

## **2011 APNEP Estuary Education and Awareness Campaign**

### **Environmental Education Bookmark Contest**

#### **Final Report, Contract #3799**

**By the North Carolina Division of Soil and Water Conservation,**

**The Area V Association of Soil and Water Conservation Districts,**

**and the Beaufort, Chowan, Currituck, Dare, Gates, Hertford, Hyde, Martin, Pitt, Tyrrell,  
and Washington Soil and Water Conservation Districts**

#### **Thank You!**

The North Carolina Division of Soil and Water Conservation (DSWC), the Area V Association of Soil and Water Conservation Districts (ASWCD), and the Beaufort, Chowan, Currituck, Dare, Gates, Hertford, Hyde, Martin, Pitt, Tyrrell, and Washington Soil and Water Conservation Districts would like to extend our thanks and gratitude to the Albemarle-Pamlico National Estuary Program Policy Board and the staff for the funds for this exciting project! We would also like to thank you for your expertise and dedication in helping us educate students and adults in the APNEP region on the significance of what is one of the most important estuaries in the country, and the world. This partnership between APNEP and the Soil and Water Conservation Districts provided outreach to over 1,400 students, 40 teachers and educators, and provided 50,000 bookmarks for distribution in the participating counties. Not only did this project provide education and outreach to these communities, it also strengthened the partnership between APNEP, the districts, the Association, and the Division by making this group more aware of the activities of each organization and the vital role they play in the conservation and management of natural resources. Through this partnership, we believe additional projects, both educational and watershed restoration efforts will be realized. We look forward to continuing this relationship and in increasing awareness in this vital estuary.

#### **General:**

The Environmental Education Bookmark Contest APNEP grant was awarded \$3,200 on April 1, 2011 by the APNEP Policy Board. The original completion date was September 30, 2011, but a request for a no-cost extension was approved, forwarding the completion date to January 31, 2012. Work on the project began immediately, with the author of the grant, Donnarie Hales, providing a summary and a Teacher's Packet (please see Appendices A entitled "*What is APNEP?*" and "The Importance of Estuarine Water Quality") to each district within the scope of project. Appendix B, entitled "*Bookmark Contest Timeline*", provides a chronological order of

events that was provided to the participants at the beginning of the program. This Timeline was essential in keeping the Contest on course and meeting the deliverables.

The timeline was adjusted slightly from the original chronology due to an unfortunate and unavoidable circumstance. Hurricane Irene hit the North Carolina coast on August 27, 2011, just after school began. The school schedule, and therefore the schedule of getting the bookmark information and supporting documentation to the teachers and students, was slightly, but only slightly delayed. The participating districts, teachers, and students seemed to be undaunted by the catastrophe around them and persevered through the coming weeks to deliver the program to the students. The Bookmark contest proved to be a valuable learning experience during this devastating time when participants, or those around them, suffered the effects of hurricane damage.

Another significant event was recognized during the course of the project. Donnarie Hales, the Area V Coordinator who authored the grant, accepted an appointment with the East Carolina University School of Dentistry. After Ms. Hales departure, the project could have suffered a significant scale back of deliverables, but due to significant contributions of other staff members, the project remained on course. A special thanks is due to Kristina Fischer (the Area VI Coordinator), Becky McCoy (Beaufort District), Kent Vaughan (CREP Project Manager), Cathy Winstead (Martin District), and the participating district staff who carried on with the project.

It should be noted that the Director of the Division of Soil and Water, Ms. Pat Harris, was actively involved with the project from the beginning and maintained a presence throughout the project. Ms. Harris was involved in the set up and printing of the bookmarks and ensuring the project remained on schedule. The group was encouraged by the Director showing such interest in the project and her participation proved to be an inspiration for those working on it.

