

Synthesis Report - 2024 Education & Climate Department Plan

[LINK to Slide Deck Report](#)

Goal: Provide experiential and inclusive programs which reflect the interconnectedness and diversity of nature to inspire action.

Strategy 1: Engage a diverse public audience

Objective 1: Provide core weekly programs

Program	When	#'s	Additional
Animal Programs	Daily, 11am, 12pm, 2pm, 3pm	780 programs	Staff Hours: 445 hours
Canoeing	daily July - August, 5 for families/groups	52 trips run	Boats sold: 167 # people: 418
Community / Science Programs/Walks	March/April Eclipse, Daily summer, Pollinator and Water	90 programs	# participants = 1500 people
Interpretive experiences	Daily: 8-10 per day, 10:00 - 5:00	63 programs	Tinkering, SOS, Trunks, Microscopes

Objective 2: Public Programs

Festival/Event	Offerings	# people/Contact Hrs	Additional
Shanty Shenanigans (Wild Lights)	Fish Painting Ice Fishing Guides ADK Troutfitters	507 Wild Lights Attendees	4 Hour event
Pancake Brunch March 16th 10am-12pm	Live pancake art demos, competitions, Virtual Round 1 FB (1600 views) Virtual Round 2 FB (1,400 views)	213 Attendees onsite 3,000 views on FB	Brunch sold through Cafe: 91
Total Solar Eclipse	Solar-powered silent disco	1,500 ppl	Admissions/Store/ Cafe Revenue total weekend \$56,158.00
	Maple Sugar Shack Tours and programs	1,000 ppl	
	Community Art mural in-progress	3,000 ppl	
	Musical sound map by "Whatever Penny"	750 ppl	Total Attendance 7615
	4x solar viewing locations across campus	3,500 ppl	
	Tinkering Studio Programs	1,400 ppl	
	Planet ADK Programs	1,000 ppl	
	Animal Programs	600 ppl	
	Native American Storyteller Perry Ground	600 ppl	
Plain Jane Tattoos	30 ppl		
Pollinator Week (June 17th-22nd)	Pollinator Nature Journaling (4 hrs) Insect Catching (5 hours)	2,085 Attendance/week 14 hours Contact Hours	2x Pollinator Programs/day

	Wildflower Walk (2x times) Wildflower plantings (3 hours)		1pm + 3pm
Trail Opening	Participatory Science Drop In Program 3 hrs Craft Table - Ball Decorating 4hrs	574 attendees	Member opening
ADK Water Week August 3rd-11th	Fish Feeding, Tinkering Studio, Science Speaker, Fly Fishing, Carl Heilman	5,794 Attendees/week 34 Contact hrs 10 hrs Fly Fishing 9 hrs fish feeding	Additional #'s in Science speaker and workshops
North Country Drive Electric Expo - September 28th	40 electric vehicles 6 tabling organizations National ties NY Climate Week and Plug in America	1,670 attendees	External Hosts - Third Act, ANCA, Sierra Club
TEDx Tupper Lake - Saturday, October 26th	12 TEDx talks Intermission: - Community Art Mural - Live Music - Tyler Dezago - Projection Art Interactive	190 Regular Admission visitors 171 TEDx tickets 331 live stream views	Below in convenings as well
Community Free Days	March #1 Museum Celebration Total Solar Eclipse Drive Electric Expo Veterans Day	1,573 4,772 1,670 1,989	

Workshop/Programs	Date/Time	# Attendees	Notes/Revenue
Carl Heilman Photography	5 Workshops offered /yr \$180 Non-Members \$155 Members	Attendees 24 People (6 members, 18 non-members)	Staff time: 10 Hrs Total Revenue:\$360
Woods, Water and Wonder a Family STEM Series	3 Saturdays in May 3 Saturdays in June	6 Families (1 adult/ 1 child age 8-11) 42 Contact Hrs	NSF Grant funded w/ the High Desert Museum Local - Adk Mtn Club, PSC VIC, PSC AWI
Remnants Performance-	Saturday, August 17th 2x	92 Attendees	Total Cost: \$7,576.15
Dialogue Amy Godine	Friday, August 2nd @ 3pm "Black Woods and the Adirondack Frontier"	32 Lecture Attendance 14 Dialogue Attendance	Lecture, book signing, and TWC staff facilitated dialogue.
Winter Week February 16th-24th	Fish Ice Sculpture Science Speaker Dave Hall Shanty Shenanigans	1,849 Daytime 3,160 Wild Lights	\$1,248.36 Ice Sculpture

