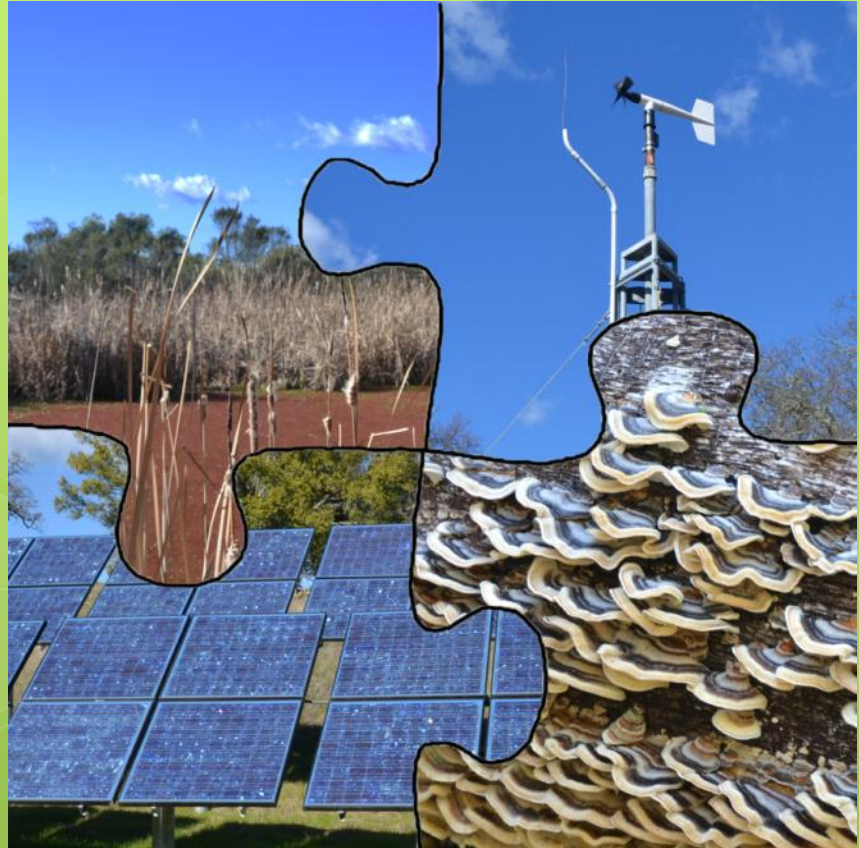


Sonoma Nature Preserves

Andrea Chichester
Lana Clifford
Cliff Cochran



*“Uniting both pieces of
the education puzzle”*

Goals

- Increase student involvement at nature preserves
- Increase community awareness of nature preserves
- Create sustainable branding program for future use

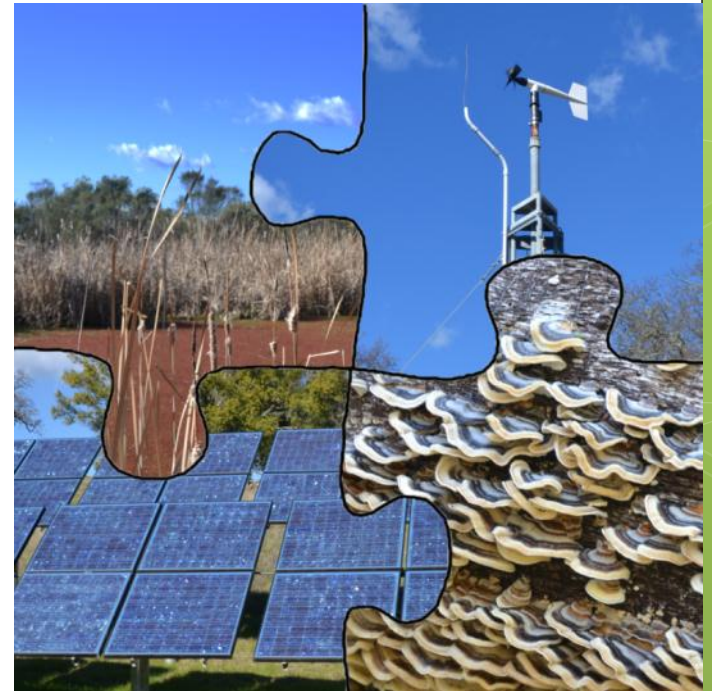
Three Step Plan

- Enhance existing infrastructure
- Promote with site events
- Create sustainable branding program



Enhance Infrastructure

- New name
 - Sonoma Nature Preserves
- New slogan
 - “Uniting both pieces of the education puzzle”
- New logo
 - Example:



Enhance Infrastructure

- Promote through scheduled events
 - “Seawolf Day” on April 13
 - “A Walk Through The Watershed”
 - Exhibit at Sonoma Nature Preserves
- Improve presence at events
 - Don’t reinvent the wheel

Enhance Infrastructure

- Improve brand image
 - Online calendar of events (Sonoma.com)
 - Social media (Facebook page)
- Disseminate flyers and brochures
 - Classrooms
 - Around campus
 - Farmers Markets
 - Tree Planting Project (March 9)



Enhance Infrastructure

- Cyber change up with Facebook
 - Better pictures
 - More events
 - Aesthetically pleasing
- Revamp preserves pages on SSU website
 - New logo
 - New slogan
 - More links on ENSP, Geology pages, etc.

Promote Site Events

- Initial emphasis with flyers
 - Include new logo and slogan
 - Disseminate around campus and dorms
 - Seawolf Day and events at the preserves
- Promote at events
 - Flyer on Seawolf Day promoting Open House
 - “A Walk Through the Watershed”

Promote Site Events

- Open House Week
 - Host watershed expo at the preserves
 - Showcase how multi-faceted the preserves really are
- Event details
 - Two hours each day for one week
 - Meets current staff and facility limitations



Promote Site Events

- Examples of classes and events
 - Wetland restoration
 - Watershed workshops
 - Weather station mechanics/maintenance
 - Grassland workshops
 - Geology (landscape) workshop
 - Copeland creek/biology/insect habitat makeup
 - Photography classes
 - Invasive species workshop

Create Brand Program

- Release survey to students
 - Acquire statistical data for preserves staff
 - Include demographics to find who interested
- Goals for preserves survey
 - Determine interests versus what is now offered
 - Decide classes and projects that could be held at the site
 - Enable Dr. Luke to narrow down preserves opportunities to more viable choices

Create Brand Program

- Personal criteria examples for survey
 - Which of these do you find most appealing?
 - Would you pay to take these workshops?
 - What would you like to see more of?
 - Would this interest you if you could get internship credits (Be teachers)?
 - Do these correlate with your degree?
 - If you got a discount as a student would it make it more appealing?
 - Did you even know these options existed?

Create Brand Program

- How surveys will work
 - Use existing events to promote surveys
 - Surveys will increase awareness of preserves
 - Complete surveys online for better statistical and relationship data



SurveyMonkey®

End Results

- Provide a brand strategy and program
 - Give Dr. Luke a “fishing pole”
 - List of classes she could offer on site for money
 - Taught by students for internship credits (free)



End Results

- Establish preserves similar to a university
 - Run more like a business entity
 - Given true respectable word of mouth
 - Bridge the \$50,000 budget gap
 - Allowing for renovation and future branding to be funded!



Ultimate Branding Goals

- Enhance the existing infrastructure to boost brand image
- Revamp preserves presence with new name, logo, and slogan
- Use scheduled events to promote the preserves
- Attract people to the site during Open House Week for hands-on discovery
- Create branding program and strategy for years to come

