

Name: _____

Conservation Working Groups Projects in the IMCNHC 2012 Work Plan

Conservation Goal: The stewardship of the Corridor's natural resources will be improved. Both the number of stewards and the commitment level and involvement of stewards will be increase.

Conservation related projects in Fiscal Year 2012 Work Plan

Upgrade the IMCNHC website.

Outcomes: The current IMCNHC management plan website will be converted to the IMCNHC website with 2000 hits a month.

Implement the IMCNHC communications plan.

Outcomes: Increase awareness and engagement of the residents of the heritage corridor with the following measurements:

- Increase the e-news list by 500 people
- Establish a Flickr site with 150 photos
- Establish a IMCNHC YouTube Channel with 12 videos about the heritage corridor
- Establish a page on Tripadvisor for the I&M Canal State Trail with 12 reviews
- Update the IMCNHC blog with a minimum of one post every week
- Publish the first IMCNHC annual report (Nov. 2012), distribute 1000 copies and make available electronically for additional distribution
- Conduct one tour/fieldtrip for Canal Alliance members

Plan and sponsor the first annual Canal Day in Springfield.

Outcomes: 50 Canal Alliance members will travel to Springfield to increase awareness of the IMCNHC, increase state funding for a variety programs, and reopen the state trail between Ottawa and Utica.

Develop and implement an IMCNHC Volunteer and Internship Program.

Outcomes: An active and growing volunteer and internship program with at least 10 volunteers and 3 interns.

Increase IMCNHC awareness through community presentations.

Outcomes: IMCNHC presentations will be made to at least two-thirds (38) of the 57 local governments within the heritage corridor and over half (19) will sign the Canal Alliance pledge and become active.

Plan the first Alliance Conference.

Outcomes: The first annual Canal Alliance Conference will be planned and scheduled for November 2012.

Enhance the IMCNHC Outdoor Interpretation and Wayfinding System.

Outcomes: Update and enhance the outdoor interpretation and wayfinding system by replacing all existing signs and developing a plan for continued maintenance and expansion.

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