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## WACHISKA AUDUBON REPORT – 04.10.2020

### Introduction

This report provides details of a survey for the Wachiska Audubon Society of Lincoln, Nebraska. The survey was distributed to the Wachiska Audubon Society's 812 email addresses between March 17, and March 31, 2020. A total of 200 members completed some or all of the survey for a response rate of 24.63 percent. No question on the survey was mandatory, so the response rate for each question differs.

### Appendices

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Appendix E1: Question 09: Average Mission Message Rankings by Age Group, p. 24

Mission Messages included:

- Lobbying/Advocacy for Preserving Natural Areas
- Lobbying/Advocacy with Focus on Climate Change
- Birding Field Trips and Participation Surveys
- Preserving the Tallgrass Prairies Currently Under Wachiska Umbrella
- Preserving the Tallgrass Prairies through Additional Purchased of Conservation Easements

Appendix E2: Question 09: Average Mission Message Rankings by Age Group, p. 25

Mission Messages included:

- Education Programs for Children and Families
- Education Programs for Adults
- More Fully Develop Existing Administrative Support
- Move Forward with the Plan to Hire a Professional Prairie Habitat Manager

Appendix F1: Question 09: Average Mission Message Rankings by Length of Involvement, p. 26

Mission Messages included:

- Lobbying/Advocacy for Preserving Natural Areas
- Lobbying/Advocacy with Focus on Climate Change
- Birding Field Trips and Participation Surveys

Preserving the Tallgrass Prairies Currently Under Wachiska Umbrella  
Preserving the Tallgrass Prairies through Additional Purchased of Conservation  
Easements

Appendix F2: Question 09: Average Mission Message Rankings by Length of Involvement, p. 27

Mission Messages included:

Education Programs for Children and Families

Education Programs for Adults

More Fully Develop Existing Administrative Support

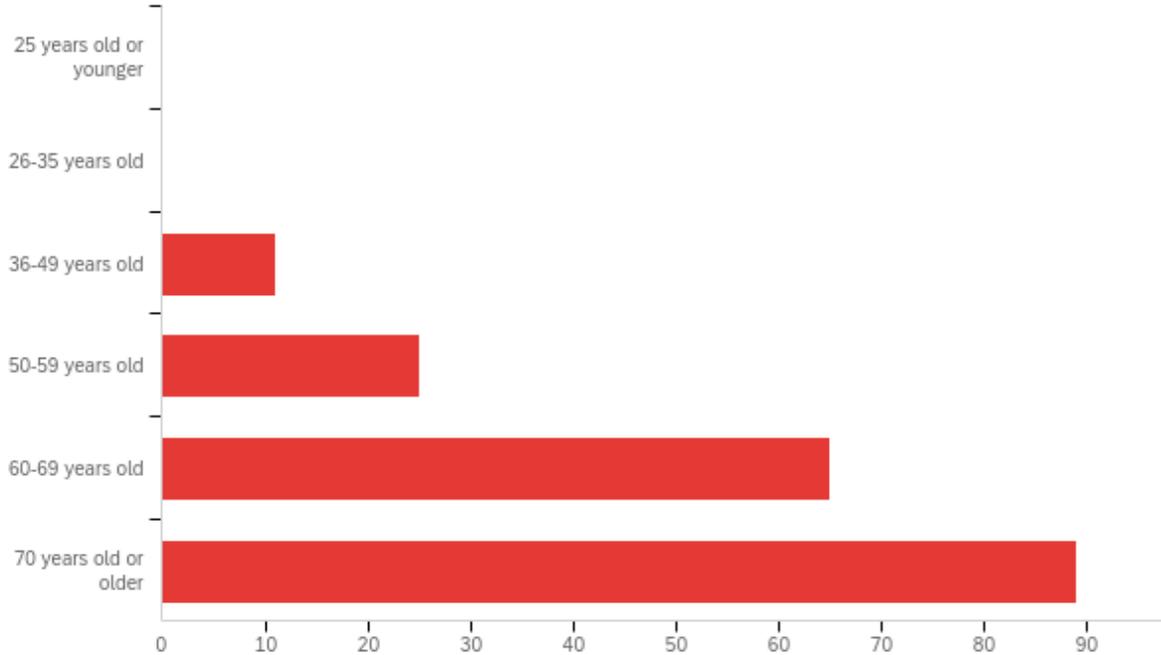
Move Forward with the Plan to Hire a Professional Prairie Habitat Manager

Appendix G: Question 10: Suggestions for Enhancing Experience and Effectiveness by Age Groups, p. 28

Appendix H: Question 10: Suggestions for Enhancing Experience and Effectiveness by Length of Involvement in Wachiska Audubon Society of Lincoln, p. 34

## Q.01. What is your age?

A total of 190 individuals responded to this question. No one indicated that they are in the 25 years old or younger, and no one responded that they are in the 36-49 years of age group. It is apparent that the vast majority, 81%, of respondents are 60 years of age and older. Specifically, the respondents are divided as follows:

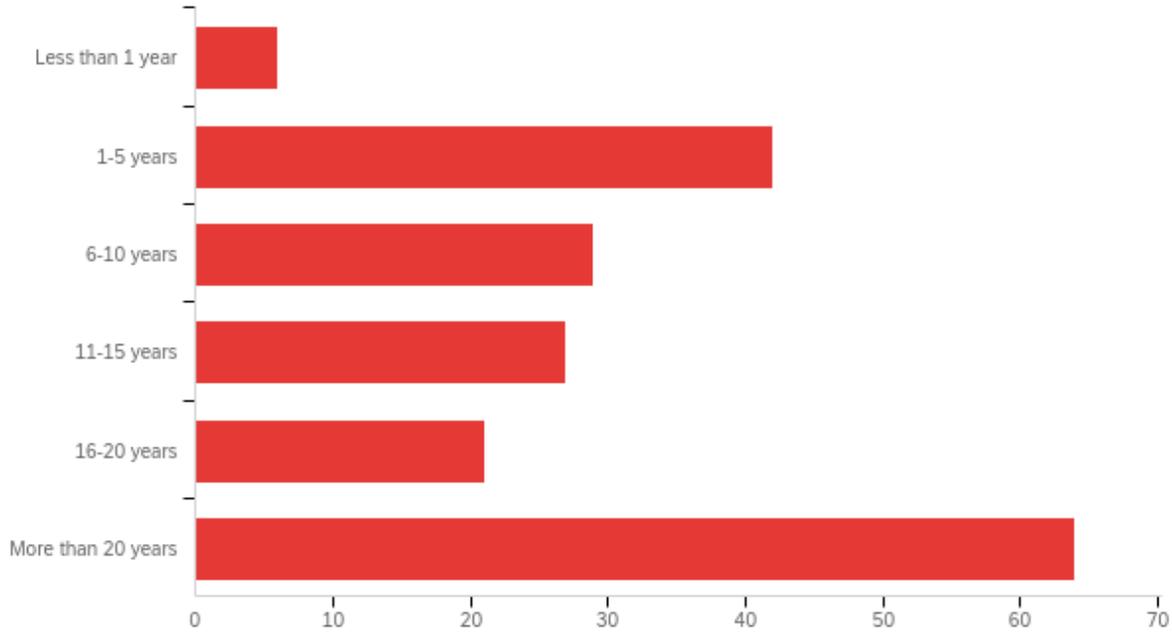


### Responses to Question 01.

Age Category	Percent Responding	Number Responding
25 years old or younger	0.00%	0
26-49 years old	0.00%	0
36-49 years old	5.79%	11
50-59 years old	13.16%	25
60-69 years old	34.21%	65
70 years old or older	46.84%	89
Total	100%	190

## Q.02. How long have you been involved with Wachiska Audubon Society?

A total of 189 individuals responded to this survey question. The majority of respondents have been involved with Wachiska Audubon Society for more than ten years.