### **The Process:**

After the grant award, Donnarie Hales met with the Area V Districts to go over the project deliverables and to provide the educational materials to the participants. Each district was provided the "What is APNEP?" document, a PowerPoint presentation with information regarding the importance of the estuary and what "you" can do to maintain its ecological health, a bookmark template (attached as supporting documentation), the project timeline, the judging scorecard, and other educational materials. The district staff then went back to their localities and through their contacts, released the information to teachers and students across their perspective counties. These contacts include home-schooled students. The district staff would provide the schools the opportunity to have a classroom lesson on the materials provided. Through this process, 1437 students and 49 teachers in fifteen 5<sup>th</sup> and 6<sup>th</sup> grade were reached with the information on the importance of the Albemarle-Pamlico estuary.

After the information exchange, the teachers collected the bookmark templates and gave them to the individual district staff for their county. Each local district then judged the templates and

forwarded the individual district winner to the Area V meeting and judging. Each district winning bookmark was judged based on the criteria as provided to each contestant. Three judges, professionals in the discipline of coastal natural resource management, reviewed the bookmarks and scored them according to the criteria. The judges included Dr. Dallis Tucker with the NC Division of Marine Fisheries, Maria Dunn with the NC Wildlife Resources Commission, and Tracy Warren with the Beaufort Soil and Water Conservation District Board. Harlee Davis, a fifth grader from the Ahoskie Elementary School, was chosen from over 1,400 entries! Harlee was awarded a plaque and a check for \$100 at the Area V meeting held on November 7, 2011. The “set-up” for the bookmarks that were printed is enclosed as supporting documentation. The set-ups were taken from the templates, run through a high resolution scanner, and then reduced down to the mock-ups that you see on the attached set-ups. The back of the bookmarks contain the APNEP, Division of Soil and Water, and the Association of Soil and Water Conservation Districts logos along with the web site addresses (please see additional supporting documentation, “the Back of the Bookmarks”).

After the templates were set-up, the mock-up was run through the printing presses. It should be noted that the NC Department of Agriculture staff is extremely capable and professional. The set-ups and subsequent printing is very professional. We would like to extend our thanks to Jen Nixon, Public Information Officer with NCDA, and Tommy Woodard, Print Shop Manager with NCDA and National Agricultural Statistics Service. These professionals allowed us to run these bookmarks at an extremely competitive price. In all we used much less than 20% of the grant award on this project. We printed 15,000 bookmarks from the overall winner’s entry from Hertford County and printed 1,000 each (or another 10,000 bookmarks) for each individual winner. We actually doubled this printing due to an error. The original bookmarks were printed with the logos on the back upside-down. The total print run was made, so we corrected this error and printed another set of 15,000 of the winning entry and 1,000 for each of the other ten district winners. In total, 30,000 winning bookmarks were printed and 20,000 individual district winners were printed for a total of 50,000 bookmarks! The original application stated that we would print 10,000 total bookmarks.

After the printing, the bookmarks were distributed to the local districts. Each district received the overall winning entry along with their individual district winner. These bookmarks were then delivered to public libraries, schools, and other such venues across the 11 county area (please see the map, Appendix E, for the approximate location of the distribution points). These bookmarks will be distributed for some time as we received five times the number originally anticipated! News releases were written and at least two were printed in local papers.

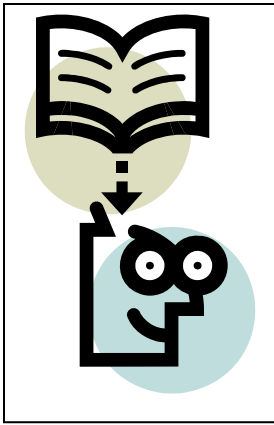
### **District Staff Participation:**

The district staff participants included Becky McRoy (Beaufort), Sherry Harris (Chowan), Kim Ferrell (Currituck), Vonnie Wescott (Dare), Gladys Owens (Gates), Dottie Roberson (Hertford), Debbie Cahoon (Hyde), Cathy Winstead (Martin), Carolyn Garris (Pitt), Gwen Edwards

