

directions

Journal of the Association of Nature Center Administrators

Branding & Marketing Your Nature Center ~ excerpt from a director's guide to best practices

The Director's Guide to Best Practices: Branding & Marketing Your Nature Center is 70 pages of best practices for nature organizations that can be used to increase visibility and impact within their communities and beyond. The Best Practices outlined here are intended to guide marketing professionals at all levels, as well as specialists from other disciplines, in the development of a unified marketing strategy and a cost-effective, measurable tactical plan.

As trusted, community-based organizations, nature centers have a unique opportunity to inform and inspire at the grassroots level. By encouraging dialogue about key issues and teaching and modeling environmentally sound practices in ways that are non-threatening, age-appropriate and enjoyable, nature centers truly can change the world.

Unfortunately, this opportunity is often limited by the lack of clear and effective marketing communications. As a result, nature organizations often end up "preaching to the choir," continually serving the same loyal and enthusiastic users, while many others who would enjoy and benefit from their



programs, land and facilities remain unaware that they exist.

From this perspective, a sound branding and marketing strategy becomes vital to the mission of nature organizations for several reasons:

- It aligns all marketing and outreach activities with the organization's strategy, mission, and vision.
- It forces the organization to clearly identify and articulate what it hopes to achieve through branding and marketing activities and unifies those activities for optimum effectiveness.
- It positions the organization's purpose and value clearly in the mind of members, donors, visitors, com-



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Founded in 1989, the Association of Nature Center Administrators is a private non-profit organization dedicated to promoting and supporting best leadership and management practices for nature and environmental learning centers.

Serving more than 600 members, ANCA is the leader in the profession.



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Directions is a quarterly publication of the Association of Nature Center Administrators, distributed to members of ANCA as a membership benefit.

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photo by Daniel Stolte
courtesy of the National Park Service



Director's Notes

Winter Retreat

Jen Levy
Executive Director
Association of Nature Center
Administrators
Logan, UT

On January 21, 2016 the ANCA Board of Directors met in Sandstone, MN for our annual two-day winter retreat. The retreat was held at the Audubon Center of the North Woods, the site of the 2016 *Find Your North Star Summit*. We toured the facility, met with the center staff, and experienced a real Minnesota winter! We are all looking forward to returning in August when instead of walking across frozen Grindstone Lake in our warmest puffy coats (which of course was fun!), we will be swimming and boating in the lake, networking with colleagues, and sharing ideas and best practices in this beautiful North Woods setting. ACNW Executive Director Bryan Wood and his staff are excited to welcome the ANCA membership so mark your calendars for August 17-21, 2016 and look for registration materials in early April.

The winter retreat is one of two in-person board meetings (the other is the Summit in August) held annually. We consider these face-to-face meetings of vital importance and devote much of our time together to reviewing and revising our strategic plan. This year we were fortunate to have long-time ANCA member Dr. Corky McReynolds in attendance to facilitate the planning portion of our meeting. In addition, we were



provided with the results of the *ANCA Blue Ribbon Report* (read the article on page 6), a comprehensive report that explores what leaders in the field view as the societal and economic future of our industry over the next 25 years. The report identifies significant trends and developments and provides recommendations for how ANCA can continue to support the growth of nature centers in the future.

We launched the retreat with a review of our accomplishments since we adopted our current strategic plan in 2012. These accomplishments include establishing ANCA Regional Meetings with nine active regions meeting throughout North America, membership growth of 10% per year, an Annual Fund Campaign that raises funds for both operations and the ANCA Endowment and Scholarship Funds, Succession Plans for both the Executive Director and the Board, and we added one full-time staff member, a Member Services Coordinator, to manage the ANCA membership

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and member services.

The next step involved a revision of our current strategic priorities and the development of action plans to implement our remaining work. Over the next year we will be focusing our efforts on 4 strategies,

1. Offer a spectrum of services relevant to member needs;
2. Build ANCA's capacity (staff, board, funding) to serve our members;
3. Develop a variety of communications to reach members and nonmembers;
4. Explore/define relevance and trends in our profession.