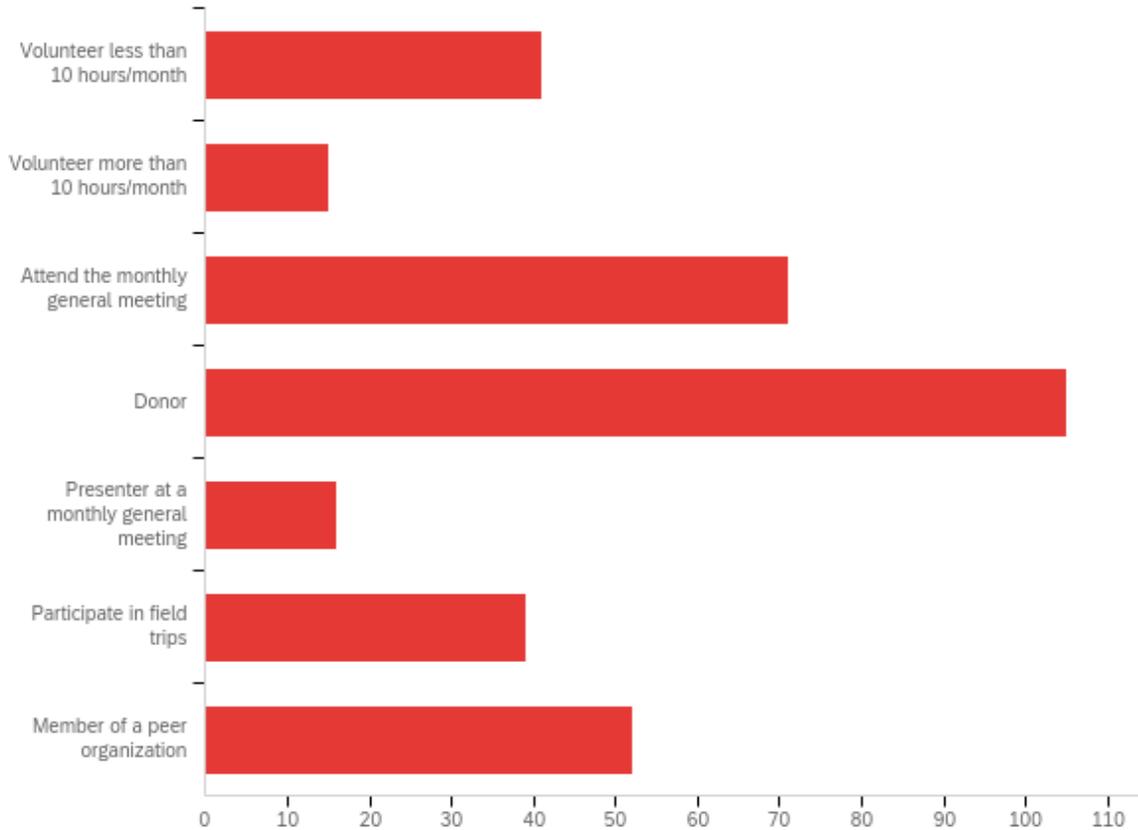


### Responses to Question 02.

Length of Involvement with the Wachiska Audubon Society?	Percentage Responding	Number Responding
Less than 1 year	3.17%	6
1-5 years	22.22%	42
6-10 years	15.34%	29
11-15 years	14.29%	27
16-20 years	11.11%	21
More than 20 years	33.86%	64
Total	100%	189

**Q.03. What is your involvement with Wachiska Audubon Society? Check all that apply.**

With multiple ways to be involved with Wachiska Audubon Society, and multiple ways of responding to this survey question, it is difficult to reach any conclusions from these data. Appendices B and C provide a deeper look at the responses to this survey question.



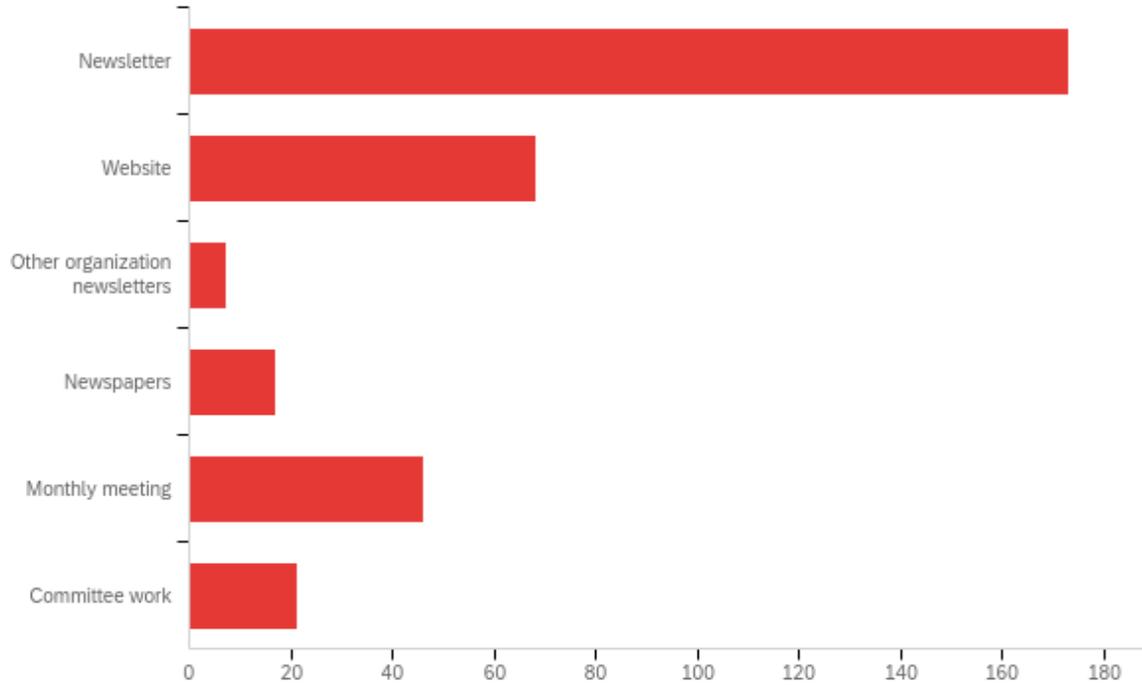
**Responses to Question 03.**

Involvement in Wachiska Audubon Society	Percent Responding	Number Responding
Volunteer less than 10 hours/month	12.09%	41
Volunteer more than 10 hours/month	4.4%	15
Attend the monthly general meeting	20.94%	71
Donor	30.97%	105
Presenter at a monthly general meeting	4.27%	16
Participant in field trips	11.50%	39
Member of a peer organization	15.34%	52
	100%	339*

\*For this question, a respondent could respond to more than one item.

**Q.04. How do you keep track of Wachiska activities? Check all that apply.**

Most certainly, the Wachiska Newsletter is the most frequent way that respondents keep track of Wachiska activities. Appendices D and E provide a deeper look at the responses to this survey question.



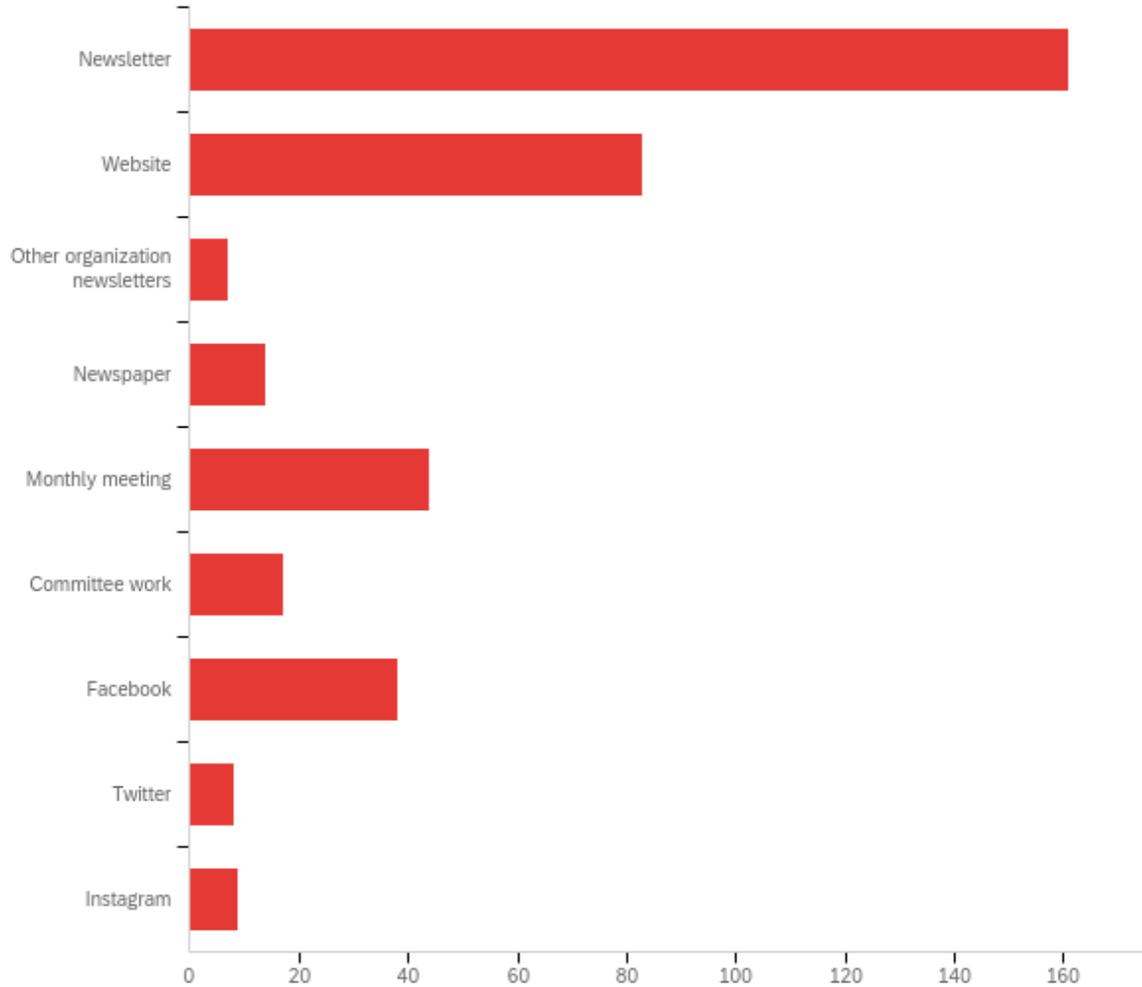
**Responses to Question 04.**

Ways of Keeping Track of Wachiska Activities	Percent Responding	Number Responding
Newsletter	52.11%	173
Website	20.48%	68
Other Organization Newsletter	2.11%	7
Newspapers	5.12%	17
Monthly meeting	13.86%	46
Committee work	6.33%	21
Total	100%	332*

\*For this question, a respondent could respond to more than one item.

**Q.05. How would you prefer to keep track of Wachiska activities? Check all that apply.**

Consistent with Question 04, respondents favor the Wachiska Newsletter as a source of information about Wachiska activities. However, since respondents were given multiple choices for their responses, Appendices F and G provide deeper information about respondent preferences.



