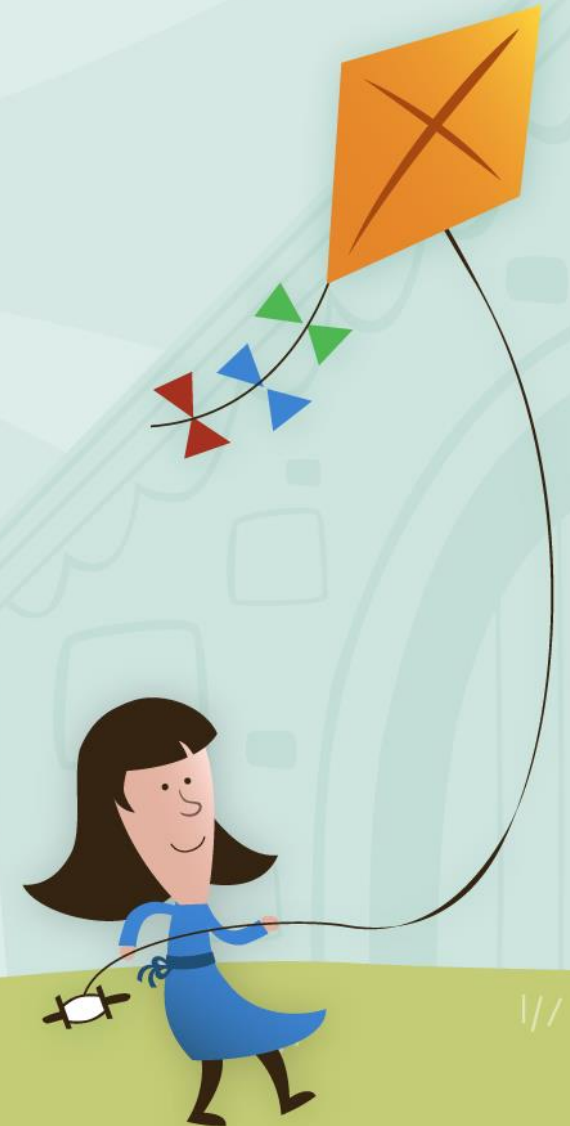


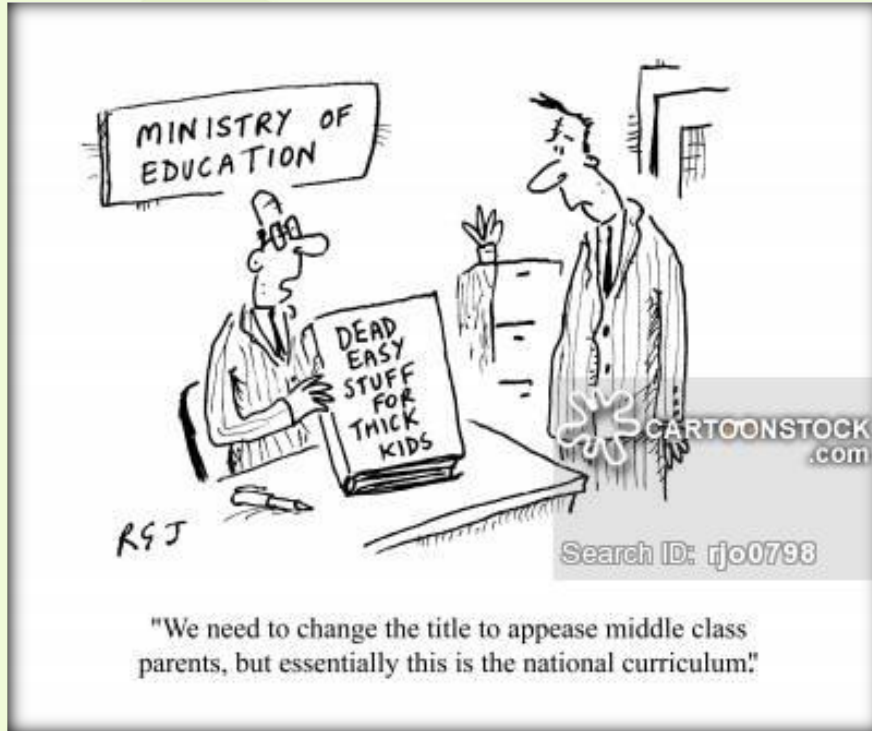
Loaner Programming as a Tool for Cultivating Diversity:

How Backpacks, GPS Units, and iPods can expand organizational reach and encourage inclusivity

Presented by Rich Preyer, rpreyer@ncarboretum.org



Who am I and what do I do at The North Carolina Arboretum?