One of ANCA's greatest resources is our board of directors and the committees of the board. ANCA committees have been instrumental in our planning effort and will continue to develop annual goals in support of our strategic direction.

Strategy 1 will involve ways to meet the needs of new leaders as well as mid-career and seasoned veterans. One way we can accomplish this is through the programming we offer at the Summit.


Amber Parker, ANCA V.P. for Professional Services, chairs our Summit Committee and has recruited members who represent the full spectrum of our membership to plan the Summit programming. In addition, we are looking for centers and programs that are already developing best practices in the trends identified in the *ANCA Blue Ribbon Report* so we can promote them among the membership.

Pam Musk, Chair of the Mem-

bership Committee, is leading an effort with her committee to contact expired members and assess their needs and challenges. Jenn Wright, Chair of the Regional and Specialty Initiatives Committee, is working with her committee to develop better tools for hosting regional meetings and to recruit new regions to hold meetings.

We will continue to build ANCA's capacity with the help of our Development Committee chaired by ANCA V.P. for Development, John DeFillipo and the Governance Committee chaired by Patty Weisse. Action items will include researching cloud-based donor databases, growing our major gifts programs, growing our operational reserves, and maintaining board members and officers with the talents needed for future strategic direction.

Iain MacLeod, Chair of the Marketing Committee, is working with this committee on a new marketing plan that will include developing new and improved communications to reach both existing and potential members including publications, a new website, and social media.

One of the more challenging strategies involves exploring and defining relevance and trends in the profession. We will be forming a task force to identify both existing research and needed research to determine the collective impact of our member centers. We will also work to identify and disseminate information about trends in the profession. We have a great start with the *ANCA Blue Ribbon Report* and will develop plans to follow the recommendations for ANCA. 



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munity leaders and other key constituents.

- It provides a cohesive plan for all marketing and communications activities, ensuring that the right messages are delivered to the right audiences via the most cost-effective means.
- It enables proper stewardship of member and donor contributions through the cost-effective management of a marketing budget.
- It generates pride and enthusiasm among staff, board, and volunteers.

In short, the clarity of thinking and purpose that emerges from a well-articulated brand and marketing plan can re-energize your staff and board, attract additional members, donors, visitors and volunteers, and significantly increase your opportunities to teach and motivate others to love and protect the natural world.

Developing a valuable and lasting brand identity for your organization isn't magic; it's a methodical process that begins with the history, mission, vision, values and strategic plan that you've already put in place. It's not impossible to develop a branding and marketing strategy without these foundational elements, but it is inadvisable. Why? Because a brand identity is more than a catchy slogan and a clever logo

design. A good brand is a fundamental representation of who you are and what you aspire to become as an organization. A brand is all of these things and more:

- The promise you make as an organization
- A clear articulation of your unique value proposition
- The entire experience a person has with your organization
- A unified approach to positioning, marketing, staff education, evaluation and motivation

That's why it's important to make sure your brand identity is fully integrated into your organization, past, present and future. 🌱

The Director's Guide to Best Practices: Branding & Marketing Your Nature Center was written by Greta Bolger, president of Bolger + Battle, Inc., Midland, Michigan, which she co-founded in 1994. Greta has been involved in strategic planning, branding, and marketing for nature organizations, including Chippewa Nature Center in Midland, Michigan; the Michigan Audubon Society; Michigan Association of Conservation Districts; Baltimore Woods Nature Center in Marcellus, New York; Birdsong Nature Center in Thomasville, Georgia; and the Association of Nature Center Directors. Greta earned her B.A. and M.A. from Michigan State University.

