

March 2005

Expanding the Circle

The Newsletter of the Southern California National Forests Volunteer Program



Recruiting Volunteers Takes a Personal Touch

Powerful, effective recruiting is vital to the success of your volunteer project. It requires thoughtful planning about the types of projects you need volunteers for, the types of skills you are looking for, and where to find those skills. It also requires some thought about what motivates people to volunteer. These factors have an impact

One-on-one contact is "the most significant recruitment technique of all. There is no substitute for personal conviction."

on who you target and how you target them.

If your recruitment message is aimed at no one in particular, don't be surprised when no one in particular responds! Not only must we think about the types of volunteers that we want to target and focus on the best ways to reach them but, we must also recognize the importance of connecting with our audience, making the information relevant to them personally, and energizing them to join our volunteer activity. Outreach should focus less on data, statistics, and lengthy statements and more on creating an experience, stimulating passion, and creating a sense of connection to your volunteer program or event.

Once you have determined who your target group is, what motivates them to volunteer, and how to best

captivate them, there are many techniques you can utilize to perform outreach.

Letters or Personal Phone Calls

According to Susan Ellis, author of The Volunteer Recruitment Book, one-on-one contact with individuals for recruitment by others who have enjoyed their experiences as volunteers is "the most significant recruitment technique of all. There is no substitute for personal conviction. A person with direct experience as a volunteer can communicate enthusiasm in a believable way."

Mass Media

Television and Radio: target public broadcasting stations to cast a wide net of volunteers. There are many radio talk shows that are always seeking an interesting agency or organizational representative to interview.

Daily or Weekly Newspapers: use those that distribute to your target communities.

Feature Stories: Produce a story to inform or entertain the reader/viewer. Most feature stories are written by reporters but small papers may allow you to write a story yourself.

News Stories: Similar to feature stories but must be "today's" event.

Itchy Business

by John Ahern, SCA Intern

The first two weeks of December, a few of us were lucky enough to make the long drive up to the Monterey Ranger District on the Los Padres NF. Our project was landscaping work with volunteers on the picturesque Brazil Ranch.

While trimming back a windbreak made up of overgrown Cypress trees we were visited by the property caretaker's dog, Scout. Scout was a year-old beautiful



black lab with a puppy's irresistible playful attitude. Having been raised on the property, she was familiar with the work and was happy to step in and help us drag out branches from underneath the trees. To reward her for her enthusiastic efforts, we would chase her around the field, and once caught, wrestle her to the ground in a hard fought-battle for a fetched stick.

This process of working and rewarding went on for a few days when both Brad and myself noticed a rash beginning to form on our arms.

Continued, page 5

Continued, page 2

SCA Interns Support a Variety of Projects

Accomplishments: January

There was a total of 15 outreach events, and 62 potential volunteer groups were contacted.

Projects on the forests included:

Botany: 1 bag of seeds collected (sycamore seed collection), Angeles NF. Design weed field guide for volunteers, (12 species described and pictured) Angeles NF; 57 sites mapped, photographed, and recorded on weed management survey forms compiled by location, Angeles NF.

Wildlife: Invasive species mapping (57 sites), Angeles NF; designed weed management survey form, Angeles NF; created Big Horn Sheep informational pamphlet, planned for Condor sign, mapped invasive species.

Recreation: Built 500 ft. of new trail, four water bars and 180 feet of rock wall on the Inaja Interpretive Trail, Cleveland NF. Assisted with a Junior Aztec trail work event, Angeles NF.

Amanda Honored by SCA



Amanda Wendt

Amanda Wendt, SCA program manager, recently received the "President's Award" at the SCA Excellence Awards Ceremony for her outstanding work on the Southern California Volunteer Program. The President's Award is SCA's highest honor, recognizing commitment and service.

Planned Projects: February/March

Wildlife: Identification and data collection of California Red Legged Frog egg masses and tadpoles. Recruiting for the Frog Ambassador program on the San Bernardino NF. Volunteers from the Webelo Scouts and Planet Youth will pick up trash in Batista Canyon.

Fire: Preparing for the FireSafe Council project with the Los Padres NF. Information for expert volunteers is being compiled to develop Fire Ecology interpretive signs at Inaja, Cleveland NF. A trail work party and native planting is also planned for the site. On the Angeles NF, SCA is recruiting educators for the Smokey Program.

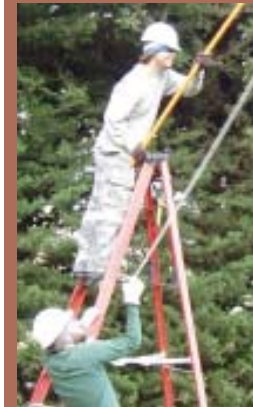
Recreation: Recruitment for one-day trail projects on the Cleveland NF. Working with the Pacific Crest Trail Association to increase numbers at PCTA events. Organizing an EcoTeam for the Los Padres NF. Recruiting for the adoption of several trail camps on the Angeles NF.

