The mission of the Catalina Island Conservancy is to be a responsible steward of its lands through a balance of conservation, education and recreation.

The Conservancy’s vision is to inspire a lifetime of exploration and stewardship of the natural and cultural world by encouraging experiences with the wild that deepen understanding of the connections between nature and self. We preserve and restore the environment on Catalina, promoting and modeling ecologically sustainable communities to create a healthier future for this Island and our Earth.
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ACHIEVING MISSION THROUGH EDUCATION

Founded as a non-profit in 1972, the Catalina Island Conservancy protects 88% of Catalina Island, one of the largest natural areas in the state of California. This includes more than 62 miles of beautiful coastline and more than 60 species of plants and animals found nowhere else on Earth.

Just a short trip from the urban centers of the mainland, Catalina offers an accessible location for all to be immersed in nature and cultural history. Catalina Island is a living laboratory to explore local ecology and learn about indigenous culture and recent human history.

We recognize learning to coexist with natural spaces and conserve our most delicate ecosystems is critical for a sustainable future. To foster this understanding, the Conservancy is committed to creating personally relevant opportunities to engage and learn more about the Island’s natural and cultural history. We design our learning experiences to stimulate curiosity, make connections and foster appreciation for the unique ecology and history of the Island. We believe these connections support interest in Science, Technology, Engineering, Arts and Math (STEAM) learning and highlight the Island as a learning place that welcomes all.

“We cannot protect something we do not love, we cannot love what we do not know, and we cannot know what we do not see. And touch. And hear.”
– Richard Louv.
ENGGAGEMENT GOALS

The Education Department is dedicated to inspiring a passion for Catalina Island. The following four goals outline how we channel our efforts to create opportunities for all learners to connect with our conservation work and discover their own areas of curiosity about Catalina Island. They reflect our commitment to mission, recognition of best practices in education and interpretation and enthusiasm for meaningful and lasting relationships with our stakeholders.

**Goal 1: Connection**

We attract a broad community of learners to connect through programming with the natural and cultural history of Catalina Island.

The Conservancy believes Catalina Island is a place for everyone to enjoy and seeks to share accurate and timely information about Catalina Island and the work of the Conservancy broadly to develop a knowledgeable and supportive community of stakeholders.

**Goal 2: Engagement**

We offer dynamic, place-based learning experiences to engage and immerse learners in the science and culture of Catalina Island.

The Conservancy recognizes the impact of place-based learning and seeks to enhance these offerings to further inspire appreciation for Island preservation and conservation.

**Goal 3: Appreciation**

We inspire an increased understanding of, and appreciation for the conservation and stewardship of Catalina Island.

The Conservancy understands the importance of sharing our work to foster appreciation for conservation and a shared commitment to stewardship through volunteerism, academic studies, hobbies and natural science careers.

**Goal 4: Collaboration**

We continue to deepen the public’s relationship with the Conservancy and our work on Catalina Island.

The Conservancy affirms the importance of our collaborations and connections with stakeholders and seeks to both expand and deepen these, opening pathways to increased support.
MEASURING ACHIEVEMENT

We recognize there are many ways to measure success. To add clarity, for each goal we have prioritized core outcomes as success indicators. These core outcomes are examples of successful, goal-aligned practices we commit to achieve. What follows is our vision for how each of these four goals is embodied through the outcomes of the Conservancy’s educational and interpretive actions.

**Goal 1: Connection**
We attract a broad community of learners to connect through programming with the natural and cultural history of Catalina Island.

*The Conservancy believes Catalina Island is a place for everyone to enjoy and seeks to share accurate and timely information about Catalina Island and the work of the Conservancy broadly to develop a knowledgeable and supportive community of stakeholders.*

Outcome 1.1: Our programs and learning experiences are relevant to a broad audience. Conservancy programs are designed for, and available to, individuals of diverse ages, backgrounds, ethnicities, socio-economic status and geographic location.

Outcome 1.2: Virtual programming has increased, inviting participation from any location. By expanding virtual learning opportunities, we increase the Conservancy’s ability to engage the public across geographic boundaries.

Outcome 1.3: Interpretive locations have been enhanced for more enjoyable and effective engagement. Updating our exhibits and interpretive stations provides dynamic and personally relevant experiences that better engage learners and inspire further connections.

**Goal 2: Engagement**
We offer dynamic, place-based learning experiences to engage and immerse learners in the science and culture of Catalina Island.

*The Conservancy recognizes the impact of place-based learning and seeks to enhance these offerings to further inspire appreciation for Island preservation and conservation.*

Outcome 2.1: New participatory science programs actively connect the public to conservation work. Creating opportunities for the public to contribute to Conservancy research efforts through participatory science (citizen science) provides opportunities to connect and better understand the work we do.

Outcome 2.2: Added technology increases opportunities for field-based learning. Digital resources accessible at any time and from any place can increase self-directed engagement and add value to visitor experiences anywhere on the Island.
Goal 3: Appreciation
We inspire an increased understanding of, and appreciation for the conservation and stewardship of Catalina Island.

The Conservancy understands the importance of sharing our work to foster appreciation for conservation and a shared commitment to stewardship through volunteerism, academic studies, hobbies and natural science careers.

Outcome 3.1: New opportunities attract volunteers to participate in educational and interpretive programming.
Multiple opportunities for volunteers to support educational operations increases our capacity for engagement while simultaneously strengthening community connections.

Outcome 3.2: Unique career awareness programs educate and excite youth about ecotourism and conservation careers.
Eco-career awareness supports youth and young adults in considering careers in the field for themselves and positions them to be knowledgeable supporters of others working in the field.

Outcome 3.3: New partnerships with area universities expand program reach and cooperative opportunities.
University collaborations extend programmatic reach, support innovative practice and engage new audiences with the Conservancy’s mission.

Goal 4: Collaboration
We continue to deepen the public’s relationship with the Conservancy and our work on Catalina Island.

The Conservancy affirms the importance of our collaborations and connections with stakeholders and seeks to both expand and deepen these, opening pathways to increased support.

Outcome 4.1: Participants are inspired after single program attendance to reconnect with the Conservancy as repeat attendees, donors and/or members.
Moving from a single experience into repeat participation, fiscal support or a service relationship builds community in support of the Conservancy and its mission.

Outcome 4.2: New strategic collaborations create additional paths to deeper and mission driven partnerships.
Work with mission-aligned partner organizations provides additional avenues for advancing educational engagement and conservation support.
We recognize a diverse audience and that there are multiple pathways to engagement with the work of the Conservancy. We utilize an Engagement Pathway to ensure we are offering a range of connection opportunities that mirror the diversity of the audience we serve. While some individuals may travel the full pathway, we recognize there is value and importance to all points of engagement with regards to furthering our mission and appreciation for Catalina Island.

- We support **Awareness** when a visitor to the Wrigley Memorial and Botanic Garden leaves with the knowledge the Island is home to unique plant life.
- We achieve **Inspiration** when a participant in the Naturalist 1 Training is moved to membership to fiscally support our mission.
- When offer **Engagement** opportunities when we host an information table at a community fair visited by residents, young and old.
- We activate **Participation** when we lead students from Avalon School in a bird watching activity within the Island’s wildlands.
- We inspire **Action** through programs like our community science activities where participants initiate their own engagement with the land.