Relationships Among the Functional Elements of Branding



The Director's Guide to Best Practices
Branding & Marketing Your Nature Center



Association of Nature Center Administrators



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take a look inside

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III. DEVELOP A MARKETING STRATEGY AND TACTICAL PLAN

Once your brand platform is defined, you can begin to develop a marketing plan. For most organizations, a 10- to 12-page document should be sufficient to cover a complete and implementable marketing strategy and plan. We have all seen plans and strategies that filled entire binders and sat on shelves while staff and board went about their business. A well-crafted marketing plan should have the following purposes:

- Distill your research and define your brand platform as a reference and guide.
- Build upon your brand platform to create measurable objectives, a marketing strategy, and a tactical plan.
- Create accountability for marketing plan, internal communication, and continuous improvement.

Practice 6 Create a Clear Strategic Plan

The format and components of a marketing plan should reflect the organization's situation and the marketing objectives. Developing a clear strategic plan that everyone associated with the organization understands and agrees to is the first step in creating a successful marketing plan. Categories are generally a part of the plan.

- Background – This section provides the background information that the organization's founders intended to provide. It should include the organization's history, growth trajectory, and current status.
- Situation – This section provides a summary of the organization's current situation, including its strengths, weaknesses, opportunities, and threats.

**Appendix E
 Sample Tactical Plan**

VALLEY NATURE CENTER MARKETING PLAN 20XX-20XX

- OBJECTIVES**
1. Increase program participation and revenues by 15% a year, with 50% of programs broken even by YE20XX
 2. Increase funding from members, donors, grantors and sponsors by 10% a year
 3. Increase use of facilities and trails by 20% per year
 4. Increase membership 10% a year to 900 members by YE 20XX

TACTIC	TEAM	COMPONENTS	SS	TIMING	NEXT STEPS	RESULTS QUALITATIVE/ QUANTITATIVE
Member survey		• Develop survey questions • Field online		Complete Dec 20XX	• Identify team • Gather information on survey creation • Draft questions for review by team	
					• Determine team • Develop outline • Draft copy	

Practice 8 Choose the Right Tactics to Match Your Mission and Maximize Value

Today, there are more options available than ever before to market your organization and its offerings – so many, in fact, that it's not easy to decide how best to allocate your limited marketing dollars. It's not uncommon to get caught up in the latest promotional options and lose sight of what you're trying to achieve with your marketing efforts. As you're considering the various tactical options listed below, along with others that may come your way, ask yourself the following questions:

- Is this tactic in line with our strategic plan and mission?
- There's no point in planning if you don't have a clear idea of how to do it. Do your part to support other departments. Stewardship demands that you use your marketing budget in support of the organization's mission and development. Look for ways to meet that standard.
- Is this tactic trackable and measurable?
- Often, the only way to get a clear indication of how many people are responding to a program or event is to include response cards, letters, or other means to track and measure the impact of your marketing efforts. The information you need to make decisions about the effectiveness of impulse...



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Profile:

ANCA Blue Ribbon Report ~ Follow Up

Cameron Lawrence
Member Services Coordinator
Association of Nature Center
Administrators
Logan, UT

Recently ANCA executive director Jen Levy and member services coordinator Cameron Lawrence met with Andrew Revelle at the ANCA office in Logan UT. Revelle, who now teaches at a charter school in Ogden UT, was commissioned to conduct research on the future of the nature and environmental learning center profession as part of his requirements for the degree of Master of Science at the University of Wisconsin Stevens Point. The result of his research, the *ANCA Blue Ribbon Report*, is a comprehensive report that explores what leaders in the field view as the societal and economic future of our industry over the next 25 years. Revelle's project did an excellent job identifying significant trends and developments and provides recommendations for how ANCA can continue to support the growth of nature centers in the future.

The *ANCA Blue Ribbon Report* is based on a survey of the ANCA membership as well as in depth interviews conducted with emerging and long-time leaders in the nature center profession. The report identifies trends in staffing, fundraising, physical property, programs and services, organizational governance, and the community role of nature centers. To read more about Revelle's methodology and results, please see the cover article published in the Winter 2015 issue of *Directions*.