(Tyrrell), and Lindsay Fairchilds (Washington, not pictured) (please see Appendix C entitled “*District Participants and Winning Bookmarks*”). Please entertain a moment of opinion, but it should be noted that this group of educators and conservationists are very dedicated to their work and the community; they have their minds and hearts in their work, and are a very tight-knit group of individuals. They are a very active group, meeting regularly, and they share ideas and work together to help each other out. It was a pleasure working with them and watching them achieve the goals set forth not only with this project, but with other projects such as the poster and essay contests. As Area V covers a significant land mass, not easily accessible within short driving times, it was not uncommon to have a district bring materials to another to help with distribution. The camaraderie is evident when working with this group. This attitude obviously led to the project being a great success, even under adverse conditions. They are to be commended for their hard work and “can do” attitude! This group will engage on average over 4,500 students, teachers, and others interested in raising awareness on environmental issues each year. Together this group has well over 100 years experience utilizing environmental education activities. Their impact is evident not only in their communities, but is evident when you have the pleasure in working with them.

#### **Geographic Make-Up of Area V and the Participating Districts:**

The Area V Soil and Water Conservation Districts (Area V Districts) consists of 16 counties and 12 soil and water districts (please see Appendix D, “*Map of Scope of Project Area*”) in the northeast corner of the state. The Camden, Chowan, Currituck, Pasquotank, and Perquimans counties make up one soil and water conservation district, the Albemarle District, hence the differences in the number of counties and the number of districts participating. Of the 16 counties that comprise Area V, 11 participated. The remaining five districts recognized the success of the project and have stated that they are very interested in participating in the next contest.



Appendix A

2011

**N.C. SOIL & WATER CONSERVATION  
DISTRICTS, AREA 5  
5<sup>TH</sup> GRADE BOOKMARK CONTEST**

**Theme: The Importance of Estuarine  
Water Quality**

**Bookmark contest specifications and suggestions:**

- The theme message should be clear to the observer.
- Work should be within the lines on the 11×17 template provided.
- Do not turn the template horizontally (landscape). The illustration should be conveyed **vertically**. (Remember, it's a bookmark.)
- Colorful work will stand out.
- Bookmark drawings must be the **original work** of the individual student. Original work is created by the student and shows a fresh, new idea. Don't let parents or someone else create the bookmark.
- **Boldness** makes a difference.
- Be aware of **copyright protection**. (Copyright is a protection by U.S. laws for the authors and creators of original work. A copyright protects the particular manner of expression of ideas, but not the ideas themselves.)
- **Do not fold or roll the template.**
- Do not draw or write on the back of the template. (An identification strip to be taped on the back of the template is available at the bottom of the page.)

**Judging criteria:**

- **50 points** – Theme message: message is clear and stands out; is linked to the subject; it has an effect on the audience.
- **30 points** – Universal appeal: the message is easily understood by the general population.
- **20 points** – Visual effectiveness: neatness, originality.

Bookmark templates must be identified **on the back** with the following information:

-----  
**– DO NOT WRITE WITH A MARKER –**

Student's name: \_\_\_\_\_

Student's address: \_\_\_\_\_  
\_\_\_\_\_

Teacher's name: \_\_\_\_\_

School name: \_\_\_\_\_

County: \_\_\_\_\_ District: \_\_\_\_\_

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\*\*Feel free to make copies of this page for your students.\*\*

The following information may be helpful along with the resources that are attached:

**Estuary** – is the meeting places of the rivers and the sea, and is characterized by the interaction of the two.

**Conservation** – the wise use and management of natural resources (soil, water, air, plants, animals) to fulfill human needs now and in the future.

**Water Conservation** – to protect water *quality* by keeping water clean from sediment, chemicals, oil and animal wastes; to protect water *quantity* by using smaller amounts of harmful elements; to use and manage water wisely now to ensure good water quality for future generations.

