identified “protecting the environment as important. Twelve other issues ranked higher including the economy, public schools, health care, illegal immigration and family values.

A 2004 poll asked asked respondents to identify the most important environmental issues facing Californians. Here is the ranking:

1. Air Pollution (33%)
2. General Pollution (8%)
3. Water Pollution (7%)
4. Water Supply (6%)
5. Growth and Over Population (6%)

At what age do thoughts about career choices need to be introduced?

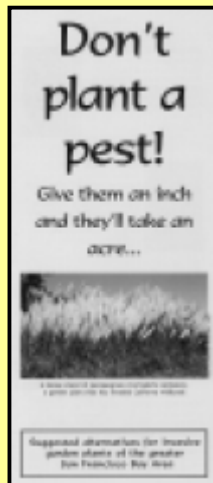
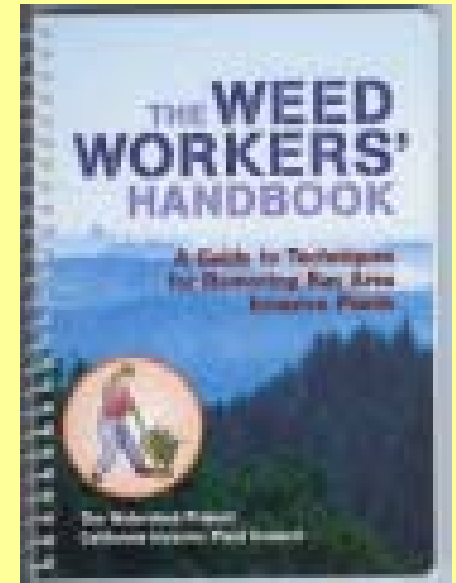
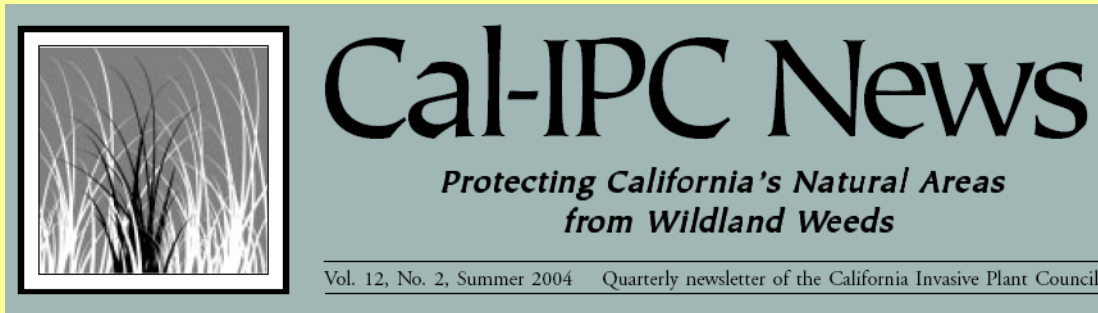
Ask teachers – when is the best time to instill values around stewardship?? At what age does it become more difficult?

Cal-Ipc targets audiences that already value the environment – that already have some basis for understanding the value of protecting bio-diversity.

EXPOSURE! Learning Pyramid

Outreach and Education

Cal-IPC allocates a whopping 66% of its total budget on outreach and education.



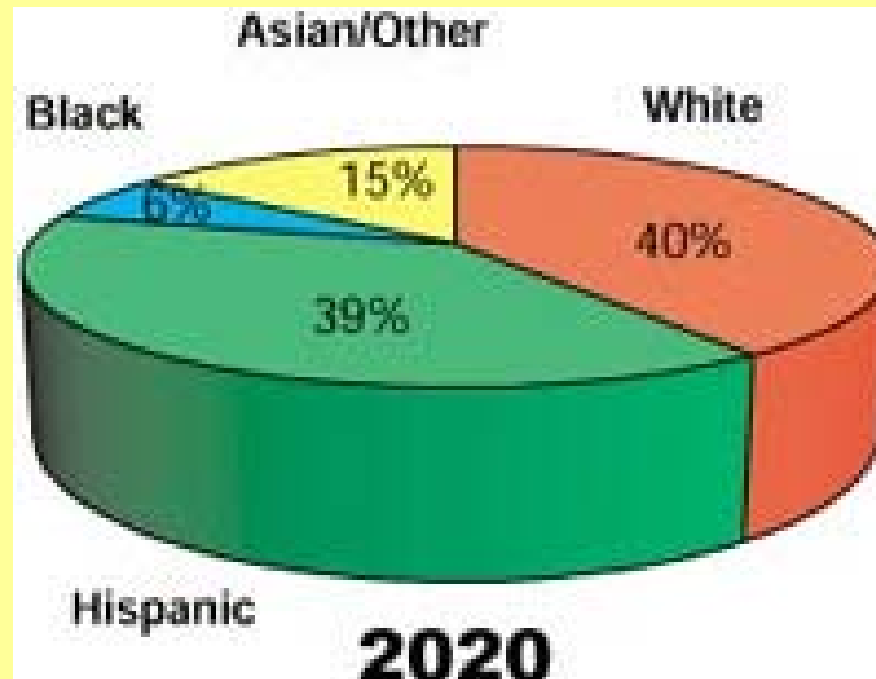
But, do we reach the right audience to ensure long-term sustainability and support??