This follow up describes the five major themes from the *ANCA*

Blue Ribbon Report as well as recommendations for how ANCA can lead the exploration of these unresolved trends and address specific needs.

We are excited to present the completed *ANCA Blue Ribbon Report* to our membership, and get to work providing programs and services to meet your changing needs!

Major Themes

Thirteen seasoned leaders with 15+ years of director experience were selected from the ANCA membership for in-depth interviews. Seven emerging leaders with five years of director experience were selected based on nominations from a survey sent to the entire ANCA membership. Five major themes emerged from these interviews.

Theme 1: Nature centers will need to establish relevancy in an increasingly nature disconnected society.

The top priority for nature centers leaders is to create a place for the community to connect with the natural world. While the world around us changes, nature centers will need to adapt to fulfill that role in new ways. Conservation and restoration ethics will be a greater focus in the future. Technology will also play a bigger role in nature centers.

Both emerging leaders and seasoned leaders will need to address the issue of climate change in the future, although they tend to disagree on how to accomplish this. While emerging leaders are considering advocacy, seasoned leaders continue to focus on edu-



cation. Revelle says, "The emerging leaders ... more frequently discussed the need for nature centers to address climate change and consider the role of advocacy."

Theme 2: Nature centers will adapt funding for day-to-day operations and long-term sustainability.

Fundraising has always been a challenge for nature centers and that is not expected to change in the future. Nature centers must continue to be quick to react to changes in the economy.

The survey revealed that nature center leaders are expecting to increase their investment in fundraising, which may result in more individual donors. Another idea that is expected to catch on in the future is collaborative fundraising. Nature centers will work with other nature centers or nonprofits

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in their community to increase the scale of impact and secure larger scale grants and funders. At our meeting in January Revelle said, "Funding sources are a lot more particular these days, they (nature centers) need to work together to do something bigger."

Theme 3: Nature center programming will evolve.

Leaders in the profession expect a change in programming to target all ages in their communities, starting with preschool. Nature-based preschools are expected to catch on at more nature centers in the future. Citizen science and field research are also expected to play bigger roles as they teach students skills to address environmental issues.

Revelle said that some leaders feel traditional school programming has become stagnant. While the leaders he interviewed were unsure what the future would bring, they are looking forward to changes regarding this traditional programming style.

Theme 4: Nature center professionals will develop modern skill sets.

Leaders in the profession predict the staff of nature centers will be expected to take on new responsibilities and will in turn have more varied skills sets. This expectation also applies to executive directors who will be seen as, "business leaders, public voices for the environment, and fundraisers." Many of the interviewees felt that there may be a need to hire from outside the profession to find these skills. Each center's Board of Directors will also need to be increasingly capable and more reflective of their communities.

Theme 5: Nature centers will strengthen their properties.

While every center is different, it was generally said that nature centers will experience site-specific changes to their physical properties including restoration projects, new buildings, and procuring new land. While new buildings were not a priority for most leaders, and acquiring new land was split, many leaders were concerned about urban sprawl.

Revelle says, "In some places, centers are becoming islands of nature within sprawl rather than the gateways to the natural world outside cities that they once were...the leaders forecast that this shift may present opportunities for the creation of new nature centers as the spaces between sprawl link."

Recommendations for ANCA

The ANCA Blue Ribbon Report includes recommendations for how ANCA can lead the exploration of the unresolved trends and address specific needs identified in the study. The following recommendations and brief explanations have been shared with the ANCA board, staff and committees of the board. We will incorporate these recommendations into our strategic planning and work to develop and grow our member program and services in response.

1. Support the development of nature centers into conservation and restoration leaders. Champion nature centers, which have successfully integrated conservation and/or restoration ethics into their organizations. Develop best practices for nature centers supporting conservation and restoration in their communities.

2. Lead the conversation about education and advocacy concerning climate change. Investigate how nature centers in currently impacted regions are beginning to

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address climate change. Provide spaces for directors to discuss how centers can and should react.