**Storm Water Runoff** – rain or snowmelt traveling over or under the ground; runoff may carry excess nutrients, toxins or other contaminants. These are deposited into lakes, rivers, wetlands, coastal waters, and groundwater.

**Watershed** – an area of land draining to a body of water. **We all live in a watershed.**

**Best Management Practices (BMP's)** – practices that are suitable for reducing or minimizing the amount of water pollution and soil erosion generated by non-point sources (pollution that comes from many different places) in our watersheds.



## Appendix B

### Bookmark Contest Timeline

- Now-Mid June: Contact teachers to drum up interest in the bookmark contest.
  - Make them aware of the contest.
  - Describe that the winning bookmark will be going into production and will be distributed at all the local libraries throughout Area 5.
  - And most importantly, that it will **not** cost the teacher or the school a dime to implement.
  - Have the teachers give you an estimate of how many children they will have participating next year (August 2011).
- Late June: Let Donnarie know the number of templates to buy for your county.
- July: Donnarie order bookmark templates and get them delivered to the participating Districts.
- August: Districts will get the materials and instructional packets to the participating teachers.
  - Contact the teachers as soon as you possibly can to deliver the materials.
  - The goal is to give the teachers enough time to incorporate the contest into their lesson plans.
- October 20<sup>th</sup>: Bookmark entries must be returned to District office by this date.
  - This is why we want to get the materials to the teachers quickly, to give them enough time to use the contest as a learning aid.
- October 11<sup>th</sup> – 24<sup>th</sup>: Districts must hold judging to determine the district bookmark winner.
- October 25<sup>st</sup>: District winner designs must be at the regional office for Area judging no later than this date.
  - This part may be a push but we can make it happen ☺
- October 26<sup>th</sup>: Area judging at the Regional Office.
- October 27<sup>th</sup> - 31<sup>st</sup>: Winning bookmark will be sent to printing company during this timeframe to start reproduction of 10,000 bookmarks.
  - Teacher and winning student will be contacted and invited to come to the A5 Fall Meeting to be recognized.
- November: The student will be recognized at the fall meeting and will receive award.
  - Education Coordinator & Regional Coordinator will work with school to also have the child recognized at the school.



- December – January: As soon as we get the bookmarks back from the printer, they will be distributed to the local libraries in each county.



## Appendix C - District Staff with Winning Bookmark Templates



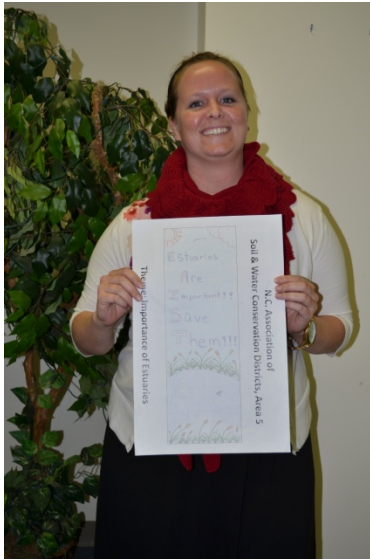
Becky McCoy (Beaufort)  
with Samantha Warren's winning bookmark