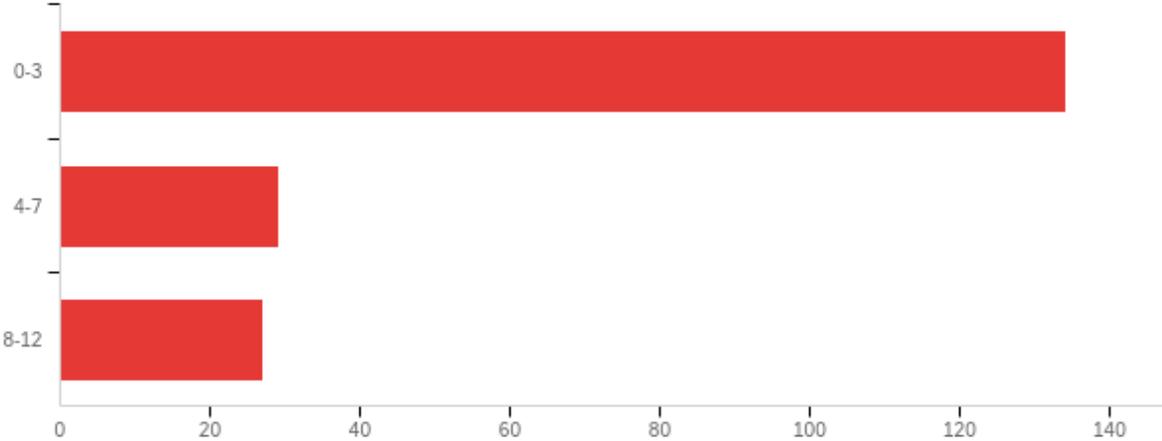
**Responses to Question 05.**

Preferred Way to Keep Track of Wachiska Activities	Percent Responding	Number Responding
Newsletter	42.26%	161
Website	21.78%	83
Other Organization Newsletter	1.84%	7
Newspaper	3.67%	14
Monthly Meeting	11.55%	44
Committee Work	4.46%	17
Facebook	9.97%	38
Twitter	2.10%	8
Instagram	2.36%	9
Total	100%	381

\*For this question, a respondent could respond to more than one item.

**Q.06. How many monthly general meetings do you attend in a year?**

The vast majority of respondents attend 0-3 monthly general meetings per year. Appendices H and I provide a deeper look at the characteristics of respondents who selected each of these three response choices.

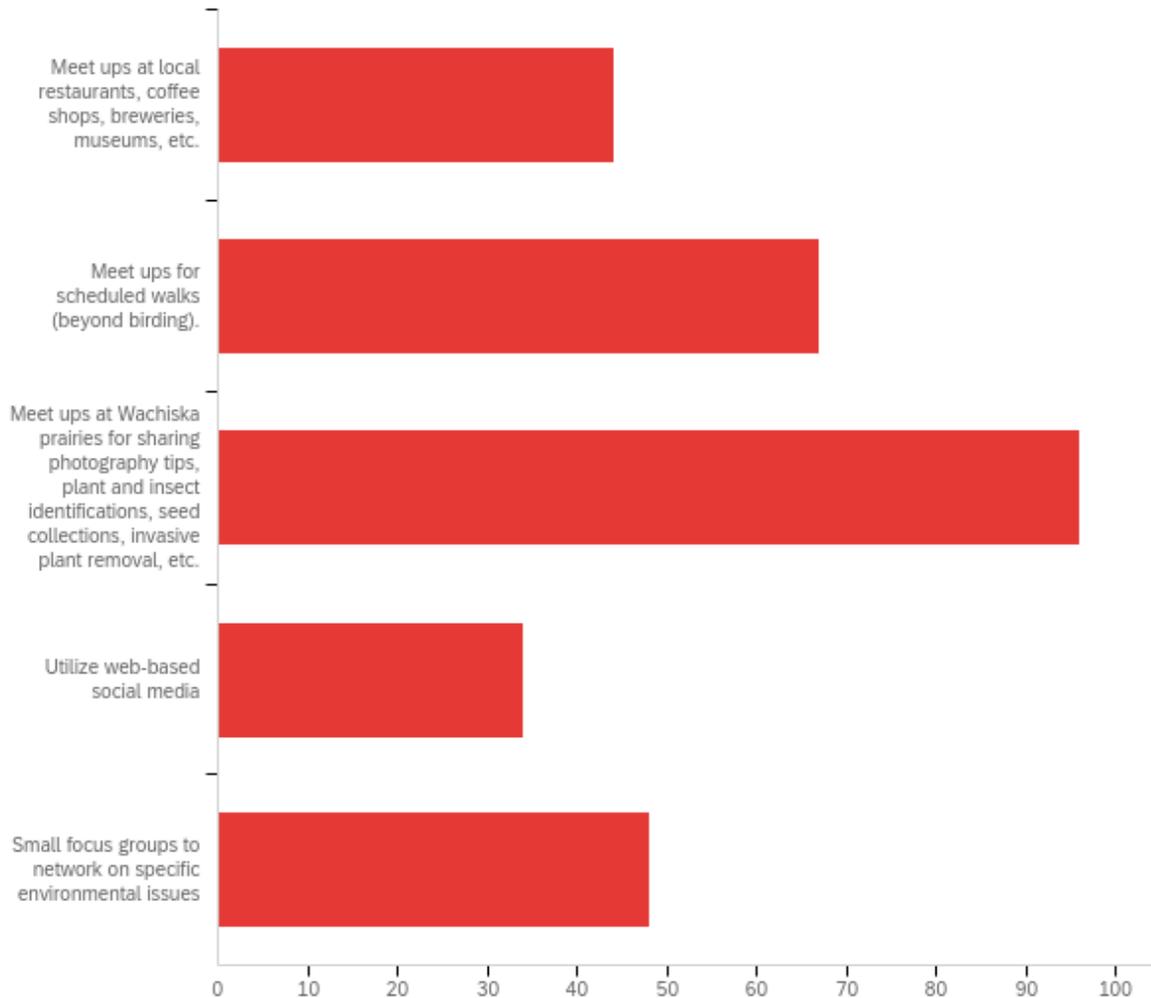


**Responses to Question 06.**

Monthly Meetings I Attend in a Year	Percent Responding	Number Responding
0-3	70.53%	134
4-7	15.26%	29
8-12	14.21%	27
Total	100%	190

**Q.07. Opportunities to socialize and network vary and include cookies and coffee after the monthly meetings, potlucks and committee meetings and projects. Which of the following would you be most interested in? Check all that apply.**

Respondents were encouraged to check all the choices that applied to them, with Meet Ups at Wachiska prairies as the favored option.



**Responses to Question 07.**

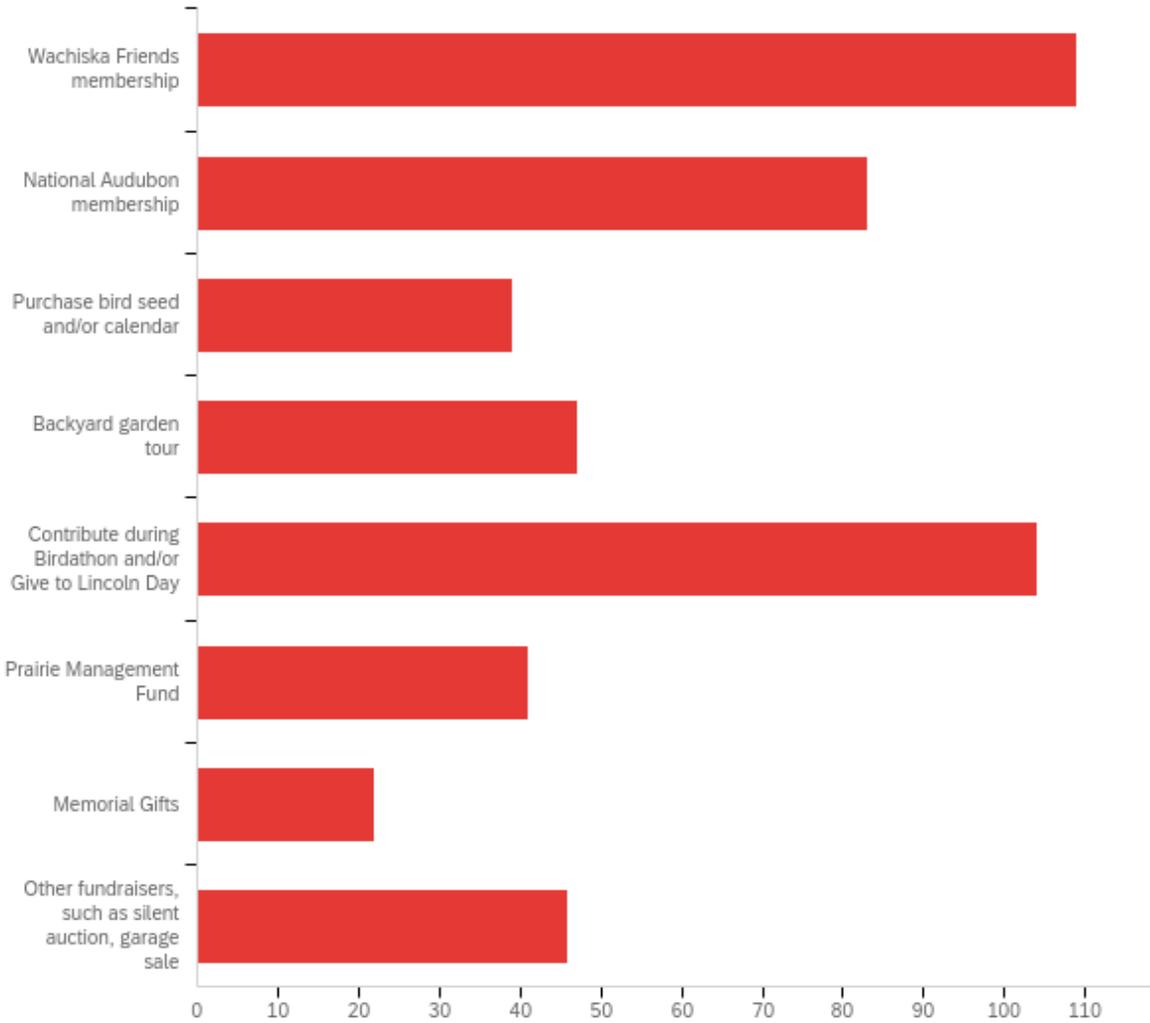
Opportunities to Socialize and Network of Interest to Me	Percent Responding	Number Responding
Meet ups at local restaurants, coffee shops, breweries, museums, etc.	15.22%	44
Meet ups for scheduled walks (beyond birding)	23.18%	67
Meet ups at Wachiska prairies for sharing	33.22%	96