3. Develop best practices for integrating technology into programming and business models. Champion nature centers, which have integrated technology in significant ways. Due to the fast pace of innovation, focus on ways to leverage social media and mobile technology rather than specific devices such as iPads.

4. Develop best practices for resiliency to future economic downturns. Identify lessons learned from nature centers that were affected by the recession.

5. Support the promotion of the value of nature centers. Conduct evaluation and outcome research on nature centers. Develop best practices for promoting the value of nature centers in the community.

6. Be a catalyst for collabora-

tion. Champion nature centers which have successfully collaborated with other organizations to increase the scale of their impact. Develop best practices for collaborating to win larger foundation grants. Facilitate discussions on the potential for nature center consortiums and coalitions.

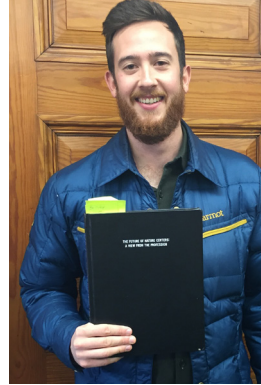
7. Promote innovative programming. Champion nature centers, which have created successful programs for high schoolers, college students, and adults. Champion programs which have successfully integrated issues analysis, field research, and citizen science.

8. Explore the horizon beyond school programming. Facilitate discussions of the value of traditional school programs. Provide

spaces for directors to discuss new models of programming.

9. Promote boards reflective of their communities. Champion nature centers which have benefited from diverse, reflective boards.

We are grateful to Revelle for his work on this project as well as his advisor, Dr Corky McReynolds. The ANCA Blue Ribbon Report will be instrumental as we move into the next 25 years of our organization.



Andrew Revelle wrote the ANCA Blue Ribbon Report

Click here for the ANCA Blue Ribbon Report. 

Cameron joined the Association of Nature Center Administrators as the Member Services Coordinator in March of 2015. She received her BS in environmental studies with a focus on sustainable systems from Utah State University.



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From The Field:

the North Woods is Calling...

Bryan Wood
Executive Director
Audubon Center of the North Woods
Sandstone, MN

Listen. Can you hear it? The North Woods is calling. It's calling you to come next summer and experience its spell. The North Woods is an intimate landscape – devoid of cloud piercing mountains or grand spraying oceans, yet rich in detail, life, and beauty.

It is the landscape of ancient rocks – of a billion year-old mid-continental rift that threatened to split North America in half. The 900 million year-old sandstone at the surface tells the story of its ancient beach, and the myriad potholes show where Glacial Lake Duluth drained, giving rise to present day Lake Superior, and carving out the great Mississippi River Valley. The outwash of that glacial lake deposited brightly colored amygdules throughout the area, allowing the nearby town of Moose Lake to boast as the Agate Capital of the World.

The North Woods is a landscape of waters – of the National Scenic St. Croix Riverway (one of the eight original rivers in the Wild and Scenic Rivers Act), the Minnesota Wild and Science Kettle River, and the mysterious 153 ft. deep Grindstone Lake. Charismatic birds including the bald eagle, osprey, and common loon call these waters their home and raise their young here. As citizens of a state home to over 15,000 lakes, water is a precious

gift that we protect highly and enjoy thoroughly. To experience these bodies by canoe or kayak is to know their soul and feel as if you are suspended between the heavens and Earth. Lake sturgeon, walleye, northern pike, and lake trout inhabit these waters while mink, muskrat, beaver, and otter split their time with the land.

It is a landscape of rich forests – where the eastern deciduous forest reaches its northern extreme and gives way to the southern edge of the boreal forest. This transition zone houses old-growth sugar maples, red and white oaks, ironwoods, and butternuts. But it is also dotted with towering virgin white and red pines, jack pines, balsam fir, and white spruce. No description of the woods would be complete without its usual cast of characters – coyotes, bobcats, gray and red fox, fishers, weasels, porcupine, woodchucks, white-tailed deer, and when lucky, black bear, and gray wolf. Along with the dozens of songbirds that nest in the trees, these animals make the forest pulsate and team with life. Even though we are out of the main expanse of the Great Plains, pockets of prairies are found where glacial lakes emptied in outwash plains, leaving behind sandy

fields prime for prairie grasses to thrive. These areas attract sand hill cranes, woodcock, and sharp-tailed grouse, among others.