Sherry Harris (Chowan)  
with Lindsey Britton's winning bookmark



Kim Ferrell (Currituck)  
with Kristiana Costellos's winning bookmark



Vonnie Wescott (Dare)  
with Drew Harper's winning bookmark



Gladys Owens (Gates)  
with Haley Brown's winning bookmark



Debbie Cahoon (Hyde)  
with Juan Galena Rojas's winning bookmark



Cathy Winstead (Martin)  
with Laney Leggett's winning bookmark



Carolyn Garris (Pitt)  
with Jenny Painter's winning bookmark



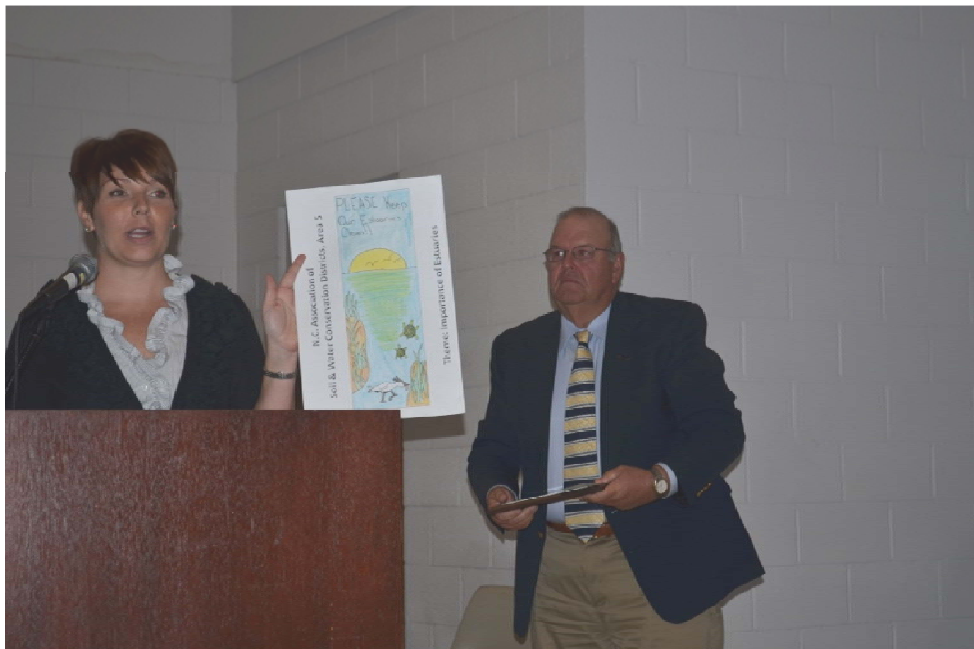
Gwen Edwards (Tyrrell)  
with Ryan Worten's winning bookmark



**Harlee Davis, Area V Bookmark Contest winner (center) with Hertford District Chair Jimmy Mason (left) and District staff member Dottie Roberson**