photography tips, plant and insect identifications, seed collections, invasive plant removal, etc.		
Utilize web-based social media	11.76%	34
Small focus groups to network on specific environmental issues	16.61%	48
Total	100%	289*

\*For this question, a respondent could respond to more than one item.

**Q.08. Wachiska funds chapter activities through the following mechanisms. Which ones do you contribute to? Check all that apply.**

This survey question asked respondents to specify all the ways that each contributes to Wachiska. Appendices L and M provide greater clarity to the multiple ways that respondents contribute.



**Responses to Question 08.**

Mechanisms to Fund Wachiska Chapter Activities to Which I Contribute	Percentage Responding	Number Responding
Wachiska Friends membership	22.20%	109
National Audubon membership	16.90%	83
Purchase bird seed and/or calendar	7.94%	39
Backyard garden tour	9.57%	47

Contribute during Birdathon and/or Give to Lincoln Day	21.18%	104
Prairie Management Fund	8.35%	41
Memorial Gifts	4.48%	22
Other fundraisers, such as silent auction, garage sale	9.37%	46
Total	100%	491*

\*For this question, a respondent could respond to more than one item.

**Q.09. Wachiska’s mission message is to preserve natural ecosystems, support native wildlife, and promote birding and nature education. Please rank the following of how the organization can best fulfill its message during the next three to five years. Click and hold on the response and drag to the rank order you select.**

Ranking the choices within this survey question gives an indication of the priorities of the respondents. A lower number indicates a higher priority for the respondent. A higher number represents a lower priority for the respondent. For example, a ‘1’ on the y axis (vertical line) is the respondent’s highest priority, and a ‘9’ on the y axis (vertical line) is the respondent’s lowest priority. Pages 15-16 provide more detail to the responses. Appendices E1 and E2 and F1 and F2 provide some greater clarity as to priorities by age group and length of involvement.



y axis (vertical) = 1=highest priority and 9=lowest priority  
x axis (horizontal) = number of respondents

**Responses to Question 09.**

Ways of Fulfilling Mission	Minimum Rank	Maximum Rank	Mean Rank	Standard Deviation	Total Rankings
Lobbying/Advocacy for preserving and enhancing natural areas to support birds and other wildlife that rely on them.	1.00	9.00	3.30	2.24	169
Lobbying/advocacy with a focus on climate change.	1.00	9.00	5.01	2.70	169
Birding field trips and participation in surveys (e.g., CBC, spring migration, backyard birding count.	1.00	9.00	4.98	2.26	169
Preserving the tallgrass prairies currently under Wachiska umbrella.	1.00	8.00	3.06	1.17	169
Protecting tallgrass prairies through additional purchases or conservation easements.	1.00	9.00	5.02	2.36	169
Education programs for children/families.	1.00	9.00	5.47	2.12	169
Education programs for adults.	1.00	9.00	6.21	2.15	169
More fully develop existing administrative support to ensure the organization can manage its current and future responsibilities	1.00	9.00	6.11	2.64	169
Move forward with the plan to hire a professional prairie habitat manager	1.00	9.00	5.85	2.78	169

**Responses to Question 09.**

Ways of Fulfilling Mission	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Total Rankings
Lobbying/Advocacy for preserving and enhancing natural areas to support birds and other wildlife that rely on them.	29.59% N=50	18.93% N=32	8.88% N=15	15.38% N=26	10.06% N=17	4.73% N=8	5.33% N=9	5.92% N=10	1.18% N=2	169
Lobbying/advocacy with a focus on climate change.	12.43% N=21	14.79% N=25	7.10% N=12	8.28% N=14	10.06% N=17	14.79% N=25	8.28% N=14	10.65% N=18	13.61% N=23	169
Birding field trips and participation in surveys (e.g., CBC, spring migration, backyard birding count).	8.28% N=14	6.51% N=11	14.20% N=24	14.79% N=25	13.02% N=22	13.61% N=23	15.98% N=27	6.51% N=11	7.10% N=12	169
Preserving the tallgrass prairies currently under Wachiska umbrella.	21.89% N=37	22.49% N=38	17.75% N=30	18.34% N=31	8.88% N=15	7.69% N=13	1.78% N=3	1.18% N=21	0.00% N=0	169
Protecting tallgrass prairies through additional purchases or conservation easements.	6.51% N=11	8.88% N=15	15.38% N=26	14.20% N=24	14.20% N=24	11.24% N=19	10.65% N=18	8.28% N=14	10.65% N=18	169
Education programs for children/families.	4.14% N=7	6.51% N=11	12.43% N=21	7.69% N=13	13.02% N=22	19.53% N=33	18.93% N=32	13.02% N=22	4.73% N=8	169
Education programs for adults.	2.96% N=5	5.92% N=10	5.92% N=10	5.33% N=9	10.06% N=17	15.83% N=26	23.67% N=40	17.75% N=30	13.02% N=22	169
More fully develop existing administrative	8.28% N=14	5.92% N=10	7.69% N=13	6.51% N=11	10.06% N=17	5.92% N=10	7.10% N=12	30.77% N=52	17.75% N=30	169

support to ensure the organization can manage its current and future responsibilities										
Move forward with the plan to hire a professional prairie habitat manager	5.92 % N=10	10.06 % N=17	10.65 % N=18	9.47 % N=16	10.65 % N=18	7.10 % N=12	8.28 % N=14	5.92 % N=10	31.95 % N=54	169

**Q.10. Is there anything that Wachiska could do to enhance your experience or its effectiveness? Please present your suggestions in the following box.**

The following are the narrative suggestions that respondents made regarding how to enhance their experience or the organization's effectiveness. Appendices G and H divide responses by age groups and by length of involvement.

I believe Wachiska would benefit greatly from a major, proactive effort to get young people more involved in the organization and broaden membership and participation generally, encouraging leadership roles and new ideas. This seems critical for the long-term sustainability. Enhanced outreach on social media is just one element, but would seem to be an important supporting strategy.

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I am 80 miles away. Can't help much???

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Increase family membership

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Require field trip leaders to have a smart phone on at all times and everyone participating have a smart phone and regular check in times and points during the field trip. This is critically important during car caravan trips. Every participant must have specific written information and maps of the route, time schedule, check in times and locations. A lost vehicle in the middle of nowhere is NOT fun and the leader failing to make contact or check in with missing car (s) is not acceptable. Other national organizations that have outings or field trips require mandatory training and certification for trip leaders. Audubon chapters should have similar mandatory requirements!

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Our elected officials can do so much good and so much harm to the goals of Whisks it is unfortunate that Wachiska can do so little in our elections.

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Like activities available but don't take advantage enough of what's offered.

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make sure new people know why and how Wachiska has been successful before making changes throughout

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I support with my membership primarily since we don't live in Lincoln anymore.

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Membership emphasis on recruiting a wider range of ages. We need more in their twenties, thirties and forties. And perhaps.... even some teens...

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I don't know.

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Partner with other organizations toward a common goal. Friends of Wilderness Part, Sierra Club, NET, etc. Also create bridges to other like-minded groups in schools/universities to bring in younger folks. If we are to survive, we need to encourage the direct involvement of younger generations.

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Offer more birding trips closer to home

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Local or national guided photography tours of unique habitats that support unusual or rare birds

I cannot attend meetings due to a conflict with another group. I very much enjoy the newsletter. Thanks.

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I belong to Ducks Unlimited. I know that is a turnoff for your organization from past experience. In the past I have suggested the DU format for raising money for the cause. The previous Raptor group, the Cathouse, and your organization are just a few I have tried to help. I get a blank look or one of disdain. Of course, where is Betsy and her Raptor group? I don't hunt and about the only thing I shoot at are paper targets. That being said my DU Chapter made over \$75,000 in one evening. This money goes to support wetlands. There are thousands of DU chapters all over the U.S. 75% of us do not hunt waterfowl. With the species of animal you represent your ability to generate huge amounts of revenue is almost endless. We tap into just a small subset of birds. Primarily ducks, geese, and grebes. You have that subset, along with raptors, songbirds, condors, sea birds, and so on and so on. Properly staged and advertised you could make \$100k in one evening. What could your chapter do with \$100k a year to make life better for all types of birds? Just what I do for wrens, finches, robins, blackbirds, doves, and miscellaneous other birds in my backyard is quite an accomplishment with feeders and access to water. What if we started giving children bird kits that would allow them to setup bird sanctuaries in their backyards? There is so much that can be done to get people involved with birds. You remind me of the Masons. They are supposedly not secret society but a society with secrets. They are going the way of the Dodo. That analogy has more than a few sad and scary prophetic outcomes for organization that do not do something.