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...MY JOB at The North Carolina Arboretum
(TNCA)

So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

The Problem:

In the past, TNCA has been virtually inaccessible for underserved populations



So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

The Reasons:

1. Location



Location



So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

The Reasons:

2. Cost

- a. Parking Fee
- b. Membership Fee
- c. Field Trips
- d. Summer Camp
- e. Adult Education classes
- f. Events



So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

The Reasons:

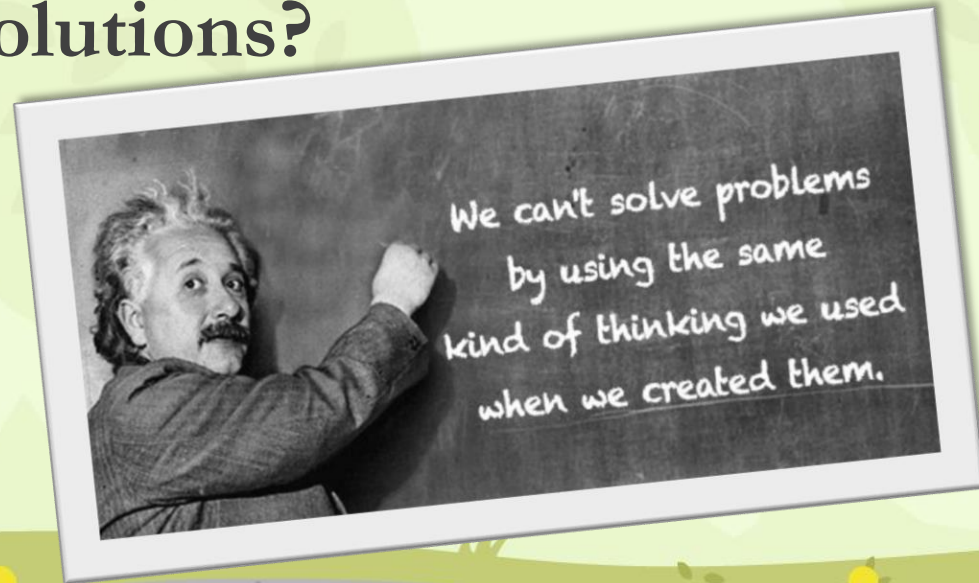
3. Time

- a. Why visit the Arboretum if it's far away and costs money when I could spend time with my kids elsewhere?



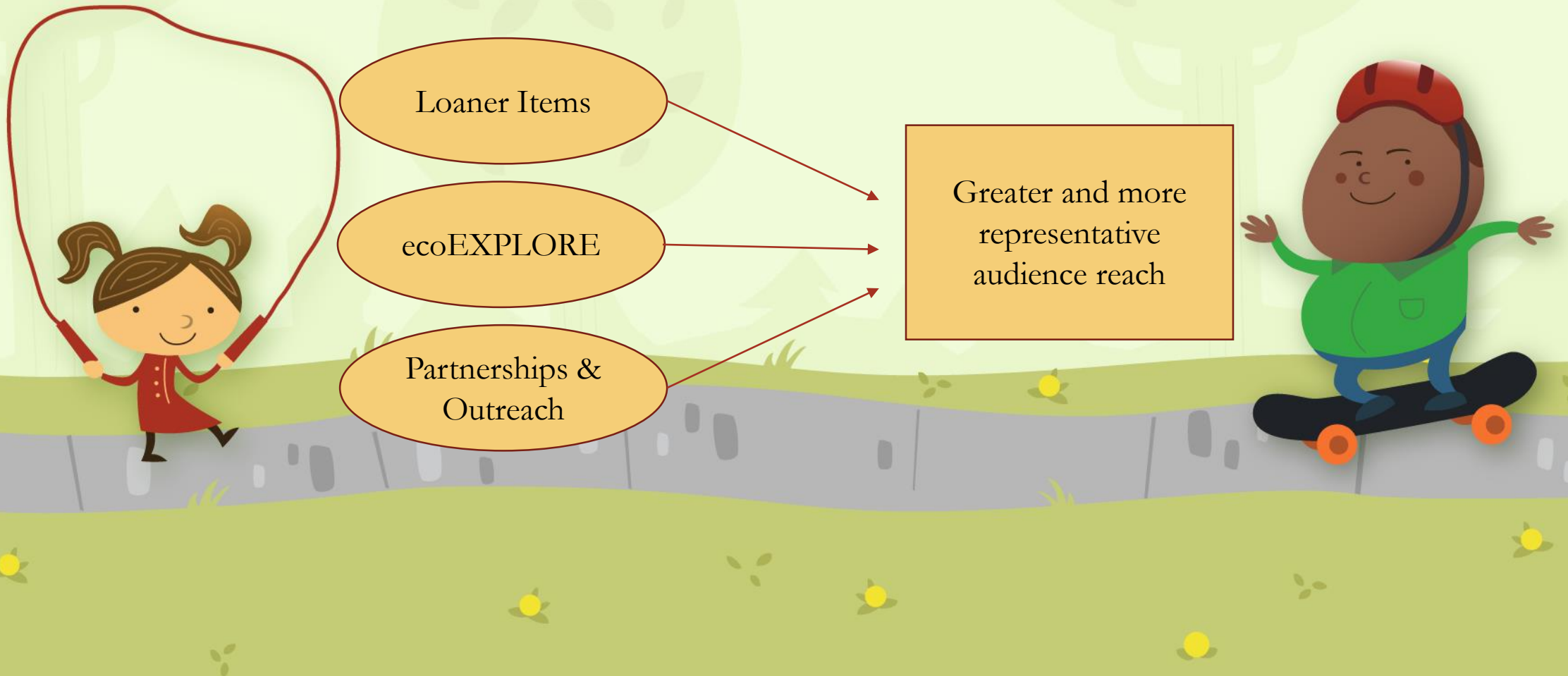
So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