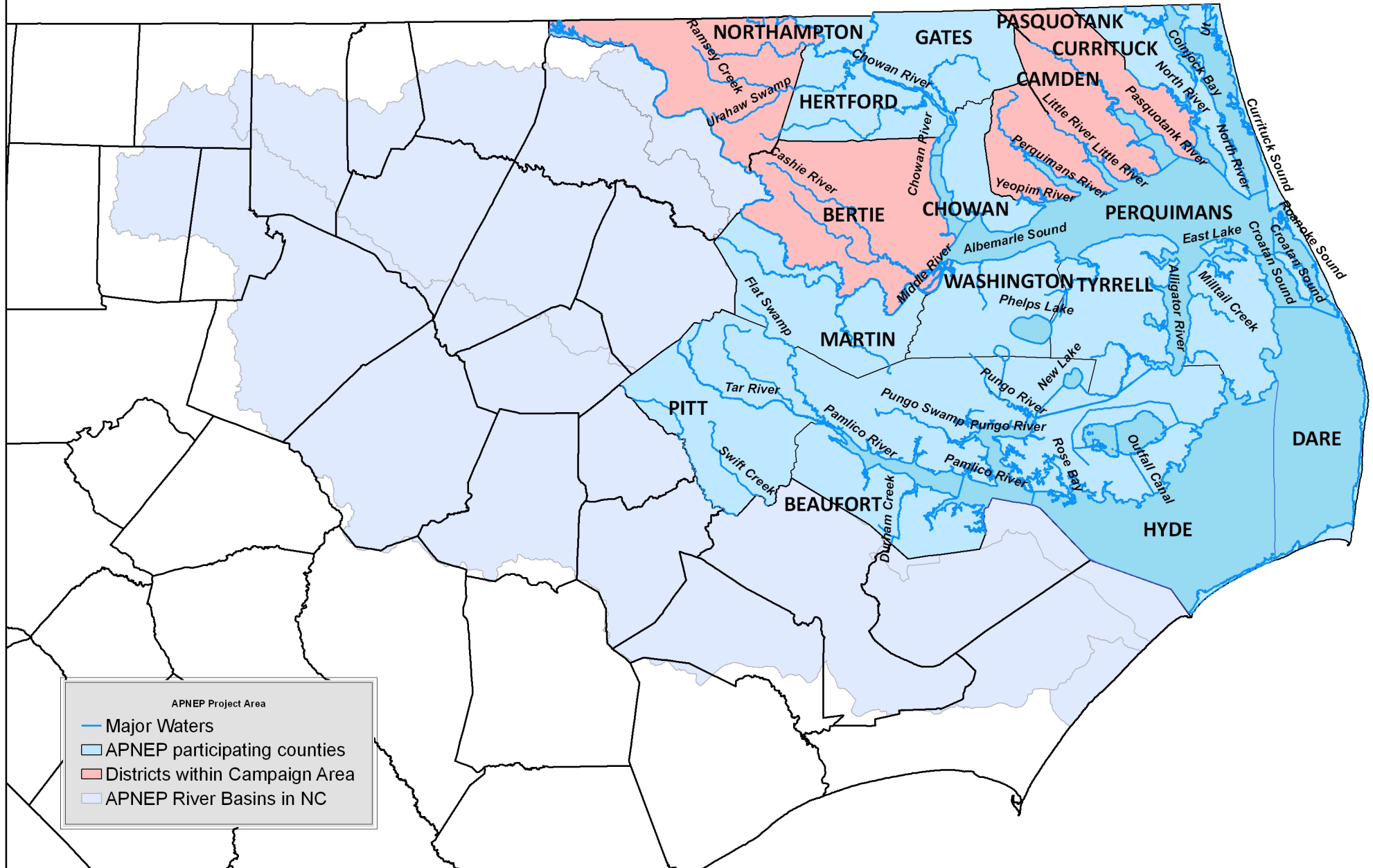


**Harlee Davis with APNEP Coastal Habitats Coordinator Jimmy Johnson (left)**



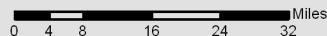
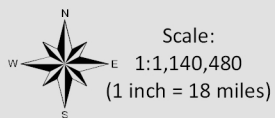
**Former Area V Coordinator Donnarie Hales showing off Harlee's winning poster with Area V Chairman Charles Davenport ready to present the plaque**