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More pictures on the website

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Advocates for birds, like us, or insects or native plants are seeing the connections between climate change, habitat loss and our way of thinking about our yards (dead zones) and "natural areas," i.e. Yellowstone or Wilderness Park, where nature lives. Doug Tallamy's book published this year, Nature's Best Hope: A new approach to conservation that starts in your yard opens this conversation. I think Audubon's future public engagement needs to be about how native plants keep insects alive that feed the birds we love, and if we dedicate half of our yards to birds/bugs/native plants, we have some shot at cushioning the shocks of climate change. We also have to advocate for changes that affect climate change directly, but I can't say much more in this little box.

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hard to rank apples and oranges, Education is a component of all of these.

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Conventional agriculture in Nebraska does the greatest damage to our local environment, is the largest carbon footprint & receives the most financial support from the Federal & State government growing commodities for "export". During this Pandemic it is important to consider our food security that is grown & available in our area, seasonal at best & certainly not enough to support the population of Lincoln; though with the right support it is very doable. As Chuck Francis has pointed out only 10% of the food Nebraskans consume is grown in the state. Most of the other 90% is grown in California (a water starved state) or imported from another country according to who knows what standards. It is ironic to me that the same people who suggest locally grown food that may be certified Organic or grown without chemicals, but don't give a second thought that according to Government statistics "the Average farmers" income included 42% from the USDA programs in 2019 & were not chemical free. These same folks don't consider the public expense for water filtration equipment which is the best money can buy, but is no longer is able to reduce the amount of nitrates to a safe drinkable levels for all ages & conditions of people, also livestock. If people think they are supporting the iconic healthy family farm of my Grandparents; they need to find out the truth, which is that they are supporting corporations that do not recognize the damage to the

environment & global warming on their balance sheet. In Nebraska, no one is enforcing the USDA standards & the regulations in Nebraska are not strong enough to make landowners or farm operators improve their farming techniques; carrots have been the tool of choice to foster change. Imagine if you owned an accounting company or roofing company and kept losing money. How long before the banker would tell you improve your business plan & make your loan payments or else? Soon my local farmers will be providing the vegetables I have already paid for through their CSA. Those vegetables will be so much more delicious & nutritious than a truckload of GMO Corn or Soybeans! Locally grown food by people you can meet is the best action Wachiska members can do to improve our environment & local economy, much better return than Conagra or Verizon. The second is to lobby against export agriculture. I recommend Ted Genoways book, This Blessed Earth.

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Am now 75 yrs old and can only make monthly mtgs, sometimes not that many. I used to help with education and clean-ups but with shoulder problems and other health problems, I am not able now. Sorry.

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Add a bluebird nesting program director

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Sorry: I can't find a way to rank the items in the previous question. They're all important to me for Wachiska. I'm not in a time when I can be active with Wachiska, so I don't have any additional suggestions at present. It's an extraordinary organization.

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More support of the Nebraska Environmental Trust and the lobbying function in State Legislature may get more support for the organization.

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I have no preference in the nine choices given

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Find a way to merge with the other Audubon organizations in Nebraska and regionally. There is so much confusion about which Audubon people are members of and what the difference is. Find a way to work together to better pool your resources for lobbying, education and conservation.

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I cannot get around well and I am a caregiver. I don't really participate much. Used to buy birdseed, but can't manage that anymore. I do like supporting Audubon as much as possible and enjoy the newsletter and info given. Thank you

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Have a calendar for all activities

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Increase & develop more family & diversity outreach, with nature - enrichment events, toward the next generation of conservation stewards. Welcome and encourage new & innovative ideas/strategies for furthering the Wachiska mission, instead of only relying on the inertia of well-established traditions, patterns and outlook. For the foreseeable future, instead of acquiring new tallgrass prairies that become a challenging burden to effectively & sustainably manage within our budget, stay open to ways that the existing tracts can serve to enhance the visibility and value of Wachiska's proven conservation mission. Thus, seek more opportunities to engage & befriend the local (rural?) populations where our existing prairie preserves already are, perhaps by inviting them to visit them for structured fun, education or volunteer opportunities--on site wherever possible - Therefore, consider building more of a constituency of support by enhancing Wachiska's example beyond Lincoln's city limits into the next decades to come.

Share if the monthly board meeting minutes to keep the membership informed. Could this be uploaded on the website.

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Participating in burns and prairie management are great volunteering activities. Thanks for all of your work.

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They are doing a good job.

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- 1) I would like to receive the newsletter electronically. I faded away when that could not be set up for me.
  - 2) Wachiska Audubon is excellent, but I can't keep up with (via contributions or time) all of the groups (environmental, political, etc.) that are doing excellent work.
  - 3) I have wanted to attend a meeting since I saw that Stu Luttich is president. For many years I have admired his LJS letters to the editor.
- 

we are also supporting Rowe Sanctuary after two years in a row having attendance cut so drastically

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Retired now, need to get more!

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Wachiska needs more administrative support. Maybe that should be #1, but it's deeply connected to my top 5 ranking. We can't rely on volunteers who come and go, we need stability and experience and more anchors in the office and in the field.

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I am a rather passive member but also support Spring Creek Prairie.

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Involve younger people.

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Improve membership outreach to promote engagement

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Occasionally hold a monthly meeting at a location outside Lincoln

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This is hard to say since I'm pretty busy though I walk a lot at Spring Creek Prairie and hence wind up wanting to know what is going on with Wachiska and trying to do what I can to support the group when I have time.

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I like the idea of weekly informal walks and other social activities (these could follow a weekly walk). I really like the field trip activities.

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How to interest young people in these activities which will affect the future.

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Is there a way to interest younger people to join Wachiska? There are mostly older members that come to the meetings and I was wondering if the majority of members are over 60?

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We need younger people to join and carry on the work from the past 40+ years but we haven't been working on this. We don't even encourage our members to bring their grandkids and invite their neighbors or like-minded friends. Seems the same few people are doing most of the work and we don't have a good way of including more members in the work.

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Eliminate promotion of climate change. Climate has always and will continue to change. USA as a country is doing far more to protect the environment than any country in the world.

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WAS needs to have an Executive Director and perhaps one who also functions as Prairie Manager!

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Keep up the good work

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re #9: I think the administrative support by Arlys Reitan is excellent! I admire her work and hope that you consult her thinking and wishes, developed over many years, as you talk about "More fully develop(ing) administrative support..."

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Lobby to retain or expand laws protecting wildlife.

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Do not support the Migratory Bird Treaty Act - not good

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Add Social Media

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Good organization and like what I am reading.

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**HIRE AN EXECUTIVE DIRECTOR!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

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In the item above about keeping track of Wachiska activities, you did not mention email, which is how this survey arrived and one way that I keep track of the goings on at Wachiska. Please continue.

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Maintain a strong support and connection with the community through the current office manager.

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Hold the occasional meeting near downtown

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## APPENDICIES

The following tables and lists present data from the two demographics, age and length of membership, as they relate to Questions 02, 03, 05, 09, and 10 on the survey.

### Appendix A: Question 02: Length of Involvement by Age Groups

NOTE: Some respondents who indicated their age group did not indicate their length of involvement.

Age Group/Length of Involvement	Less than one year	1-5 years	6-10 years	11-15 years	16-20 years	More than 20 Years
25 years old or younger N=0	N=0	N=0	N=0	N=0	N=0	N=0
26-35 years old N=0	N=0	N=0	N=0	N=0	N=0	N=0
36-49 years old N=11	N=0	N=6	N=1	N=1	N=2	N=1
50-59 years old N=25	N=0	N=4	N=6	N=1	N=4	N=8
60-69 years old N=65	N=4	N=17	N=14	N=11	N=7	N=14
70 years old or older N=89	N=2	N=15	N=8	N=14	N=8	N=41

### Appendix B: Question 03: Kind of Involvement by Age Groups

	Volunteer less than 10hrs/mo	Volunteer more than 10hr/mo	Attend Monthly General Meeting	Donor	Presenter at Monthly General Meeting	Participate in Field Trips	Member of Peer Organization
25 years old or younger N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0
26-35 years old N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0
36-49 years old N=11	N=1	N=0	N=3	N=6	N=2	N=1	N=4
50-59 years old N=25	N=5	N=2	N=8	N=9	N=4	N=3	N=11
60-69 years old N=65	N=11	N=4	N=24	N=33	N=6	N=16	N=17
70 years old or older N=89	N=25	N=9	N=38	N=53	N=4	N=19	N=20

**Appendix C: Question 03: Kind of Involvement by Length of Involvement**

	Volunteer less than 10hrs/mo	Volunteer more than 10hr/mo	Attend Monthly General Meeting	Donor	Presenter at Monthly General Meeting	Participate in Field Trips	Member of Peer Organization
Less than One Year N=6	N=1	N=0	N=5	N=2	N=0	N=0	N=1
1-5 Years N=42	N=4	N=1	N=17	N=15	N=3	N=10	N=8
6-10 Years N=29	N=7	N=3	N=10	N=14	N=0	N=5	N=9
11-15 Years N=27	N=10	N=0	N=11	N=20	N=0	N=4	N=1
16-20 Years N=21	N=1	N=0	N=6	N=11	N=2	N=5	N=9
More Than 20 Years N=64	N=21	N=10	N=23	N=42	N=12	N=17	N=25