Science Speaker Series	6 offered - book signings, talks, info tables, walks	263 total attendance 127 virtual views	Costs: \$5,330
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Objective 3: Schools

Type of program	Youth	Adults	#	Total Revenue
In-Person:	4,561	1,308	156	\$36,387.98
Virtual:	583	19	13	\$2,000.00
What	# purchased	# attendees	Ages	Total Revenue
School Programs	91	3,285	All	\$7,450
What	# offered	# attendees	Ages	Information
Programs marketed for homeschoolers	5 days (3 in winter, 2 in fall)	563 people	Mixed families	75 zip codes, 5 US states, 2 Canada

Objective 4: Visitor experiences and exhibits

Dates	Attendance	# Nights
Wild Lights Jan 5, 2024-Feb 22, 2024 & Nov 29, 2024- Dec 31, 2024	6,857 ppl winter 7,460 ppl fall/winter Total = 14,317 ppl	37 Nights

Strategy 2: Convene and engage people

Objective 1: Host, develop and implement community convenings

Climate Program Type	# of Programs	# of Participants	Contact Hours
On-Site Climate Programming	35	2970	9954
Virtual Climate Workshops/Presentations	32	964	1123
Outreach/Off-site Climate Programs (ie conferences, summits, presentations, events)	39	3343	21327

Climate & Education Program Highlights (more on request):

Program	Participants	Contact Hr	Notes
Adirondack Youth Climate Summit	194 Participants 24 teachers Teachers 22 School districts 150 High school students 25 Presenters/community	3072	
TedX Tupper Lake	190 Museum Admission visitors 171 TEDX Event tickets 331 Virtual Views	1520	

Youth Climate Leadership Retreat	22 students 6 faculty		4 day residential program
Adirondack Explorer: Road Salt	100	250	Organized by ADK Explorer; Hosted at TWC
Feedback: Food Justice Summit	150	1050	Adirondack Food System Network
NOAA ELP & SOS	120	3600	4 days
Tupper Lake High School Science Fair	75	225	Evening program
Family Art & Nature Show with Wild Lights	360 pre-k - 5th grade families 734 Total Attendees		Complimentary tickets for LPQ
ACORN - Adirondack Climate & Outreach Resilience Network	5 listening sessions (AYCS, Newcomb, Whallonsburg, Potsdam, & Queensbury) 175 participant	525 hrs	Partnership: Paul Smith's College; Adk Research Consortium; NYSEDA and Adk Foundation
NASA Earth to Sky Adirondack Team to 4 day training at NASA Goddard	5 participants Wild Center Adirondack Research Consortium & Paul Smiths College	40 hrs of training	NASA supporting Climate Change Science & Communication
Intergenerational Climate Event @ St. Lawrence University	104	624	Adirondack Research Consortium; SLU

Objective 2: Professional development and science resources

Program	# of Participants	Contact Hours	NOTES
Climate Communication & Action for Museum Professionals	5 Museum Teams (Cohort 1) 24 participants + 6 advisors 5 Museum Teams (Cohort 2) 24 participants + 6 Advisors	1095 hours/cohort including monthly meetings & 4 day retreat	3 yr IMLS, partners: Phipps Conservancy, Climate Generation, NOAA Climate Program, Smithsonian, Carnegie Nat. History & Madison Children's Museum
NOAA B-WET	6 teachers & 180 students from Adks & Finger Lakes	4 day retreat; virtual & in person programs	Led by Paul Smith's College Adirondack Watershed Assoc.
National Park Service	350+ educators	NPS Education Summit workshop	1 year contract to develop YCS materials
Climate Week NYC	410 participants	1640 hrs Staff planning: 300 hrs	Partners: TWC, Smithsonian, NOAA Climate

			Program; The White House; Yale; NYS DOE; NWF
NYS Leadership -Climate Resilience & Education Task Force -NYS DEC Office of Climate Change & NYSERDA	Participate in meetings & events 6-8x per year Ongoing partnership Climate Smart Communities	400 orgs/agencies and over 2000 members Lead for CSC Task Force	Founding partner (2017) Leadership role New Toolkit: Forces for Change - Guide for Youth and Local Government
UNESCO Biosphere Program	Partnership with Frontenac Arch Biosphere (Canada) & Penang Hill Biosphere (Malaysia)	Frontenac Arch - 120 participants; Youth Climate Summit Southeast Asia - 355 participants; 10650 hours	Multiple presentations & meetings with UNESCO leadership and US Biosphere Leadership CABN Steering Committee
Yale Program on Climate Communications	Wild Center featured as a case study	110 participants	Washington DC Annual Meeting

Objective 3: National and International leadership work on climate change education

Youth Climate Summit Network:

Activity	Number of Summits	Sites
Total YCS: 2009-2024	228	76
Total YCS: 2024	38	36
New Summits in 2024	6	6
NYS Summits 2024	10	9

Total # of Countries Represented: 10

Total # of States Represented: 23

10 monthly Summit Network Meetings

8 Climate Newsflash reaching 1350 people/month

Strategy 3: Create and implement mission aligned programs that support career/professional development.