The North Woods in the evening boasts clear, dark skies where the Milky Way can be viewed, stars examined and age-old questions pondered. You never know when you may look up and see ribbons of green, pink, and white dancing across the sky as the Aurora Borealis display their enchanting, silent magic.

All these things and more await you for the *Find Your North Star Summit* August 17-21 at the Audubon Center of the North Woods. We are thrilled and deeply honored to host such a significant and rewarding conference. You in this profession care about the environment, and also care about people and we are fortunate enough to get to meld these together for our careers. What better profession could there possibly be? We get to share the joy of nature with others. We get to expand their world and create moments of sheer wonder and amazement. We have the privilege of shaping people's lives through meaningful, positive experiences that make a difference for our

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planet. How lucky are we?

These ANCA Summits are an incredible way for us to come together to be reminded of why we are in this profession, to gather information and inspiration that we take back with us and help sustain us through the inevitable hardships and challenges we all face. To give us the resources, strength and confidence to catapult our organizations into areas of greatness. These Summits aren't just professional development, they are personal development.

Being a part of them has made me a better person and more grateful for what others around the country are doing to help our planet. They have inspired me to do more, and made me incredibly proud to be a part of such an amazing network of passionate, caring individuals across this nation. We at the Audubon Center of the North Woods are working feverishly on making your experience this August as extraordinary as the past Summits have been. The bar has been set very high, and we thank the previous hosts and ANCA board members who are helping us prepare for this Summit. As the first site in Minnesota to host the Summit, we are excited to show you our state's commitment and impact to environmental education. I know other Minnesota nature centers and ELCs share in my excitement.

As a residential environmental learning center, we look forward to giving you a fully immersive Summit experience with lodging, dining and programming all on-site. In addition to lodging in our dormitories (hotel rooms nearby will be available), we will also offer camping options for those who can't pass up the chance to spend more time outside. Our facilities include a mixture of nationally registered historic buildings and modern facilities, powered with geothermal heating and cooling, domestic solar hot water, solar photovoltaics, solar hot air, and wind. Our serene lakefront setting amongst the hardwoods, pines, and prairies will offer a perfect background for a successful and memorable Summit. Our dining service staff that focuses on scratch-made, natural and organic foods looks forward to preparing tasty dishes highlighting local and regional ingredients and cuisines. Minnesota, a Dakota word meaning "water that reflects the clouds," has a rich environmental heritage that continues to this day with our efforts to shape a

better future for our planet.

So whether you know us as the Land of Sky Blue Waters, the North Star State, the Gopher State, the Land of 10,000 Lakes, or the Great White North, we look forward to hosting you for an incredible Find Your North Star Summit experience and can't wait to see you in August! 🌿

Bryan Wood is the Executive Director of the Audubon Center of the North Woods, a 535-acre 501(c)(3) residential environmental learning center near Sandstone, MN. As Executive Director Bryan leads an organization with a \$1.6 million annual budget, 25 employees and 8 naturalist interns. He oversees programs, development, operations, facilities, land management, strategic planning, and the budget. Bryan teaches undergraduate and graduate level post-secondary courses for schools in MN and throughout the country, and coordinates adult and community programs. He serves as a public relations advocate on behalf of the Audubon Center of the North Woods, and strives to form productive partnerships with individuals, schools, nonprofits, and corporations. Bryan lives with his wife Kat, daughter Maya and son Henry (and their pet dog, cat and hamster) on an old farm outside of Sandstone, MN.