Solutions?



So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

Multiple Pronged Approach



What is “Loaner Programming?”

Tools, materials, and technology for children and families (really, anyone) to checkout from libraries, museums, arboreta, etc. for free, to better engage with the natural world, participate in Citizen-Science projects, and have fun outside while learning



Loaner Programming Examples:



Loaner Tools and Equipment



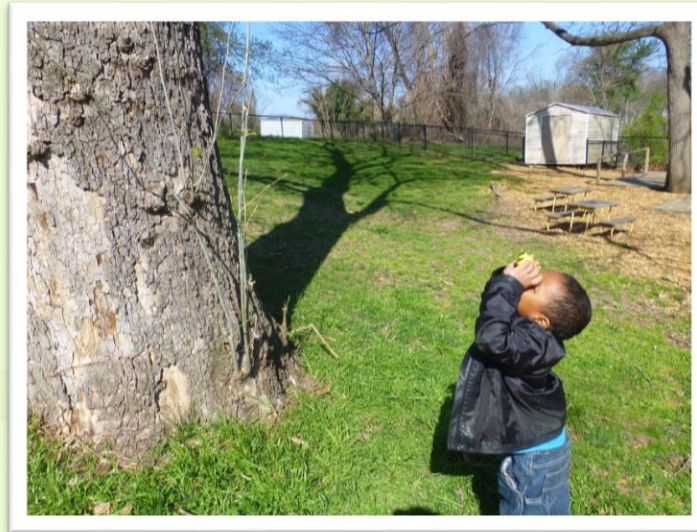
Loaner Programming Examples:



Why Loan Day Packs?

- Provides an additional option to visiting families and groups.
- Adds value to your site.
- Requires low staff time to implement and maintain (most of the time!)
- Allows data collection and participant tracking for self-led visits.

- Demographics
- Site usage
- Visitation
- Engagement



Where does the Arboretum Loan Packs?

Public Libraries across western North Carolina

- Pack Memorial Library, downtown Asheville
- North Asheville Library
- Black Mountain Library
- Leicester Library



Why Loan Packs at Libraries?

- **Greater public engagement**
- Marketing opportunities
- Richard Louv digs it





Checking out Items at the Library

Has it been effective in making the Arboretum more inclusive to underrepresented children?!