**Appendix D: Question 05: Preferred Way of Keeping Track of Activities by Age Groups**

	News-letter	Web-site	Other Organization Newsletter	News-paper	Monthly Meeting	Com-mittee Work	Facebook	Twitter	Insta-gram
25 years old or younger N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0
26-35 years old N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0	N=0
36-49 years old N=11	N=11	N=6	N=0	N=0	N=3	N=1	N=6	N=3	N=5
50-59 years old N=25	N=19	N=13	N=1	N=2	N=5	N=2	N=8	N=1	N=1
60-69 years old N=65	N=51	N=33	N=3	N=4	N=11	N=5	N=15	N=4	N=2
70 years old or older N=89	N=77	N=30	N=3	N=8	N=23	N=9	N=9	N=0	N=1

### Appendix E1: Question 09: Mission Message Rankings by Age Group

Appendix E1 presents the Mission Message Rankings by Age Group for the first five Mission Messages. The table includes the Mission Message mean (average), median (the ranking at the middle of the distribution of the rankings), mode (the ranking that occurred the most often), minimum (the lowest numerical ranking – which is actually the highest ranking), and maximum (the highest numerical ranking – which is actually the lowest ranking).

		Lobbying/ Advocacy for Preserving Natural Areas	Lobbying/ Advocacy with Focus on Climate Change	Birding Field Trips and Participation in surveys	Pre-serving the Tall- grass Prairies Currently Under Wachiska Umbrella	Preserving the Tall- grass Prairies through Additional Purchases of Conservation Easements
25 years old or younger N=0		No Respondents	No Respondents	No Respondents	No Respondents	No Respondents
26-35 years old N=0		No Respondents	No Respondents	No Respondents	No Respondents	No Respondents
36-49 years old N=11	Mean	3.91	5.27	6.45	2.91	4.73
	Median	4	6	7	2	5
	Mode	4	6	9	1	2
	Minimum	1	1	2	1	1
	Maximum	8	9	9	8	9
50-59 years old N=25	Mean	2.81	6.05	5.05	2.95	5.43
	Median	4	7	4	3	6
	Mode	1	8	4	3	6
	Minimum	1	1	1	1	3
	Maximum	8	9	9	6	9
60-69 years old N=65	Mean	3.24	5.46	4.95	2.88	5.24
	Median	3	6	5	3	5
	Mode	1	9	6	1	4
	Minimum	1	1	1	1	1
	Maximum	8	9	9	7	9
70 years old or older N=89	Mean	3.42	4.42	4.84	3.22	4.79
	Median	3	4.5	5	3	5
	Mode	1	2	4	2	3
	Minimum	1	1	1	1	1
	Maximum	9	9	9	8	9

## Appendix E2: Question 09: Mission Message Rankings by Age Group

Appendix E2 presents the Mission Message Rankings by Age Group for the first five Mission Messages. The table includes the Mission Message mean (average), median (the ranking at the middle of the distribution of the rankings), mode (the ranking that occurred the most often), minimum (the lowest numerical ranking – which is actually the highest ranking), and maximum (the highest numerical ranking – which is actually the lowest ranking).

		Education Programs for Children and Families	Education Programs for Adults	More Fully Develop Existing Administrative Support	Move Forward with the Plan to Hire a professional Prairie Habitat Manager
25 years old or younger N=0		No Respondents	No Respondents	No Respondents	No Respondents
26-35 years old N=0		No Respondents	No Respondents	No Respondents	No Respondents
36-49 years old N=11	Mean	6.73	7.27	4.27	3.45
	Median	7	8	3	3
	Mode	7	8	2	4
	Minimum	3	4	2	1
	Maximum	9	9	9	9
50-59 years old N=25	Mean	5.76	6.43	5.33	5.19
	Median	6	7	5	5
	Mode	6	7	5	2
	Minimum	1	2	1	1
	Maximum	9	9	9	9
60-69 years old N=65	Mean	5.66	5.92	5.86	5.80
	Median	6	6	7	6
	Mode	7	6	8	9
	Minimum	1	1	1	1
	Maximum	9	9	9	9
70 years old or older N=89	Mean	5.03	6.22	6.72	6.33
	Median	5	7	8	7
	Mode	6	7	8	9
	Minimum	1	1	1	1
	Maximum	9	9	9	9

### Appendix F1: Question 09: Average Mission Message Rankings by Length of Involvement

Appendix F1 presents the Mission Message Rankings by Age Group for the first five Mission Messages. The table includes the Mission Message mean (average), median (the ranking at the middle of the distribution of the rankings), mode (the ranking that occurred the most often), minimum (the lowest numerical ranking – which is actually the highest ranking), and maximum (the highest numerical ranking – which is actually the lowest ranking).

		Lobbying/ Advocacy for Preserving Natural Areas	Lobbying/ Advocacy with Focus on Climate Change	Birding Field Trips and Partici- pation in surveys	Pre-serving the Tallgrass Prairies Currently Under Wachiska Umbrella	Preserving the Tall- grass Prairies through Additional Purchases of Conser- vation Easements
Less than One Year N=6	Mean	2.33	1.67	4	2.33	6.67
	Median	2	1	4	2	7
	Mode	2	1	N/A	N/A	N/A
	Minimum	2	1	3	1	5
	Maximum	3	3	5	4	8
1-5 Years N=42	Mean	3.65	5.76	4.97	2.81	4.35
	Median	4	6	5	3	4
	Mode	1	5	7	1	3
	Minimum	1	1	1	1	1
	Maximum	8	9	9	6	9
6-10 Years N=29	Mean	3.22	5.19	5.37	2.93	4.96
	Median	2	6	6	3	5
	Mode	2	8	7	3	5
	Minimum	1	1	1	1	1
	Maximum	9	9	9	6	9
11-15 Years N=27	Mean	3.46	4.19	5.12	2.65	4.88
	Median	3	3.5	5	2	4
	Mode	1	2	3	1	4
	Minimum	1	1	1	1	2
	Maximum	8	9	8	6	9
16-20 Years N=21	Mean	2.82	4.71	4.29	3.71	6.12
	Median	2	5	4	3	6
	Mode	1	6	1	2	6
	Minimum	1	1	1	2	1
	Maximum	8	8	9	8	9
More than 20 Years N=64	Mean	3.29	5.27	5.07	3.20	5.07
	Median	3	5.5	5	3	5
	Mode	1	2	5	2	3
	Minimum	1	1	1	1	1
	Maximum	9	9	9	7	9

**Appendix F2: Question 09: Average Mission Message Rankings by Length of Involvement**

Appendix F2 presents the Mission Message Rankings by Age Group for the first five Mission Messages. The table includes the Mission Message mean (average), median (the ranking at the middle of the distribution of the rankings), mode (the ranking that occurred the most often), minimum (the lowest numerical ranking – which is actually the highest ranking), and maximum (the highest numerical ranking – which is actually the lowest ranking).

		Education Programs for Children and Families	Education Programs for Adults	More Fully Develop Existing Administrative Support	Move Forward with the Plan to Hire a Professional Prairie Habitat Manager
Less than One Year N=6	Mean	6.67	5.67	8.67	7.00
	Median	7	6	9	8
	Mode	7	6	9	N/A
	Minimum	6	5	8	4
	Maximum	7	6	9	9
1-5 Years N=42	Mean	5.70	6.19	6.00	5.57
	Median	6	7	8	5
	Mode	7	7	8	9
	Minimum	1	1	1	1
	Maximum	9	9	9	9
6-10 Years N=29	Mean	5.48	5.63	6.00	6.22
	Median	6	6	8	7
	Mode	6	6	8	9
	Minimum	1	2	1	1
	Maximum	9	9	9	9
11-15 Years N=27	Mean	5.73	6.85	6.38	5.73
	Median	6	7.5	7	5
	Mode	6	8	9	9
	Minimum	1	1	1	2
	Maximum	9	9	9	9
16-20 Years N=21	Mean	6.24	7.06	5.29	4.76
	Median	7	8	4	5
	Mode	7	8	4	1
	Minimum	3	4	2	1
	Maximum	9	9	9	9
More than 20 Years N=64	Mean	4.89	5.96	6.18	6.07
	Median	5	7	7	7
	Mode	6	7	8	9
	Minimum	1	1	1	1
	Maximum	9	9	9	9

## **Appendix G: Question 10: Suggestions for Enhancing Experience and Effectiveness by Age Groups**

### **25 Years Old or Younger**

No Response

### **26-35 Years Old**

No Response

### **36-49 Years Old**

Wachiska needs more administrative support. Maybe that should be #1, but it's deeply connected to my top 5 ranking. We can't rely on volunteers who come and go, we need stability and experience and more anchors in the office and in the field.

Find a way to merge with the other Audubon organizations in Nebraska and regionally. There is so much confusion about which Audubon people are members of and what the difference is. Find a way to work together to better pool your resources for lobbying, education and conservation.

