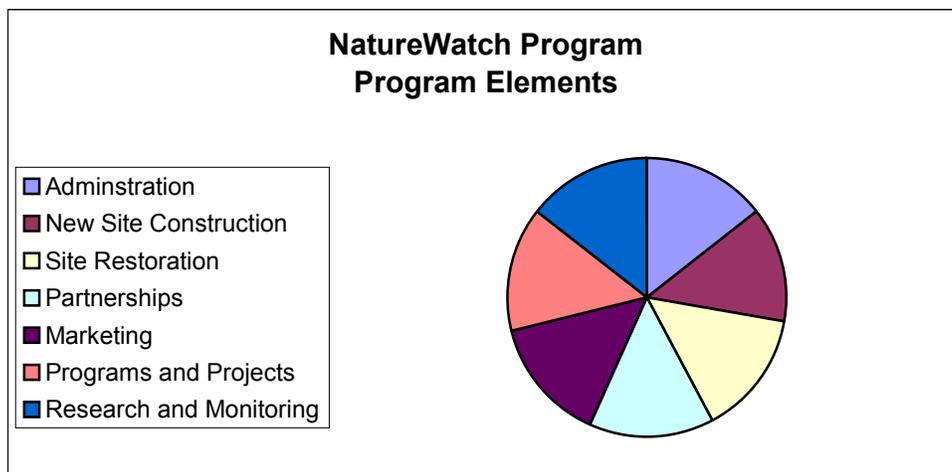*The following are Program Elements for the National NatureWatch Program. What are NatureWatch Program Elements? They are developed and designed to provide an additional level of structure and form to the NatureWatch Program, and to aid field-level people in their individual NatureWatch program design and development. Incorporation of these elements into a NatureWatch Program generally ensures a "balanced" program. The amount of time and energy you put into each Program Element is up to you. Consequently, it will give your Program its own "personality," and often outlines a strategy to follow. Feel free to add an additional "other" Program Element for specific conditions/issues for your particular program as needed. Please note I have cross-referenced the Program Elements with WFRP data entry to tie the two together for additional consistency in the overall National NatureWatch Program.*

**NatureWatch Program
Program Elements**

- ☐ Adminstration
- ☐ New Site Construction
- ☐ Site Restoration
- ☐ Partnerships
- ■ Marketing
- ■ Programs and Projects
- ■ Research and Monitoring

Note: Red text denotes WFRP-MS reference to aid in data entry of NatureWatch accomplishments, expenditures, and opportunities.

Administration: Includes budget, staffing/personnel, employee recognition, training, strategic program planning, site visits (travel), regional/forest/district visits, conferences, etc. When entering WFRP data you may include this work/dollars spent under a Naturewatch "salary and expenditure only" entry.

New Site Construction: Includes time, dollars and labor towards new Naturewatch site planning and construction. A "site" refers to an actual structure that aids in the viewing of wildlife. In other words, taking a group of kids to watch salmon spawning at a river is not a viewing site. This would be considered a Naturewatch program or project (see below). When entering WFRP data, enter data as a new site, including planning, and overhead costs.

Site restoration: Includes time, dollars and labor toward site restoration. Examples may include adding or repairing signage, road/trail maintenance, replacing viewing platform

boards/railings, etc. When entering WFRP data, enter this data as the number of sites restored including planning and overhead costs.

Partnerships: Includes development and management of new and existing partnerships that contribute dollars, or in-kind work towards Naturewatch program. When entering WFRP project data remember to include partner dollar and in-kind contributions. In-kind labor is valued at $10.00 per hour.

Marketing: Includes all marketing efforts and mediums designed to raise the level of awareness and visibility of the Naturewatch program. Examples might include brochures, magazine ads, newspaper articles, websites, radio announcements or programs, posters, presentations about the site, buttons, etc. Refer to the WFRP-MS NatureWatch definitions located in the WFRP-MS home page for a complete explanation of "presentations" and "products."

Programs and Projects: Includes the development of Naturewatch related (non-viewing site) efforts. Examples might include school programs where kids are taken on field trips to areas without viewing "sites," festivals (e.g. migratory birds), national fishing week celebrations, etc. Refer to the specific WFRP-MS NatureWatch definitions located in the WFRP-MS home page for a complete explanation of "presentations" and "products."

Research and Monitoring: This element is a relatively new idea, but an important one. Includes work or dollars spent towards monitoring numbers of people who visit the site, a study designed to assess the economic or social values of viewing sites, a study to assess attitudinal or behavioral changes of people who watch wildlife, etc. Note: there is currently no WFRP data entry related to this program element.