



Engagement at the North Carolina Coastal Reserve & National Estuarine Research Reserve

Kate Brogan, Communications Specialist
N.C. Coastal Reserve

Engage Track
Tryon Room
4:15-4:45pm

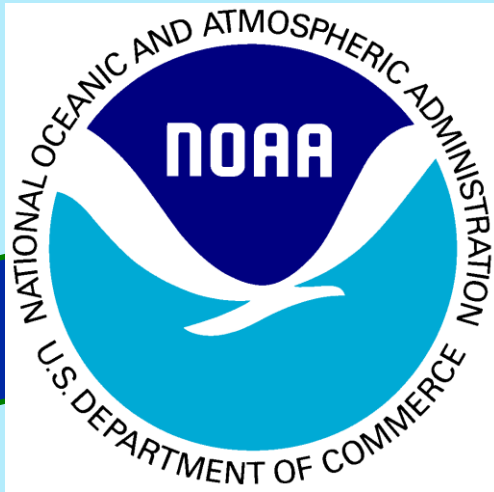
ENGAGEMENT AT THE NORTH CAROLINA COASTAL RESERVE & NATIONAL ESTUARINE RESEARCH RESERVE



Kate Brogan
Communications Specialist, N.C. Coastal Reserve

28 National Estuarine Research Reserves





North Carolina Coastal Reserve



North Carolina National Estuarine Research Reserve

N.C. Coastal Reserve Mission

“To promote informed management and stewardship of North Carolina’s estuarine and coastal habitats through research, education, and example.”



Engagement

- Communicate effectively to target audiences about Reserve programs and the value of estuaries
- Use online and place-based outreach to build interest in Reserve and encourage responsible use
- Evaluate engagement techniques to determine best value for communications resources

Public Outreach Events

Masonboro Island and Rachel Carson



Education

K-12 Education Programs



Coastal Training Program



Local Advisory Committees



Rachel Carson Reserve LAC meeting, November 2013

Online Communications

Quarterly Newsletter

**N.C. Coastal Reserve &
National Estuarine Research Reserve**



Tidal Flat

September 2013

It has been a busy summer at the N.C. Coastal Reserve! Visitors, researchers, and campers explored everything from sea turtles to seabirds to snails at the ten N.C. Coastal Reserve sites. This newsletter will fill you in on all the exciting activities and projects from Summer 2013. To learn more about research, stewardship, and education at the N.C. Coastal Reserve, please visit our [website](#). Enjoy Fall 2013 on the estuary!

Take a Stroll on Bird Island



On a warm morning in late May, a group of volunteer stewards gathered with staff members from the N.C. Coastal Land Trust and the N.C. Coastal Reserve to begin a training session at Sunset Beach on the Bird Island component of the N.C. Coastal Reserve. The training prepared eleven volunteer stewards to lead or assist weekly hour-long programs at Bird Island to highlight its history, ecological importance, habitats, and wildlife.

[Read more...](#)

Facebook Favorite: Volunteers from Marine Corps Air Station Cherry Point participate in a Rachel Carson Reserve cleanup, August 2013

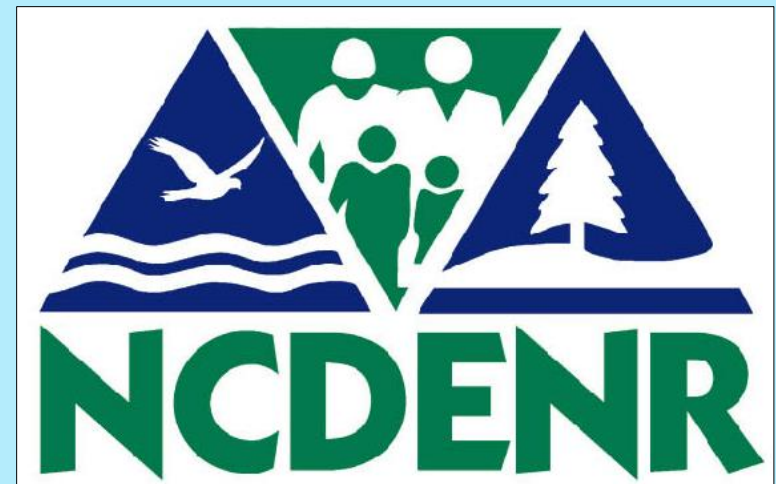
In This Issue

- [Bird Island Stewardship](#)
- [Buckridge Restoration Project](#)
- [Research Review](#)
- [Currituck Banks Trails](#)
- [Summer Science Camp](#)
- [Zeke's Island Invasive Species](#)
- [Project Design & Evaluation Workshop](#)
- [Life as a Research Biologist](#)

[Join Our Mailing List!](#)

Masonboro Island Outreach Survey

Transition to DENR portal



Social Media

Masonboro Island

Engagement

108 People Engaged i
 ▲22.7% from last week

52
Likes

5
Comments

7
Shares

205
Post Clicks i



Total Page Likes as of Today: 305



N.C.
Coastal
Reserve

Rachel Carson

Type	Average Reach
Status	653
Photo	346
Link	151

Volunteers



National Estuaries Day 2013

(National Public Lands Day)



Friends of Pocosin Lakes
National Wildlife Refuge
www.PocosinLakesFriends.org

Pocosin Lakes Fun Day
Booths & Activities

10:00 AM - 2:00 PM
Sat. - Sept. 28

Pocosin Lakes NWR Headquarters beside Columbia Rest Area



Photo Courtesy of Mike Quinn



Evaluation



Questions?