Add Social Media

Hold the occasional meeting near downtown

### **50-59 Years Old**

Conventional agriculture in Nebraska does the greatest damage to our local environment, is the largest carbon footprint & receives the most financial support from the Federal & State government growing commodities for "export". During this Pandemic it is important to consider our food security that is grown & available in our area, seasonal at best & certainly not enough to support the population of Lincoln; though with the right support it is very doable. As Chuck Francis has pointed out only 10% of the food Nebraskans consume is grown in the state. Most of the other 90% is grown in California (a water starved state) or imported from another country according to who knows what standards. It is ironic to me that the same people who suggest locally grown food that may be certified Organic or grown without chemicals, but don't give a second thought that according to Government statistics "the Average farmers" income included 42% from the USDA programs in 2019 & were not chemical free. These same folks don't consider the public expense for water filtration equipment which is the best money can buy, but is no longer is able to reduce the amount of nitrates to a safe drinkable levels for all ages & conditions of people, also livestock. If people think they are supporting the iconic healthy family farm of my Grandparents; they need to find out the truth, which is that they are supporting corporations that do not recognize the damage to the environment & global warming on their balance sheet. In Nebraska, no one is enforcing the USDA standards & the regulations in Nebraska are not strong enough to make landowners or farm operators improve their farming techniques; carrots have been the tool of chose to foster change. Imagine if you owned an accounting company or roofing company and kept losing money. How long before the banker would tell you improve your business plan & make your loan payments or else?

Soon my local farmers will be providing the vegetables I have already paid for through their CSA. Those vegetables will be so much more delicious & nutritious than a truckload of GMO Corn or Soybeans! Locally grown food by people you can meet is the best action Wachiska members can do to improve our environment & local economy, much better return than Conagra or Verizon. The second is to lobby against export agriculture. I recommend Ted Genoways book, This Blessed Earth.

I believe Wachiska would benefit greatly from a major, proactive effort to get young people more involved in the organization and broaden membership and participation generally, encouraging leadership roles and new ideas. This seems critical for the long-term sustainability. Enhanced outreach on social media is just one element, but would seem to be an important supporting strategy.

Participating in burns and prairie management are great volunteering activities. Thanks for all of your work.

Sorry: I can't find a way to rank the items in the previous question. They're all important to me for Wachiska. I'm not in a time when I can be active with Wachiska, so I don't have any additional suggestions at present. It's an extraordinary organization.

## **60-69 Years Old**

I belong to Ducks Unlimited. I know that is a turnoff for your organization from past experience. In the past I have suggested the DU format for raising money for the cause. The previous Raptor group, the Cathouse, and your organization are just a few I have tried to help. I get a blank look or one of disdain. Of course, where is Betsy and her Raptor group? I don't hunt and about the only thing I shoot at are paper targets. That being said my DU Chapter made over \$75,000 in one evening. This money goes to support wetlands. There are thousands of DU chapters all over the U.S. 75% of us do not hunt waterfowl. With the species of animal you represent your ability to generate huge amounts of revenue is almost endless. We tap into just a small subset of birds. Primarily ducks, geese, and grebes. You have that subset, along with raptors, song birds, condors, sea birds, and so on and so on. Properly staged and advertised you could make \$100k in one evening. What could your chapter do with \$100k a year to make life better for all types of birds? Just what I do for wrens, finches, robins, blackbirds, doves, and miscellaneous other birds in my backyard is quite an accomplishment with feeders and access to water. What if we started giving children bird kits that would allow them to setup bird sanctuaries in their backyards? There is so much that can be done to get people involved with birds. You remind me of the Masons. They are supposedly not secret society but a society with secrets. They are going the way of the Dodo. That analogy has more than a few sad and scary prophetic outcomes for organization that do not do something.

**HIRE AN EXECUTIVE DIRECTOR!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Is there a way to interest younger people to join Wachiska? There are mostly older members that come to the meetings and I was wondering if the majority of members are over 60?

I like the idea of weekly informal walks and other social activities (these could follow a weekly walk). I really like the field trip activities.

This is hard to say since I'm pretty busy though I walk a lot at Spring Creek Prairie and hence wind up wanting to know what is going on with Wachiska and trying to do what I can to support the group when I have time.

I cannot attend meetings due to a conflict with another group. I very much enjoy the newsletter. Thanks.

Local or national guided photography tours of unique habitats that support unusual or rare birds

In the item above about keeping track of Wachiska activities, you did not mention email, which is how this survey arrived and one way that I keep track of the goings on at Wachiska. Please continue.

Eliminate promotion of climate change. Climate has always and will continue to change. USA as a country is doing far more to protect the environment than any country in the world.

Involve younger people.

I support with my membership primarily since we don't live in Lincoln anymore.

Share if the monthly board meeting minutes to keep the membership informed. Could this be uploaded on the website.

Partner with other organizations toward a common goal. Friends of Wilderness Part, Sierra Club, NET, etc. Also create bridges to other like-minded groups in schools/universities to bring in younger folks. If we are to survive, we need to encourage the direct involvement of younger generations.

Offer more birding trips closer to home

Improve membership outreach to promote engagement

Retired now, need to get more!

They are doing a good job.

## **70 Years Old or Older**

Good organization and like what I am reading.

1) I would like to receive the newsletter electronically. I faded away when that could not be set up for me.

2) Wachiska Audubon is excellent, but I can't keep up with (via contributions or time)all of the groups (environmental, political, etc.)that are doing excellent work.

3) I have wanted to attend a meeting since I saw that Stu Luttich is president. For many years I have admired his LJS letters to the editor.

Increase family membership

I am 80 miles away. Can't help much???

Do not support the Migratory Bird Treaty Act - not good

We need younger people to join and carry on the work from the past 40+ years but we haven't been working on this. We don't even encourage our members to bring their grandkids and invite their neighbors or like-minded friends. Seems the same few people are doing most of the work and we don't have a good way of including more members in the work.

I cannot get around well and I am a caregiver. I don't really participate much. Used to buy birdseed, but can't manage that anymore. I do like supporting Audubon as much as possible and enjoy the newsletter and info given. Thank you

Like activities available but don't take advantage enough of what's offered.

Keep up the good work

Occasionally hold a monthly meeting at a location outside Lincoln

I am a rather passive member but also support Spring Creek Prairie.

Increase & develop more family & diversity outreach, with nature - enrichment events, toward the next generation of conservation stewards. Welcome and encourage new & innovative ideas/strategies for furthering the Wachiska mission, instead of only relying on the inertia of well-established traditions, patterns and outlook. For the foreseeable future, instead of acquiring new tallgrass prairies that become a challenging burden to effectively & sustainably manage within our budget, stay open to ways that the existing tracts can serve to enhance the visibility and value of Wachiska's proven conservation mission. Thus, seek more opportunities to engage & befriend the local (rural?) populations where our existing prairie preserves already are, perhaps by inviting them to visit them for structured fun, education or volunteer opportunities--on site wherever possible - Therefore, consider building more of a constituency of support by enhancing Wachiska's example beyond Lincoln's city limits into the next decades to come.

Have a calendar for all activities

More support of the Nebraska Environmental Trust and the lobbying function in State Legislature may get more support for the organization.

re #9: I think the administrative support by Arlys Reitan is excellent! I admire her work and hope that you consult her thinking and wishes, developed over many years, as you talk about "More fully develop(ing) administrative support..."

am now 75 yrs old and can only make monthly mtgs, sometimes not that many. I used to help with education and clean-ups but with shoulder problems and other health problems, I am not able now. Sorry.

Maintain a strong support and connection with the community through the current office manager.

Lobby to retain or expand laws protecting wildlife.

WAS needs to have an Executive Director and perhaps one who also functions as Prairie Manager!

How to interest young people in these activities which will affect the future.

we are also supporting Rowe Sanctuary after two years in a row having attendance cut so drastically

I have no preference in the nine choices given

Add a bluebird nesting program director

Hard to rank apples and oranges, Education is a component of all of these.

Advocates for birds, like us, or insects or native plants are seeing the connections between climate change, habitat loss and our way of thinking about our yards (dead zones) and "natural areas," i.e. Yellowstone or Wilderness Park, where nature lives. Doug Tallamy's book published this year, Nature's Best Hope: A new approach to conservation that starts in your yard opens this conversation. I think Audubon's future public engagement needs to be about how native plants keep insects alive that feed the birds we love, and if we dedicate half of our yards to birds/bugs/native plants, we have some shot at cushioning the shocks of climate change. We also have to advocate for changes that affect climate change directly but I can't say much more in this little box.

More pictures on the website

I don't know.

Membership emphasis on recruiting a wider range of ages. We need more in their twenties, thirties and forties. And perhaps.... even some teens...

Make sure new people know why and how Wachiska has been successful before making changes throughout

Our elected officials can do so much good and so much harm to the goals of Wachiska it is unfortunate that Wachiska can do so little in our elections.

Require field trip leaders to have a smart phone on at all times and everyone participating have a smart phone and regular check in times and points during the field trip. This is critically important during car caravan trips. Every participant must have specific written information and maps of the route, time schedule, check in times and locations. A lost vehicle in the middle of nowhere is NOT fun and the leader failing to make contact or check in with missing car (s) is not acceptable. Other national organizations that have outings or field trips require mandatory training and certification for trip leaders. Audubon chapters should have similar mandatory requirements!

Is there anything that Wachiska could do to enhance your experience or its effectiveness?  
Please present your suggestions in the following box.

