SAMPLE DOCUMENT

Type of Document: Education Plans

Museum Name: Denver Botanic Gardens

Budget Size: $5 million to $9.9 million

Governance Type:
Private, Nonprofit Organization

Notes on strengths or special features:
The document addresses the following topics:

☐ Mission statement
☒ Role of education in museum
☐ Overview of museum’s current educational programs
☐ Summary of planning process
☒ Goals, strategies, priorities
☒ Action steps
☒ Time line
☒ Audiences
☐ Evaluation methods/measures of success
☐ How the plan will be implemented, monitored, updated
☒ Other: Staffing and staff time

Date: 2006

Type: Arboretum/Botanic Garden/Public Garden

Budget Year: 2006

Accredited: Yes

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Attachment B: Education Plan, 2006-2010
Denver Botanic Gardens at Chatfield

The addition of a part-time Education Manager in 2007 at Denver Botanic Gardens at Chatfield could provide an opportunity for a notable expansion of our education programs. Education opportunities, both formal classes and non-formal interpretation and brochures, are a highly visible extension of an institution’s mission and offer a way for visitors to establish an interest in and connection with an institution. By increasing our education offerings, we will work towards fulfilling our mission, but also attract new audiences to the site, increase attendance and provide a new source of revenue.

Outdoor-related education opportunities in the area surrounding Denver Botanic Gardens at Chatfield are numerous. In order for education programs at Chatfield to become successful, they will need to capitalize on aspects that make Chatfield unique rather than repeating what other institutions already are successful at. Programs should work to meet the mission of Chatfield while also meeting the needs of the desired audience. Programmatic themes that would make sense for Chatfield to pursue include, but are not limited to: restoration of native plants, native plants in the home landscape, native plant adaptations, basic botany, ethnobotany, ecosystem structure and function, Littleton history, ranch operations and agriculture. Further development of and selection from this list should consider the needs of the desired audience. Before continuing with program development, surveys of schools, homeowners and families should be conducted to determine what their interests and desires are.

The expanded education programs will target four audiences including: school groups, children, families and adults. Audiences have been listed in the priority for which educational programming will be developed and offered. These priorities have been determined based on our ability to capture an audience, the current demand for programs and successful programs at other institutions. Each audience will require programming unique to their interests and needs. Proposed programs include:

- **School Programs** – Four to seven different programs will be developed that use a combination of hands-on activities and site features to educate students in themes unique to Denver Botanic Gardens at Chatfield and also present in school curriculum.

  **Program Offerings:** Programs offered two to three times per week, two times per day during the months of April, May, August, September and October.

  **Proposed topics:** Exploring the Natural World (who/what lives here, five senses, comparing and contrasting) (PreK and K); Basic Plant Science in a grassland (1st and 2nd grade); water cycle and wetland/riparian environment (4th and 5th grade); interactions (food chains) in an ecosystem (3rd and 4th grade); human effects on the environment (4th-6th grade); life on the Hildebrand Ranch (2nd and 3rd grade); people of Colorado’s past (4th and 5th grade)

  **Audience:** Elementary Schools in southern Jefferson County Public Schools, Littleton Public Schools and Douglas County Schools. Programs will
continued to be offered through the WIN-WIN program as a way to reach underserved, inner city students.

**Staffing:** Education Manager and volunteers

**Staff Time:** 220 hours per year (55 tours/year * 4 hours/tour)

- **Pumpkin Patch Tours** – Offered as an extension of the school programs, Pumpkin Patch tours will provide students with the experience of picking a pumpkin while also learning the basic growth and development of pumpkins.

  **Program Offerings:** Programs offered three days per week, three times per day for four weeks in September and October.

  **Audience:** Pre-kindergarten and kindergarten students in southern Metro Denver Elementary Schools.

  **Staffing:** Led by volunteers, coordinated by Education Manager

  **Staff Time:** 64 hours per year (2 hours per day in prep x 16 days + 32 hours in setup)

- **Deer Creek Discovery Camp** – A week long day camp where children develop a relationship with the natural world and our historical past. Based off of the highly popular Deer Creek Discovery Camp offered in 1998-2001 and the Foothills Discovery Camp offered from 2003-2005.

  **Program Offerings:** Four full weeks in July and August, Monday-Friday, 9 a.m.-4 p.m. with an overnight each Thursday.

  **Audience:** 7-12 year olds in south Metro Denver

  **Staffing:** coordinated by Education Manager, taught by seasonal education staff

  **Staff Time:** 225 hours per year (25 hours per week x 5 weeks for Education Manager plus 100 additional hours prep throughout year).

- **Preschool Classes** – One hour long classes designed to interest young children in native plants and the environment.

  **Program Offerings:** Two identical one-hour classes offered each month for 12 children each.

  **Audience:** 3-5 year olds and their caregiver in south Metro Denver

  **Staffing:** taught by Education Manager

  **Staff Time:** 72 hours per year (6 hours per month x 12 months)

- **Family Days** – Themed days offered throughout the year with activities for families to complete together.

  **Program Offerings:** One day per month for seven months (April-October)

  **Audience:** Families with preschool and elementary age students in southern Metro Denver

  **Staffing:** Coordinated and taught by Education Manager with assistance from volunteers.

  **Staff Time:** 112 hours per year (16 hours per month x 7 months).

- **Adult Classes** – How-to classes for adults on aspects of gardening with native plants, gardening with wildlife and gardening in Colorado.

  **Program Offerings:** 10-15 classes each year on evenings and weekends

  **Audience:** homeowners in south Metro Denver

  **Staffing:** coordinated by Education Manager, taught by contract instructors

  **Staff Time:** 50 hours per year (4 hours per class)
In addition to the above programs, the Education Manager should play an integral role in the development of the site and in events so that educational messages can be effectively portrayed when appropriate. These non-formal education opportunities might include interpretation, self-guided trails, brochures and exhibits.

An important element of success for these programs will be the recruitment, training and commitment of volunteers. New venues for volunteer recruitment will need to be explored. Because volunteers will be performing essential roles, high level of training must be provided. Once trained and active in the programs, volunteers will need to feel recognition and thanks from the Chatfield staff. It is expected that the Education Manager play an active role in the recruitment and training of volunteers.

**Timeline**

As it takes time to develop programs, program offerings will first be offered in a limited fashion. Additional programs will be added over a three year period until all programs are being offered in 2009. It is expected that it will take time for people to become aware of our programs and for interest to occur. Therefore, programs may not reach audience capacity until 2009 or 2010.

**2006**
- Education programs continue as in 2005
- Denver Botanic Gardens’ Education staff conduct informal surveys to determine exact needs of desired audiences, particularly school groups.

**2007**
- Develop two new school programs and begin offering; develop remaining school programs for offering in 2008.
- Offer Pumpkin Patch tours at full capacity
- Offer two weeks of camp
- Develop and offer 6 months of preschool classes.
- Develop and offer 5 adult classes
- Develop and offer 3 family days

**2008**
- Continue programs 2007 level; add remaining school programs, one week of camp, 6 months of preschool classes, 5 adult classes and 2 family days.

**2009**
- Continue programs at 2008 level; add one week of camp, 5 more adult classes and 2 more family days

**2010**
- Continue programming at 2009 level.