Member Clubs Education Survey, Executive Summary, January 28, 2014 – May 31, 2015

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Executive Summary
A BC Nature Education Survey for all Member Clubs was sent out with a request for their input on the educational activities, products and accomplishments of their club. This information is to assist BC Nature to document the extent of and an understanding of educational activities by the clubs and how BC Nature can assist their efforts in the future.

Did we reach the goals of the Educational Survey as stated in this report? Emphatically yes.
And what have we learned from the Educational Survey? BC Nature Club Members have and continue to contribute thousands of hours of their time, knowledge and resources to their regions to promote nature knowledge.

The survey was an excellent tool for members to share these accomplishments with us. We learned that clubs produce most of their own brochures and power point presentations and a whopping 74% have been involved in developing interpretive signage in their community. The majority of clubs provide speakers, field trips and workshops for members and the public and are participating in festivals, citizen science and habitat restoration.

Member clubs involved in school programs focus mostly on the early and elementary years which while highly commendable may be missed opportunities to reach senior students to assist with projects and engage them in nature.

One quarter of the club respondents actively recruit youth and provide programs. The other three quarters of clubs may be missing opportunities to connect with youth to involve them in their club activities, membership and club succession. Less than half the clubs are involved with the Young Naturalists Club (YNC), now called Nature Kids at this writing, but eight clubs expressed an interest to be involved and support one.

Member Clubs overall identified a great need for public awareness of nature in their regions and with Ministry of Education financial cutbacks club members are needed more than ever.

A simple analysis (listing) of survey results is included in both the Summary and Complete Reports to enumerate various educational products, programs, activities and community outreach that members provide. Maps are enclosed showing where Member Clubs are located geographically. The Education Survey also provided members an opportunity to notate their club needs so that BC Nature may offer more support. In summary the needs are: speaker lists, trip suggestions, identification materials, outdated BCN magazines, more volunteers, promotional and funding support and resources. Interestingly, a few requests go back to the 1980’s BC Nature Education Committee.