## **Appendix H: Question 10: Suggestions for Enhancing Experience and Effectiveness by Length of Involvement in Wachiska Audubon Society of Lincoln**

### **Less Than One Year**

I belong to Ducks Unlimited. I know that is a turnoff for your organization from past experience. In the past I have suggested the DU format for raising money for the cause. The previous Raptor group, the Cathouse, and your organization are just a few I have tried to help. I get a blank look or one of disdain. Of course, where is Betsy and her Raptor group? I don't hunt and about the only thing I shoot at are paper targets. That being said my DU Chapter made over \$75,000 in one evening. This money goes to support wetlands. There are thousands of DU chapters all over the U.S. 75% of us do not hunt waterfowl. With the species of animal you represent your ability to generate huge amounts of revenue is almost endless. We tap into just a small subset of birds. Primarily ducks, geese, and grebes. You have that subset, along with raptors, songbirds, condors, sea birds, and so on and so on. Properly staged and advertised you could make \$100k in one evening. What could your chapter do with \$100k a year to make life better for all types of birds? Just what I do for wrens, finches, robins, blackbirds, doves, and miscellaneous other birds in my backyard is quite an accomplishment with feeders and access to water. What if we started giving children bird kits that would allow them to setup bird sanctuaries in their backyards? There is so much that can be done to get people involved with birds. You remind me of the Masons. They are supposedly not secret society but a society with secrets. They are going the way of the Dodo. That analogy has more than a few sad and scary prophetic outcomes for organization that do not do something.

### **1-5 Years**

Wachiska needs more administrative support. Maybe that should be #1, but it's deeply connected to my top 5 ranking. We can't rely on volunteers who come and go, we need stability and experience and more anchors in the office and in the field.

Find a way to merge with the other Audubon organizations in Nebraska and regionally. There is so much confusion about which Audubon people are members of and what the difference is. Find a way to work together to better pool your resources for lobbying, education and conservation.

Hold the occasional meeting near downtown

**HIRE AN EXECUTIVE DIRECTOR!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Is there a way to interest younger people to join Wachiska? There are mostly older members that come to the meetings and I was wondering if the majority of members are over 60?

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This is hard to say since I'm pretty busy though I walk a lot at Spring Creek Prairie and hence wind up wanting to know what is going on with Wachiska and trying to do what I can to support the group when I have time.

I cannot attend meetings due to a conflict with another group. I very much enjoy the newsletter. Thanks.

Local or national guided photography tours of unique habitats that support unusual or rare birds

Good organization and like what I am reading.

- 1) I would like to receive the newsletter electronically. I faded away when that could not be set up for me.
- 2) Wachiska Audubon is excellent, but I can't keep up with (via contributions or time)all of the groups (environmental, political, etc.)that are doing excellent work.
- 3) I have wanted to attend a meeting since I saw that Stu Luttich is president. For many years I have admired his LJS letters to the editor.

Increase family membership

I am 80 miles away. Can't help much???

## **6-10 Years**

Conventional agriculture in Nebraska does the greatest damage to our local environment, is the largest carbon footprint & receives the most financial support from the Federal & State government growing commodities for "export". During this Pandemic it is important to consider our food security that is grown & available in our area, seasonal at best & certainly not enough to support the population of Lincoln; though with the right support it is very doable. As Chuck Francis has pointed out only 10% of the food Nebraskans consume is grown in the state. Most of the other 90% is grown in California (a water starved state) or imported from another country according to who knows what standards. It is ironic to me that the same people who suggest locally grown food that may be certified Organic or grown without chemicals, but don't give a second thought that according to Government statistics "the Average farmers" income included 42% from the USDA programs in 2019 & were not chemical free. These same folks don't consider the public expense for water filtration equipment which is the best money can buy, but is no longer is able to reduce the amount of nitrates to a safe drinkable levels for all ages & conditions of people, also livestock. If people think they are supporting the iconic healthy family farm of my Grandparents; they need to find out the truth, which is that they are supporting corporations that do not recognize the damage to the environment & global warming on their balance sheet. In Nebraska, no one is enforcing the USDA standards & the regulations in Nebraska are not strong enough to make landowners or farm operators improve their farming techniques; carrots have been the tool of chose to foster change. Imagine if you owned an accounting company or roofing company and kept losing money. How long before the banker would tell you improve your business plan & make your loan payments or else? Soon my local farmers will be providing the vegetables I have already paid for through their CSA. Those vegetables will be so much more delicious & nutritious than a truckload of GMO Corn or Soybeans! Locally grown food by people you can meet is the best action Wachiska members can do to improve our environment & local economy, much better return than Conagra or Verizon. The second is to lobby against export agriculture. I recommend Ted Genoways book, This Blessed Earth.

In the item above about keeping track of Wachiska activities, you did not mention email, which is how this survey arrived and one way that I keep track of the goings on at Wachiska. Please continue.

Eliminate promotion of climate change. Climate has always and will continue to change. USA as a country is doing far more to protect the environment than any country in the world.

Involve younger people.

I support with my membership primarily since we don't live in Lincoln anymore.

Do not support the Migratory Bird Treaty Act - not good

We need younger people to join and carry on the work from the past 40+ years but we haven't been working on this. We don't even encourage our members to bring their grandkids and invite their neighbors or like-minded friends. Seems the same few people are doing most of the work and we don't have a good way of including more members in the work.

I cannot get around well and I am a caregiver. I don't really participate much. Used to buy birdseed, but can't manage that anymore. I do like supporting Audubon as much as possible and enjoy the newsletter and info given. Thank you

Like activities available but don't take advantage enough of what's offered.

## **11-15 Years**

Add Social Media

Share if the monthly board meeting minutes to keep the membership informed. Could this be uploaded on the website.

Partner with other organizations toward a common goal. Friends of Wilderness Part, Sierra Club, NET, etc. Also create bridges to other like-minded groups in schools/universities to bring in younger folks. If we are to survive, we need to encourage the direct involvement of younger generations.

Keep up the good work

Occasionally hold a monthly meeting at a location outside Lincoln

I am a rather passive member but also support Spring Creek Prairie.

Increase & develop more family & diversity outreach, with nature - enrichment events, toward the next generation of conservation stewards. Welcome and encourage new & innovative ideas/strategies for furthering the Wachiska mission, instead of only relying on the inertia of well-established traditions, patterns and outlook. For the foreseeable future, instead of acquiring new tallgrass prairies that become a challenging burden to effectively & sustainably manage within our budget, stay open to ways that the existing tracts can serve to enhance the visibility and value of Wachiska's proven conservation mission. Thus, seek more opportunities

to engage & befriend the local (rural?) populations where our existing prairie preserves already are, perhaps by inviting them to visit them for structured fun, education or volunteer opportunities--on site wherever possible - Therefore, consider building more of a constituency of support by enhancing Wachiska's example beyond Lincoln's city limits into the next decades to come.

Have a calendar for all activities

More support of the Nebraska Environmental Trust and the lobbying function in State Legislature may get more support for the organization.

## **16-20 Years**

I believe Wachiska would benefit greatly from a major, proactive effort to get young people more involved in the organization and broaden membership and participation generally, encouraging leadership roles and new ideas. This seems critical for the long-term sustainability. Enhanced outreach on social media is just one element, but would seem to be an important supporting strategy.

Offer more birding trips closer to home

re #9: I think the administrative support by Arlys Reitan is excellent! I admire her work and hope that you consult her thinking and wishes, developed over many years, as you talk about "More fully develop(ing) administrative support..."

Am now 75 yrs old and can only make monthly mtgs, sometimes not that many. I used to help with education and clean-ups but with shoulder problems and other health problems, I am not able now. Sorry.

## **More than 20 Years**

Participating in burns and prairie management are great volunteering activities. Thanks for all of your work.

Sorry: I can't find a way to rank the items in the previous question. They're all important to me for Wachiska. I'm not in a time when I can be active with Wachiska, so I don't have any additional suggestions at present. It's an extraordinary organization.

Improve membership outreach to promote engagement

Retired now, need to get more!

They are doing a good job.

Maintain a strong support and connection with the community through the current office manager.

Lobby to retain or expand laws protecting wildlife.

WAS needs to have an Executive Director and perhaps one who also functions as Prairie Manager!

How to interest young people in these activities which will affect the future.

We are also supporting Rowe Sanctuary after two years in a row having attendance cut so drastically

I have no preference in the nine choices given

Add a bluebird nesting program director

Hard to rank apples and oranges, Education is a component of all of these.

Advocates for birds, like us, or insects or native plants are seeing the connections between climate change, habitat loss and our way of thinking about our yards (dead zones) and "natural areas," i.e. Yellowstone or Wilderness Park, where nature lives. Doug Tallamy's book published this year, Nature's Best Hope: A new approach to conservation that starts in your yard opens this conversation. I think Audubon's future public engagement needs to be about how native plants keep insects alive that feed the birds we love, and if we dedicate half of our yards to birds/bugs/native plants, we have some shot at cushioning the shocks of climate change. We also have to advocate for changes that affect climate change directly but I can't say much more in this little box.

More pictures on the website

I don't know.

Membership emphasis on recruiting a wider range of ages. We need more in their twenties, thirties and forties. And perhaps.... even some teens...

Make sure new people know why and how Wachiska has been successful before making changes throughout

Our elected officials can do so much good and so much harm to the goals of Wachiska it is unfortunate that Wachiska can do so little in our elections.

Require field trip leaders to have a smart phone on at all times and everyone participating have a smart phone and regular check in times and points during the field trip. This is critically important during car caravan trips. Every participant must have specific written information and maps of the route, time schedule, check in times and locations. A lost vehicle in the middle of nowhere is NOT fun and the leader failing to make contact or check in with missing car (s) is not acceptable. Other national organizations that have outings or field trips require mandatory training and certification for trip leaders. Audubon chapters should have similar mandatory requirements!