

## CONSERVATION EDUCATION GOALS



**MISSION:** *Connect people to the land, by providing them with the tools they need to take informed actions related to sustaining natural and cultural resources.*

**VISION:** *The Forest Service conservation education program will be an effective, dynamic means for the Forest Service to connect the American people with their environment. The Forest Service will provide the tools Americans need to participate effectively in the critical task of sustaining our Nation's natural and cultural resources. This undertaking will be a coordinated, servicewide effort that will affect all aspects of the agency's operations.*

### **TARGET AUDIENCES:**

**Youth:** Providing educational experiences in a variety of environments with a special emphasis on reaching youth traditionally underrepresented in Forest Service programs.

**Urban Populations:** Providing a connection to the land for those who are becoming increasingly disconnected from it.

**Forest Visitors:** Enhancing the experience of forest visitors; influencing visitor behavior and providing information to protect the resource.

### **OBJECTIVES THROUGH FY 2002:**

- *Consistently deliver specific educational messages to target audiences based on identified areas where public education is needed.*
- *Increase awareness and improve the professionalism of Forest Service conservation education efforts.*
- *Strengthen the infrastructure necessary to deliver the conservation education program*
- *Identify, develop, and encourage the development of conservation education products, tools, techniques that communicate the identified messages to our target audiences.*
- *Support a level of professionalism in employees, volunteers and partners to enable them to participate in the delivery of quality educational experiences.*
- *Monitor and evaluate the success of the conservation education program in accomplishing desired outcomes and revise as necessary.*