Are these the tools that will enable us to reach a broader audience?

Californians Tomorrow

Will we reflect the community at large?

California in 2020



Examples of roadblocks - Projects which have been derailed or delayed

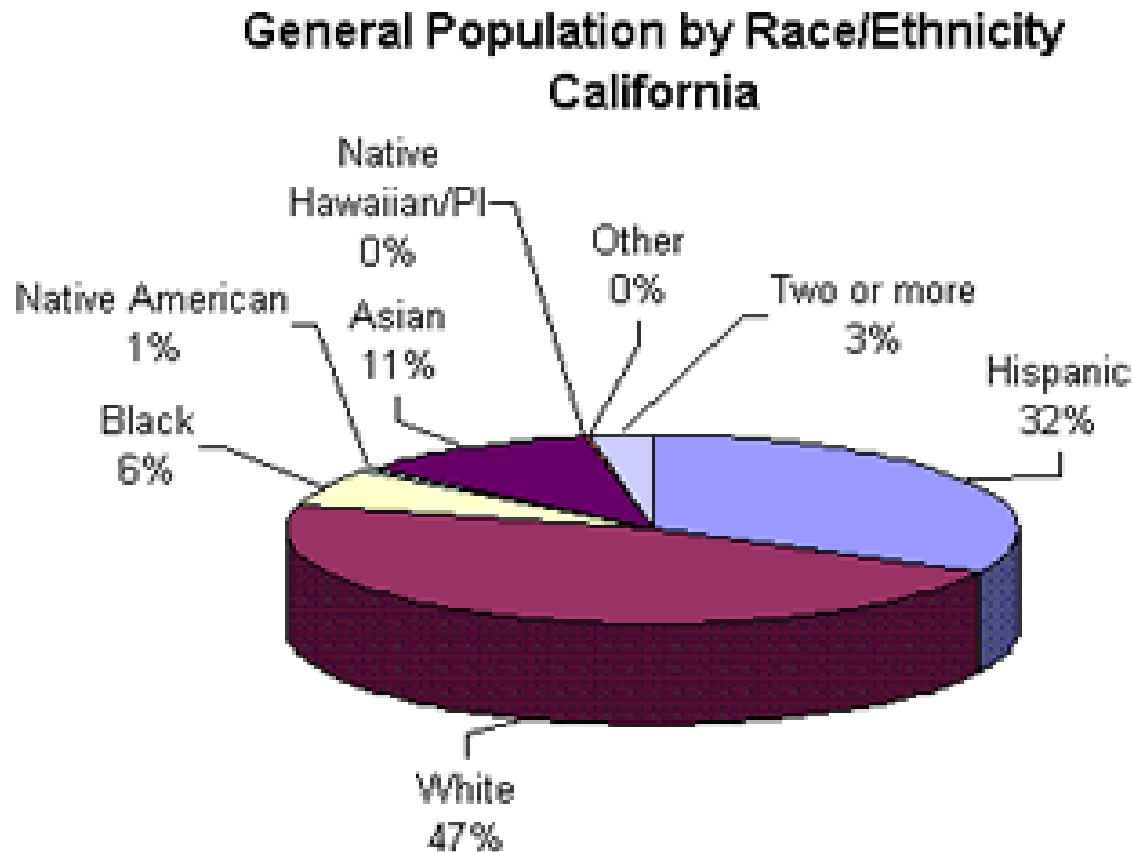
Eucalyptus at GGNRA/ Dog walking

Volunteer Stewardship Network

SF Park and Rec.

Californians Today

Do we reflect the community at large?



Examples of legislation. What has gone through? Has anyone been stopped?

Distinguish between political clout and social relevance (what happens at the ballot box).

Recognizing that CA demos are changing ethnically, what are strategies that Cal_ipc can employ to ensure our mission and message remains relevant in California's future.

One variable

What is Cal-IPC and who are we?



According to Western
Ranchers we are:

No Good

Leftist

Environmentalist

Radical

Shitheads

Cal-IPC is a non-profit membership organization whose mission is to protect California's natural areas from wildland weeds through education, restoration and research