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Feet On The Ground:



Recent & Upcoming ANCA Activities Around the World



ANCA's Board of Directors gathered at Audubon ⇨ Center of the North Woods in Sandstone, MN on Jan. 21-23 for their annual winter meeting.



The next Michigan Regional Meeting will be held ⇨ February 26, 2016 at Chippewa Nature Center in Midland, MI.



⇧ The next New England Regional Meeting will be held March 24 at Earthplace in Westport, CT.

⇨ On January 22 nature center administrators from across Florida met at MacArthur Beach State Park in North Palm Beach, FL. Attendees learned about working with boards and committees, strategic planning, and had a question and answer panel.

⇨ The Next Florida Regional Meeting will be on May 13 at the Gillespie Museum in DeLand, FL.



⇨ The upcoming Texas 2016 ANCA Regional Meeting will be held at Nueces Delta Preserve in Odem, TX on February 18-19.



⇩ The Dawes Arboretum in Newark, OH will hold the 2016 ANCA Midwest Regional Meeting on April 8.



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NEW!

Peer Consult Financial Assistance Program

ANCA has initiated a new program that will award financial assistance twice per year for peer consults

These consults are designed to promote greater success in the nature and environmental learning center profession and to assist organizations that may not otherwise be able to afford the full consult fee.

Learn More

Application Deadlines: March 15 & Oct. 30

Peer Consults - We know the business. We're in it too!

ANCA offers consulting assistance to nature centers and other environmental education organizations at very reasonable rates.

The cost includes transportation, lodging, and meals for the team, plus a \$3,250 fee that goes toward supporting ANCA's professional services. Our board of directors and members provide these services with no personal financial gain, while you gain the advantage of advice and guidance from some of the profession's most respected and experienced leaders.

What can be covered? Well, just about anything involved with planning, funding, and operations.

Some topics include:

- Assistance with long range and strategic planning
- Review facilities and trails
- Program evaluation
- Personnel & human resources issues
- Fundraising and fiscal management
- Green building
- Exhibits
- Starting a center
- Organizational structure

Join the Team!

ANCA's Consult Services are a success because of it's members' participation on Consult Teams. Please consider sharing your experiences and lessons learned.

Consult Team members donate their time but all expenses are paid. Participating in a Consult is a great way to see other parts of the country, learn about other nature centers, and take home valuable knowledge for your own center.

So don't delay!!!

PLEASE fill out the skills survey in the Member's Section on ANCA's website at www.natctr.org.

To find out more about ANCA's Peer Consults contact:

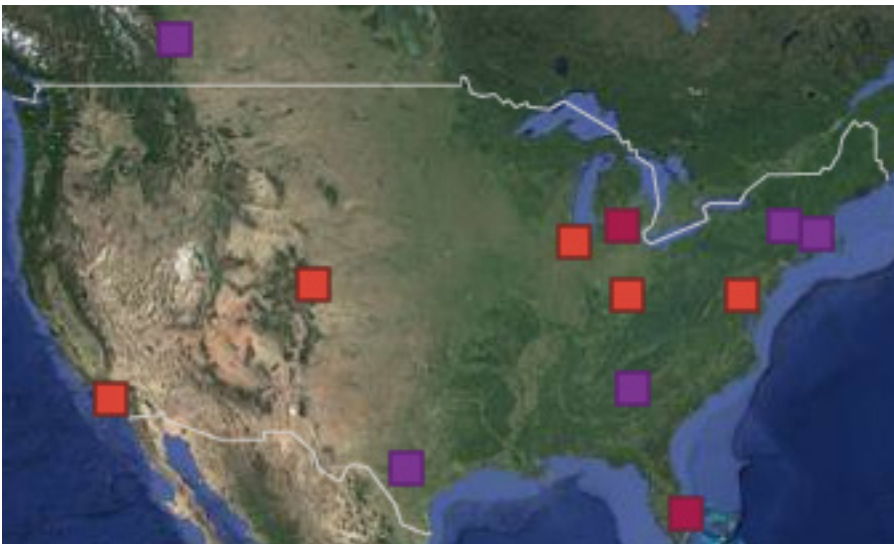
Ann Rilling
Marketing & Communications Director
970-375-7090
arilling@natctr.org