Botany: Recruiting volunteers for the Los Padres NF. Planning events for the Green Thumbs program on the San Bernardino NF. Supervising Casa de San Bernardino's work on revegetation at the Lytle Creek Station. Planning on the Angeles includes an invasive species brochure and field guide and involving volunteers with mapping invasive species. Also organizing a watershed restoration event on the Angeles NF and a planting event on the San Bernardino NF.

Itchy Business

Continued from page 1

Writing it off as a mild reaction to climbing in and out of cypress trees, we were not too worried. But after 48 hours of being uncom-



John and Brad trim the windbreak

fortable, it was confirmed that we had been throwing Scout's stick into leafless stands of poison oak, wrestling her to the ground to get it back and making sure to wipe as much of the poison oak oils off of her coat and onto our hands, arms, and clothes as possible.

At that moment of realization, the mild rash exploded into epic proportions. Our arms, legs, faces, and chests quickly swelled to twice their size as they bubbled up like the celebratory opening of a bottle of champagne. Feeling a little embarrassed about not recognizing the enemy or its symptoms, we spent the next week or so bathing in Tecnu skin cleanser, wishing there was something to take our minds off the itching.

Approximately two months after the initial contact, I am going to the doctor for the third time to treat some persistent areas on my legs. The adage of what does not kill you only makes you stronger holds true to our situation. We are feeling better and are now experts at identifying that evil plant.

Upcoming Volunteer Events on Our Southern California Forests

Angeles National Forest

LA RIVER RANGER DISTRICT
Howard Okamoto (818) 899-1900
hokamoto@fs.fed.us

March 16th State Trails Day Event

SAN GABRIEL RIVER RANGER DISTRICT
Lois Pickens (626) 335-1251
lpickens@fs.fed.us

March 5th Arbor Day tree planting; bear-proof trash cans Eagle project

March 12th & 19th Tree planting

April 2nd OHV Painting Party; San Gabriel Canyon watershed restoration; trail slope stability work

April 9th San Gabriel Canyon trail repair

April 16th Glen Camp cleanup

April 23rd San Gabriel Canyon River cleanup

Los Padres National Forest

MONTEREY RANGER DISTRICT
Manny Madrigal
(831) 385-5434 Ext 228; mmadrigal@fs.fed.us

April 25th – 30th volunteer trail work with Sierra Club

OJAI RANGER DISTRICT
Heidi Anderson
(805) 646-4348 Ext. 309; handerson@fs.fed.us

March 5th Saturday trail projects

March 19th & 20th: Overnight Sespe Trail work party

April 2nd Saturday trail projects

Cleveland National Forest

TRABUCO RANGER DISTRICT
Debra J. Clark, (951) 736-1811
djclark01@fs.fed.us

March: Trail Surveys

April: Trail Surveys

PALOMAR RANGER DISTRICT
David Harloff, (760) 788-0250
dharloff@fs.fed.us

March 5th Landscape Observatory Campground

March 5th & 12th Cedar Creek trail construction

March 12th Cedar Creek trail construction.

March 13th Inaja Memorial Park native plants

March 26th PCT maintenance – Combs Peak

DESCANSO RANGER DISTRICT
Dave Volgarino, (619) 445-6235
djvolgarino@fs.fed.us

March 5th Saturday trail work

March 7th Voluntourism trail work

March 26th Saturday trail work

April 2nd San Diego Hiking Club cleanup; Saturday trail work

April 4th Saturday trail work

San Bernardino National Forest

SAN JACINTO RANGER DISTRICT
Mark DeFrances (951) 382-2940
mdefrances@fs.fed.us

April 9th Cleanup: National Parks America Tour

BIG BEAR RANGER DISTRICT
Mark Stamer (909) 382-2828
mstamer@fs.fed.us

March 12th Bald Eagle Count (Big Bear Lake and Lake Arrowhead)

MOUNTAINTOP RANGER DISTRICT
Gina Richmond (909) 382-2782
grichmond@fs.fed.us

March 16th & 23rd Green Thumbs Native Seed & Tree Planting

April 24th Crest Park Restoration

*Contact the SCA
interns NOW for
support on
upcoming events!*



Centennial Celebration

Don't miss your opportunity to celebrate history. This year is our Centennial Celebration Year and volunteer events are one of the best ways to inform the public.

Suggestions for the Centennial:

“Brand” volunteer activities by placing the Centennial logos on volunteer publications, putting up banners at events and in our offices, and passing out Centennial stickers and other trinkets.

Show the movie: “The Greatest Good” to volunteers and visitors.

Give Centennial items to volunteers.

Provide Centennial educational materials and talks to volunteers during events.