Absolutely Not



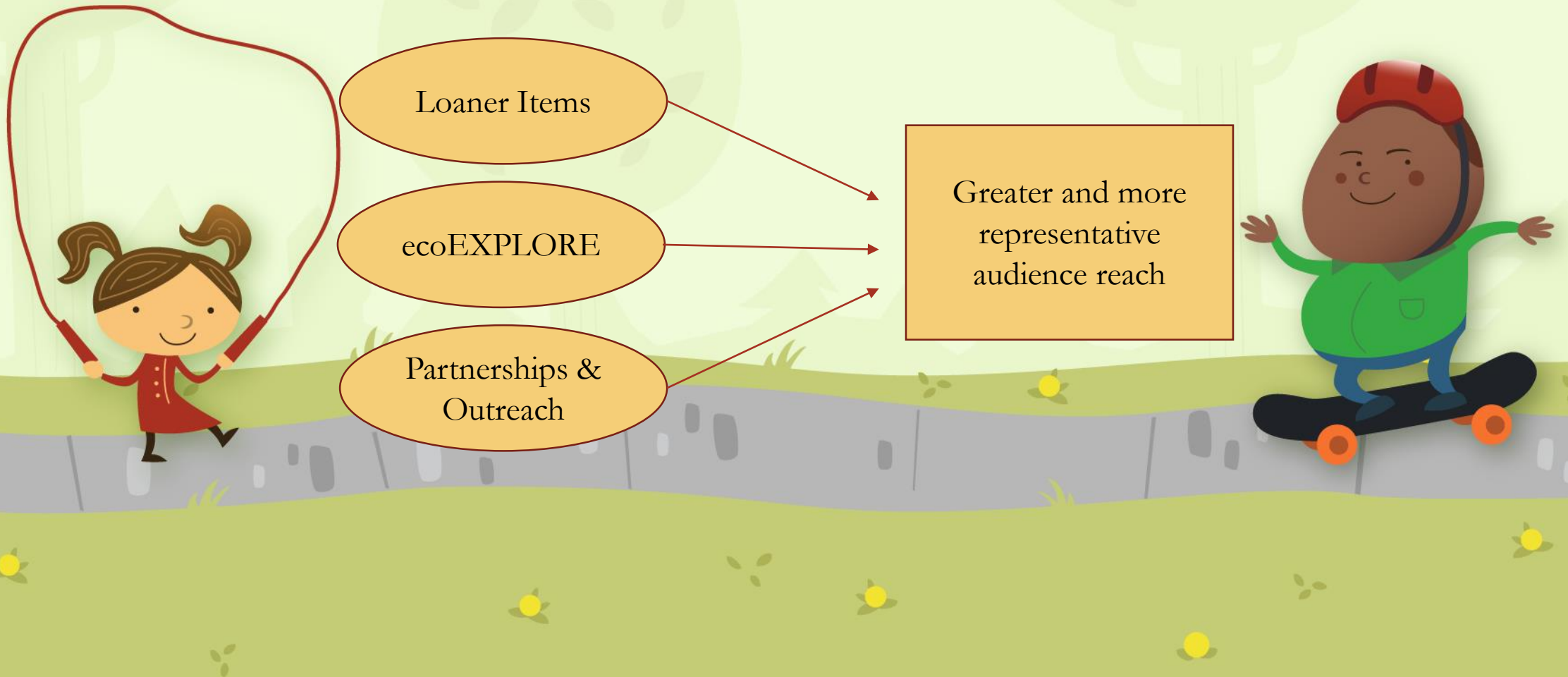
Has it been effective in making the Arboretum more inclusive?

Yes

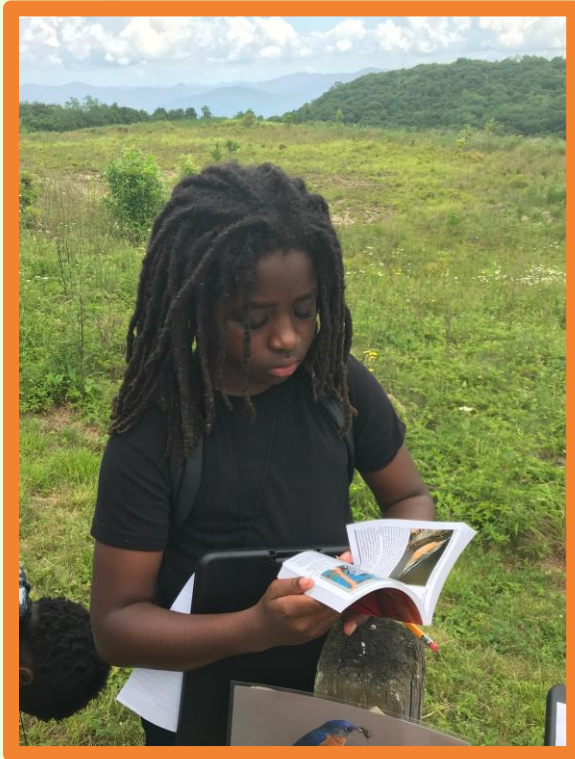


So How Does what I do tie into Loaner Programming and Inclusivity at TNCA?

Multiple Pronged Approach



Inclusivity with ecoEXPLORE



eco
EXPLORE



See It. Snap It. Share It.



What is ecoEXPLORE?

- Created by The North Carolina Arboretum, an affiliate of the University of North Carolina.
- Goal: Increase interest in STEM (Science, Technology, Engineering and Math) education and careers in North Carolina's students, particularly in underserved populations.
- Uses gamification to involve children and families in exploration of the outdoors and biodiversity, while providing baseline species data for research scientists and resource-managers.



ecoEXPLORE Tools & Prizes in Use



Season Ending Events

- Participants and their families earn a ticket to the programming
- Events center on one of the four field seasons (Botany, Herpetology, Ornithology , & Entomology)
- Include opportunities to meet Science Mentors- museum and university researchers who share
- Event includes awarding badges to participants



Has ecoEXPLORE been effective in making the Arboretum more inclusive to underserved children?!

It's Complicated



Partnerships and Outreach: A Model Built on Collaboration



Have our partnerships and outreach programs been effective in making the Arboretum more inclusive to underrepresented children?!

Yes. But...



Questions, Comments, Ideas?...

Presented by Rich Preyer, rpreyer@ncarboretum.org

