

## NLCS 15-year Strategy Trevor Needham – Theme 3

>> Marlo: Now we're going to move onto Trevor and receive an overview of Theme 3.

>> T. Needham: Thank you, Marlo. I, too, appreciate the opportunity to talk to the BLM community about Theme 3. Theme 3 specifically focuses on raising awareness of the value and benefits of BLM's NLCS.

The theme itself highlights five specific goals and spans six BLM-wide program areas including partnerships, volunteer [inaudible] and interpretation, youth and outreach. Central to this theme, in addition to raising, building awareness and understanding is fostering and promoting shared stewardship of BLM-managed public lands. Five goals are provided under this theme.

It's really a multi-faceted approach to advance shared stewardship and further opportunities for partnerships with a diversity of interests to support conservation work across the entire system. In addition, there are several step-down goals that seek to build BLM's capacity to better support this shared stewardship effort.

>> M. Draper: Well, is there an overarching goal within the theme to build public awareness about the NLCS?

>> T. Needham: There sure is. The plan calls for the development of a national outreach and media plan as part of long-term public awareness initiative to promote better understanding of why NLCS areas were designated area and further their resource, social and economic values to the communities in which these areas are located.

At the broadest level, building greater public awareness is really a starting point to attracting additional hearts, minds and hands-on work on the ground to help meet our individuals and partners

and volunteers to meet our shared stewardship objective.

>> M. Draper: Trevor, you mentioned the theme's intent to build BLM's capacity to better support shared stewardship. In what ways do the theme goals intend to do this?

>> T. Needham: Sure. There's actually a number of ways. The plan highlights using both education, interpretation to not just tell NLCS's story, both nationally and locally, but using that as a vehicle to enable the public to really discover ways to better engage in the shared stewardship that we're promoting within the plan.

NLCS provides a huge and enviable landscape of learning landscapes with outdoor classrooms that provide both exceptional formal and nonformal educational opportunities for students, for lifetime learners and for the public.

You know, we've seen this and want to further promote this. Textbooks come to life, as do students' interests and passion for conservation when they can apply lessons learned in the classroom into a real-world, local, relevant setting, and what better place to do that than on NLCS units.

Resource management challenges, for example, are very real to high school students that are today monitoring riparian areas throughout the Agua Fria river system just north of you there, Marlo, in your neck of the woods.

Similarly, if they offer opportunities for enlightenment, to build an understanding, allowing public visitors, whether virtual, real, on site to forge unique connections to our natural resource base. By providing interpretive programming, BLM helps to facilitate [inaudible] and safe recreational experiences, increase visitor knowledge of the resources and management issues, and really encourage responsible behavior on our

Lands.

In terms of building BLM's capacity, that was one of your questions, the plan calls to develop a national strategy that provides really a framework for implementing, delivering and facilitating interpretation and education throughout BLM and on the NLCS, and the idea here is that the framework will help provide safe, specific implementation of these programs, building on existing agency programs, Laying Hands on the Land, Project Archaeology and Take It Outside.

Once developed the framework is envisioned to help individual units determine how best to develop further deliver, facilitate both interpretation and educational visitor experiences.

In addition, the plan highlights providing interpretive and educational tools and materials about the NLCS to some of our commercial users like outfitters, like guides, like ranchers and maybe even oil and gas developers who, in turn, may help educate their own employees and the public about these lands, thereby, further expanding BLM's outreach capacity.

>> M. Draper: Trevor, you mentioned hands on the Land. I'm glad you did. November 3rd, one week from today, we have another broadcast on that topic, Hands On the Land. Having read the strategy, I see that partnerships are woven throughout the strategy. They are specifically emphasized in Theme 3. So speak to what's envisioned for partnerships in theme -- Theme 3.

>> T. Needham: You're right. Not surprising, partnerships is interwoven across all four themes. That was done deliberately to -- to say the least, Theme 3 highlights partnerships, obviously working with others helps the agency better leverage resources, engages stakeholders in our work, helps attract and inform visitors, and helps us resolve some of the complex natural and cultural resource management issues we often see R face.

BLM's NLCS has a strong record for partnership success as evidenced in part by the growing and expanding network of friends organizations across the system and really NLCS is very uniquely positioned to support and benefit from partnerships.

The plan seeks to build on these existing NLCS partnerships' success and further advance and strengthen partnerships across the system and the BLM in a number of ways.

First and foremost, the plan does call for a national partnership strategy to be developed and the idea here, similar to some of the other plans, is develop, really, a national framework and a national program to help best support advancing, strengthening, sustaining and developing partnerships across BLM programs.

The plan also seeks to develop relevant training, partnership resource materials and other guides to, again, enhance and further partnership efforts across the board.

Another component we like to look at here, and it's highlighted, is to help -- how can we as an agency help better network those partners working hard on our behalf and their behalf, meeting mutual goals. We want to figure out how to help facilitate that partner-to-partner, peer-to-peer, and idea sharing. That's a part of it as well.

>> M. Draper: Trevor, could you also describe other ways under Theme 3 where the public can gauge its stewardship?

>> T. Needham: Absolutely. Perhaps two of the most notable within Theme 3 are expanding the use of volunteers within the NLCS and recruiting well trained youth from diverse backgrounds.

I think it's perhaps obvious but our volunteers provide far reaching assistance to basically every aspect of what BLM does and it's through many of

these volunteer efforts appeared experiences that these individuals again forge these close connections to the resource base we are entrusted to help protect and conserve.

Beyond their stewardship services, volunteers, as a result of their service, very typically and often become ambassadors for BLM and the NLCS within their communities, helping people better understand, raise the awareness of what we do, why we do what we do and the relevancy to these lands to their individual communities.

Theme 3 also embodies the Department's commitment and objective to working with young people to build a highly skilled 21st century workforce that reflects the diversity of the country.

NLCS lands offer an ideal training convenient view for such an effort and for providing hands-on field he can experiences.

Budding conservationists like our own Matthew Preston, can take their first steps down the career path in cultural resource within the system.

The plan also seeks to identify science and resource priorities that use both college-trained interns and youth corps crews that can help address through short-term and long-term assignments.

I hope that helped summarize some of the key aspects of Theme 3 within the plan.

>> M. Draper: It does, Trevor.  
Thank you very much for that.