For more information, contact:

Karen Finlayson

USDA Forest Service

Recreation Solutions

530-647-5393 email: kfinlayson@fs.fed.us

Increasing Diversity Among our Volunteers

The population of California is culturally and racially diverse and projected to become even more so in the future. According to the US Census Bureau, the population of California is 32% Hispanic, 11% Asian, and 6.7% Black, while 16% belong to other races. However, the diversity of national forest volunteers clearly does not match the diversity of the overall population. Volunteer Program Accomplishment Reports for Southern California 2001-2002 show that on average, 2% of our volunteers are Black, 8% are Hispanic and 5% are Asian. (However, a bit of good news is that in 2003, 32% of the volunteers on the Los Padres NF were Hispanic, and minorities made up 55% of their volunteers overall.) Volunteer programs provide important opportunities for recreation and learning and developing a feeling of connection to the community and the land. The forest will benefit from the involvement of members of all types of communities in Southern California through increased advocacy and shared stewardship. The challenge is to figure out how to customize programs and reach out to communities that typically do not participate in volunteer programs on the national forests.

Research on recreation users in the last five years conducted with the Hispanic populations in our parks and national forests drew some interesting conclusions about how to best interact and disseminate important information. The following are a list of recommendations that came from research conducted by the Forest Service, BLM, UC Riverside, UC Santa Barbara and numerous other sources:

- Contacting leaders of groups to get volunteers involved is very effective. Some examples include church priests or pastors, organizational directors, community leaders, etc.
- Visitors preferred interpersonal oral messages with the Forest Service to learn about the area and the opportunities that were available to them.
- New visitors' knowledge and perceptions were based upon communication with peers and friends and not the printed material published by the managing agency.
- Signs and bulletin boards, even in a bi-lingual context, would have very limited impact on Hispanics given the fact that the surveys strongly suggested the need for interpersonal contact.
- The majority of those involved in programs had initially received information from a friend or family (33%), their local schools (27%), and other groups they were involved with (33%).
- The reason most people get involved in a program is to be of service to their community.
- The reason individuals stayed involved in programs was for personal benefits (66%), benefits to their children (33%), and benefits to their community (31%).
- Individuals stated that it was not hard to get people involved in programs as long as they were familiar with the program and its reputation.
- Get to know a community before you create a program. Create a program around a community's needs.

Recruiting Volunteers Takes a Personal Touch - continued from page 1

Special Circulation Publications: In-house newsletters, school or church publications and professional newsletters and journals can be very effective ways to target a specific audience.

Public Speaking: Accept or elicit the most fruitful speaking engagements that have the potential to lead you to the volunteers you want to recruit. Be

sure you know who will be in your audience and why you are there. Be sure to ask your contact person how many people are expected, what other speakers they have heard recently, and whether or not members of the group have a history of volunteering. Presentations should include pictures of volunteers that express diversity, productivity and excitement.

Booths and Exhibits: Booths and exhibits can be a great way to outreach to the public. Take some

time to consider how to make your booth exciting, highly visible, and very inviting. Use a lot of visuals and make sure that booth staff are outgoing and friendly.

Other ways of outreach include registering your event on websites and piggybacking on special events.

Useful Resources for Recruitment: Cook, Connie: *Reach Out to Youth – Their Way* Ellis, Susan: *The Volunteer Recruitment Book*

Volunteer Management Workshop

April 5, 2005

Conducted by:

Southern California National Forest Volunteer Program

The Student Conservation Association

Interested in improving your volunteer program?

Join us for a workshop at the Cleveland NF!

9:00-12:00: Tour of Aquatic Adventures

12:30-3:30 Workshop at the Cleveland NF

Supervisor's Office covering the following:

- The Five R's of a Volunteer Program: Realization, Recruitment, Recognition, Retention, & Room to Grow.
- The role of the Forest Service and the SCA in creating a sustainable volunteer program
- Reporting Volunteer Work: Who, What, When, Where, Why and How

Contact Diane Harris, dianeharris@fs.fed.us

SCA Intern Contact Information

Field	Name	Email
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Fire	Elizabeth Ellison	sca_fs_elizabeth@yahoo.com
Fire	Carol Baganzi	sca_fs_carol@yahoo.com
Botany	Yvette Granados	sca_fs_yvette@yahoo.com
Botany	Jeff Killingsworth	sca_fs_jeff@yahoo.com
Recreation	Ryan Reynolds	sca_fs_ryan@yahoo.com
Recreation	John Ahern	sca_fs_john@yahoo.com

Southern California Volunteer Program Contacts

Location	Name	Phone	Email
Province	Diane Harris	(909) 790-3912	dianeharris@fs.fed.us
San Bernardino	Paula Cote	(909) 382-2620	pcote@fs.fed.us
Angeles	Roseann Smith	(626) 574-5236	rsmith@fs.fed.us
Cleveland	Geoffrey Smith	(858) 442-1425	geoffreysmith@fs.fed.us
Los Padres	Jeff Saley	(805) 961-5771	jsaley@fs.fed.us
SCA	Amanda Wendt	(951) 296-7278	AWendt@thesca.org