# Appendix D - Map of APNEP Area, the Area V Districts, and the Participating Districts

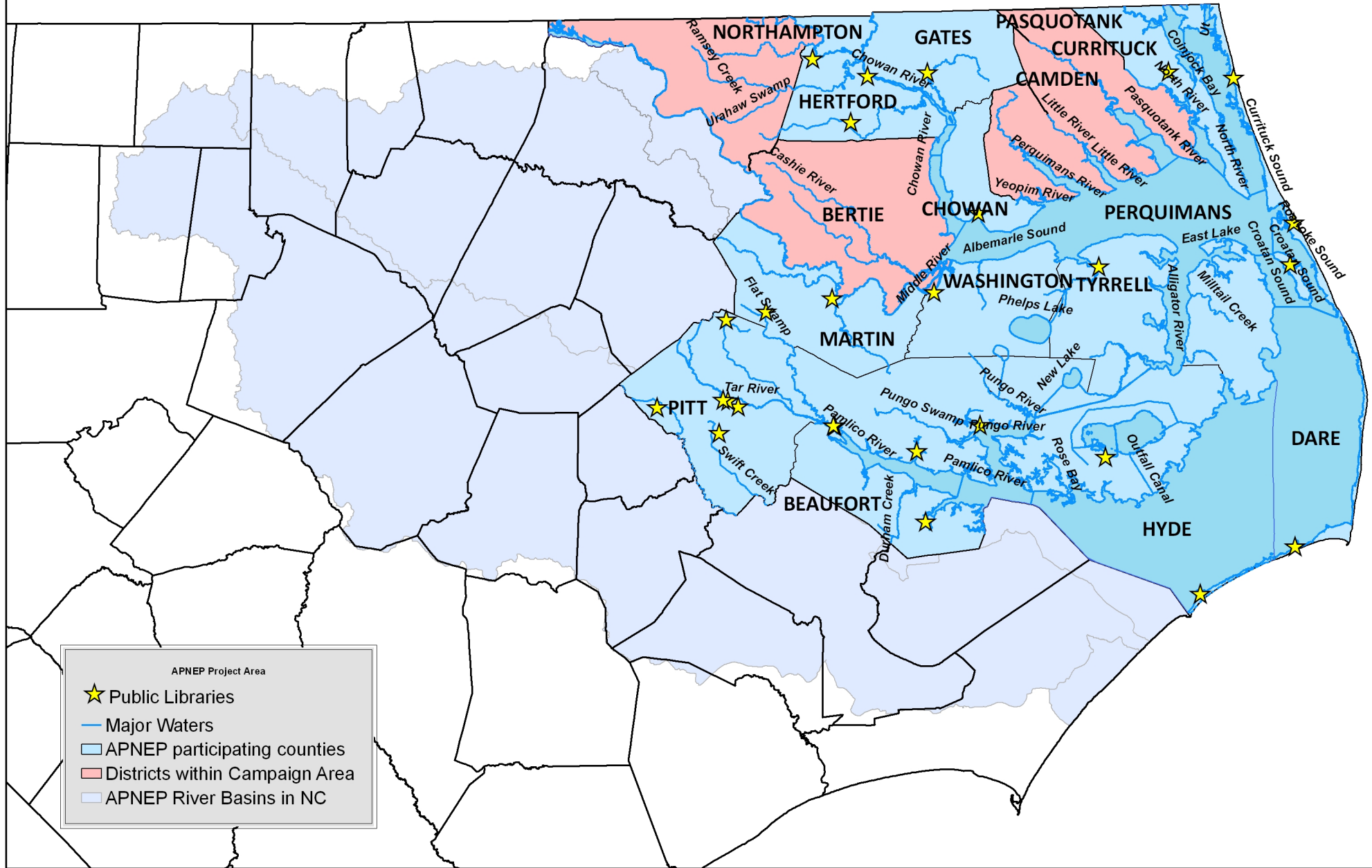


## APNEP Soil and Water Conservation District Campaign Area

with Major Rivers Draining into Estuarine Wetland Systems



# Appendix E - APNEP Participating Districts Area and the Public Library Distribution Points

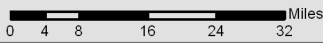


APNEP Project Area

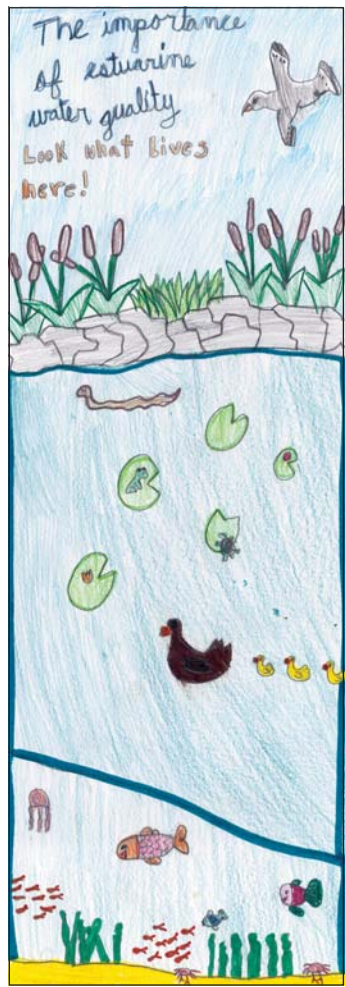
- ★ Public Libraries
- Major Waters
- APNEP participating counties
- Districts within Campaign Area
- APNEP River Basins in NC