ANCA Leadership Awards

- Do you know someone who has demonstrated best practices in leading a nature or environmental learning center? Have you been mentored by a fellow nature center administrator or know of a new leader who is doing an exceptional job? Recognize this person by nominating them for an ANCA Leadership Award!
- The ANCA Nature Center Leadership Award recognizes outstanding professionals in the field of nature center administration. Candidates should be employed (or formerly employed) in a top leadership role in a nature center.
- The ANCA Outstanding New Leader Award recognizes outstanding new leaders with less than five years of full-time work experience as the director, president or other administrator at the highest administrative level at an environmental learning center.

Learn
More

Applications are due April 1, 2016



ANCA Regional Meetings

In an effort to connect our members regionally, ANCA is now offering peer-to-peer opportunities for professional development in several regions across the country.

Click on the map to see if there's a meeting near you!

Upcoming ANCA Regional Meetings:

- Texas Regional Meeting – February 18-19
at Coastal Bend Bays and Estuaries Program in Corpus Christi
- Michigan Regional Meeting – February 26
at Chippewa Nature Center in Midland
- New England Regional Meeting – March 24
at Earthplace in Westport, CT
- Midwest Regional Meeting – April 8
at Dawes Arboretum in Newark, OH
- Florida Regional Meeting – May 13
at the Gillespie Museum in DeLand

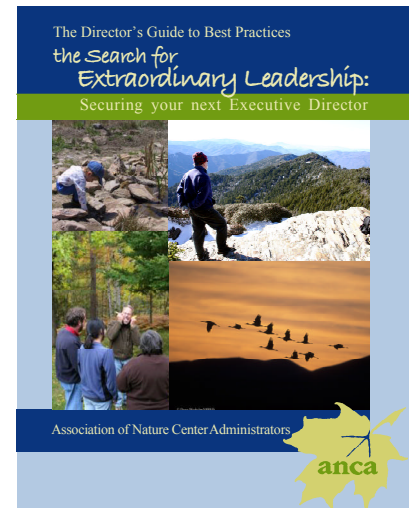
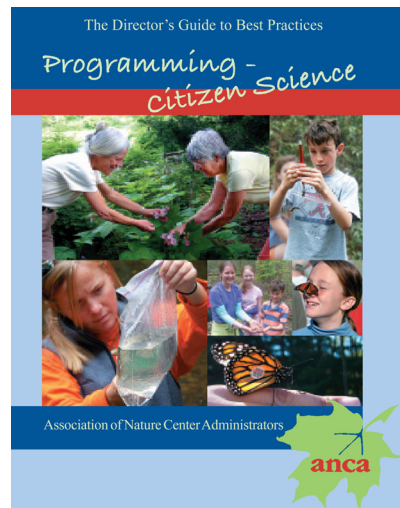
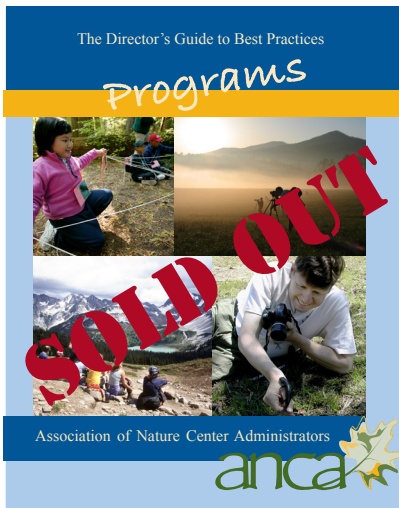
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- Interpretive Design of Nature Centers: Buildings
- The Search for Extraordinary Leadership: Securing Your Next Executive Director
- Programming - Citizen Science
- Programs
- The Nature Center Book: How to Create and Nurture a Nature Center in Your Community

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