Objective 1: professional development opportunities for staff that support learning, growth, capacity building

Trainings / PD's	PD Hrs - Total	Staff Trained	Supporting
National Association of Interpretation - Certified Interpretive Guide Course	32 hrs/ person	7 Americorps 1 School Programs Coordinator	AmeriCorps
First Aid & CPR	4 hrs	12	Campus safety
Canoe Water Safety	2 hrs	5	AmeriCorps, canoe

DEC Guide License	2 hrs	5	AmeriCorps
Visual Thinking Strategies (VTS)	8 hrs	12	Education Programs
Teaching Engagement Strategies - Jen Hesselstine	22 hrs	15	AmeriCorps
Adirondack Diversity Solutions	8 hrs	12	AmeriCorps
Manager Training with Deb Howard		3 (Jen K. Kerri and Leanne)	

Conference	Presentations/ Highlights	Staff	Dates, length	Supporting
NOAA ELP and Science on a Sphere Conference	Keynotes, Panels, Workshop leaders VTS, SOS, YCS - DIY, Creatures on Climate, tours of Campus, Poetry,	15	May 7th, 8th, 9th , 3 day conference	NOAA & NAAEE , TWC host venue
ASTC - Chicago (Jen K, Kerri, Jen TM and Steph)	Leading Edge Award - YCS Climate Solutions; Youth Development & Climateens	4	September 27th - 30th	Climate
American Geophysical Union (Jen)	Youth Summits around the world; Yale Reception Keynote; Schumer's Office - AYCS Alumni; Town Hall Event w/ NOAA Staff on Environmental Literacy Guidelines	1	December 9-13	NOAA
Adirondack Diversity Initiative (Jen, Garrett, Robin)	Youth in the Adirondacks - Panel	3	November 12	NOAA
NAAEE Conference (Cedar)	Presentation and participation Climate Change Ed & Communication Fellowship	1	October	Funded by NAAEE
NAI Conference (Leanne)	Leanne attended the National Association for Interpretation conference.	1	December 3-5	Education, AmeriCorps
2024 Collaborative Educators Summit	Chris presented in Syracuse to network of schools & other education organizations	1	August 15-16	Education
AmeriCorps NY Conference	Kerri, Shannon, & Cedar , hosted TWC afternoon	3	November 19-21	AmeriCorps

Objective 2: Career development & mentoring programs/initiatives and pathways

Program	participants	Contact / service hours	Notes
Climateens	10	Contact hours: 2811 Critical Action Lab: 134 ClimaTeens: 2065 YCS: 432 Summiteer Meetings: 180	IMLS funded; Univ of Utah; NEIWCC/Biosphere

Americorps	12	13,600 FT member hrs 3600 PT member hrs	
Ed Program Volunteers	19 education volunteers	615.03 hours	\$20,597 FTE equivalent

Strategy 4: Community engagement

Objective 1: Tupper Lake Community

Program	When	Participants	Staff	Additional
Community Maple	March and April	40 families	1 FT 2 AmeriCorps 2 Volunteers	120 gallons of syrup produced
Tupper Lake Field Day	July 20th	250 community	2 AmeriCorps	
Party on Park	May 25th	250 community	2 AmeriCorps	
Halloween	October 31st	300 community	3 AmeriCorps	
LPQuinn Adirondack Day	June 7th	75 students	3 AmeriCorps	
Tupper Lake Library	Year round	55 students	3 AmeriCorps	
Town of Tupper Lake (ski,basketball, summer camp)	Year round	121 students	3 AmeriCorps	
Tupper Lake Food Pantry	3 x's		5 AmeriCorps	20 service hours

Objective 2: Regional events outside of Tupper Lake, networking and partnerships

Event	Purpose	Participant #	Notes
Sustainability Days (Saranac Lake, Clarkson, SLU)	Climate related outreach	500	Elevate youth
Northeast Climate Collaborative	Climate Network across Northeast - orgs & agencies	110 participants	Leadership role
Gulf of Maine Research Institute	Network of 12 science centers	36	NASA Funded \$25,500 in 2024