When and How to Report Outreach Numbers to VMS

Approved by the Board 3-27-17

Under the new VMS system, Outreach numbers are now reported to VMS when reporting either PO (public outreach) or TR (training and educating others) hours. PO is indirect contact with the public such as at festivals and discovery center opportunities. TR is direct contact with the public such as presenting a workshop, leading a tour, or teaching at a station on a school field trip. VMS asks for Opportunity information (adults/children #s; male/female #s; ethnicity). Please report whatever information you are able to ascertain.

Tours, Hikes, Presentations—LMN is in Control

When an LMN member leads a tour or gives a presentation, he/she should report the number of persons in attendance to VMS.

Ex: *LMN Dave takes a group of campers along Honey Creek, pointing out interesting trees and plants, and identifying several birds the group sees. He reports the number in the group to VMS*

When an LMN member is an assistant on a tour, hike or presentation, he/she reports nothing to VMS unless he/she plays a prominent role in the activity, and then only if the leader is not an LMN.

Ex*: LMN Cathy is a docent on a Gorge tour where the leader is a local geologist, not an LMN member. Her job is to keep the group together and answer the occasional question from a participant. She does not report to VMS.*

Ex: *LMN Rose helps an entomology expert (not an LMN member) with an insect presentation. She holds up the specimens while the expert describes them. However, Rose does present the life cycle of the Monarch butterfly and answers questions from the audience. Rose reports the audience numbers to VMS.*

Ex*: LMN Robert helps LMN John lead a tour of the fish hatchery. Both members share the talk with the group. John reports numbers to VMS, Robert does not.*

When an LMN member staffs a single LMN booth at a public event with many other exhibitors (ex, Wein und Sangerfest), the member counts everyone who stops by the booth to examine the LMN exhibit and reports the number to VMS.

When there are several LMN booths and many members at a public event with other exhibitors (ex, FolkFest or Earth Day), the lead person for the event will be designated as the Point of Contact (POC) and reports the total attendance at the event to VMS. Estimate the breakdown between adults and children if there is no accurate count.

Other People’s Tours/Exhibits—LMN Not in Control

LMN members frequently volunteer at public venues where we are part of a large staff interacting with visitors. (ex. school field trips to the Gorge, Guadalupe River State Park, Fischer Park or Cibolo Nature Center ; working in the Discovery Center at GRSP; manning a booth for Bracken Cave at a Scout convention)

An LMN member is alone at the Discovery Center when a group of 10 people comes in. The member reports this number to VMS.

Two LMN members staff the Discovery Center simultaneously. A group of 10 comes in and visits the exhibits. One LMN member reports 10 persons; the other member reports nothing.

Multiple LMN members and several Alamo Chapter members work at GRSP helping with school field trips. There are four separate stations of activities and members are scattered among the stations. One LMN member is designated as Point of Contact (POC) for the chapter. The POC should get all contact data from the GRSP representative. Then the POC and a representative from the Alamo Chapter should decide how to split up the numbers for VMS purposes. If the Alamo Chapter member indicates that he/she will not report to VMS, then the POC for LMN may report all the numbers to VMS.

An LMN member is a volunteer at a convention booth representing Bracken Cave and sharing information about the cave and bats in general. That member should try to get a reasonable count of people who they interacted with at the booth during the day. That number should be reported to VMS.

Many LMN members assist for varying periods of time at Open House at Ag-Life. There are several hundred local school children present throughout the day as different schools drop off classes. A POC should be designated for the event . Each LMN member reports to the POC the number of children he/she interacted with directly. Taking tickets, handing out ice cream or crowd control should not be counted. Sharing a traveling trunk or other specific information should be counted. When all the numbers are in, the POC may adjust the count to better reflect the actual number of unique individuals the chapter rescheduled and report accordingly to VMS.