Scale:  
 1:1,140,480  
 (1 inch = 18 miles)

**APNEP Soil and Water Conservation District Campaign Area**  
 with Major Rivers Draining into Estuarine Wetland Systems



Area V  
Soil and Water  
Conservation Districts  
**2012**



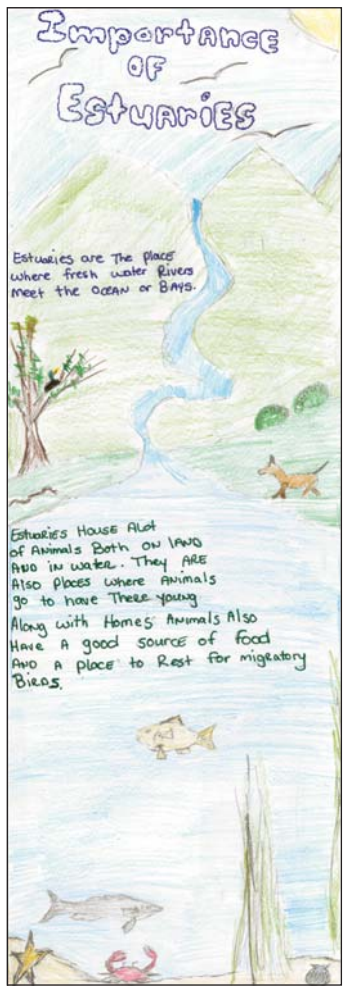
by Samantha Warren  
Northeast  
Elementary School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Lindsey Britton  
Chowan  
Middle School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Kristianna Costello  
Moyock  
Elementary School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Drew Harper  
Manteo  
Middle School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Haley Brown  
Central  
Middle School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Juan Galena Rojas  
Mattamuskeet  
Elementary School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Laney Leggett  
Jamesville  
Elementary School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Jenny Painter  
The Oakwood School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Ryan Worten  
Tyrrell  
Elementary School

Area V  
Soil and Water  
Conservation Districts  
**2012**



by Hunter Ledford  
Creswell  
Elementary School

Special thanks to:



[www.apnep.org](http://www.apnep.org)

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*Yours for Life*



*Yours for Life*



*Yours for Life*



*Yours for Life*



*Yours for Life*

*...plus all the teachers and students who participated!*

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*Yours for Life*



*Yours for Life*



*Yours for Life*



*Yours for Life*



*Yours for Life*

*...plus all the teachers and students who participated!*

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Area V  
Soil and Water  
Conservation District  
Winner  
2012



by Harlee Davis  
Ahoskie  
Elementary School

Area V  
Soil and Water  
Conservation District  
Winner  
2012



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Elementary School

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Area V  
Soil and Water  
Conservation District  
Winner  
2012



by Harlee Davis  
Ahoskie  
Elementary School

### Bookmark Contest Participants

<i>District</i>	<i># of students</i>	<i>Grade</i>		<i>Given</i>
Beaufort	120	5th	4	130
Bertie	0	5th		0
Camden / Pasquotank	0			0
Chowan	70		2	75
Currituck	200		7	205
Dare	350	6th	12	350
Gates	150	6th	5	160
Hertford	275	6th	9	280
Hyde	62	5th	2	70
Martin	45	6th	2	50
Northampton	0			0
Perquimans	0			0
Pitt	75	5th	3	80
Tyrrell	60	5th	2	65
Washington	30		1	35
<b>TOTAL</b>	<b>1437</b>		<b>49</b>	<b>1500</b>

Total Ordered                      1500