

SC DEPARTMENT OF NATURAL RESOURCES HISPANIC OUTREACH PROGRAM



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A little bit about myself...



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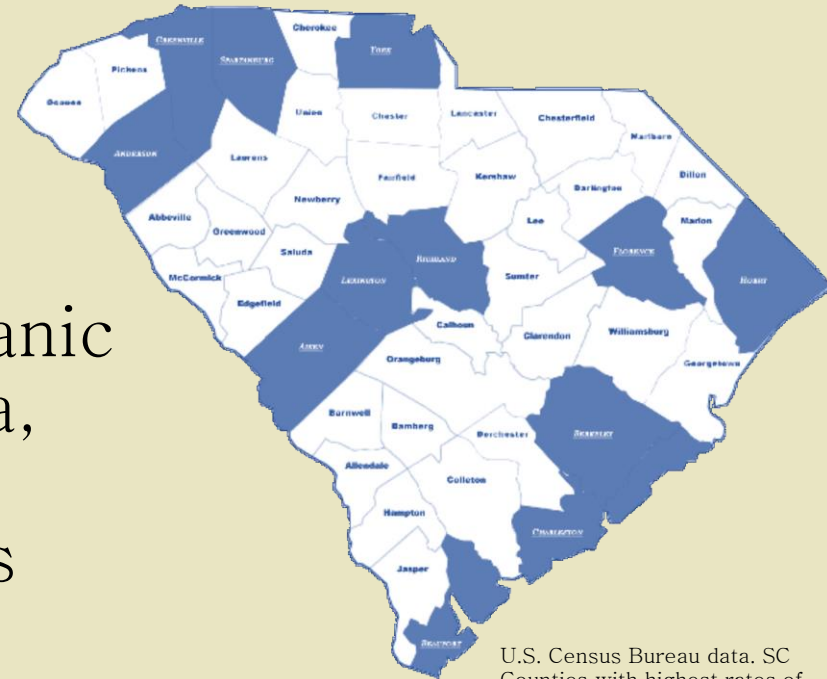


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Why start a Hispanic Outreach Program in SC?

- South Carolina's Hispanic population has increased 192% from 2000 to 2010.
- In a recent survey of Hispanic residents of South Carolina, the results revealed that almost every respondent is unfamiliar with SCDNR services beyond licensing.



U.S. Census Bureau data. SC Counties with highest rates of Hispanic population increase.



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Our goals:

- To increase participation in SCDNR programs from the Hispanic audience.
- To facilitate communication between South Carolina's Hispanic population and SCDNR staff.
- To provide services in Spanish when needed, to include but not limited to, licensing, rules and regulations and hunter education.



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Getting ready...

- Spanish website:

- Approximately 200 pages of information along with translated applications and other educational publications.
- Request for pages: 5,522 – 7,271 – 8,365 – 8,449...

- Licensing:

- Rules & Regulations 2015 – 2016

“Upon presentation of passport or any international government issued documentation, an international customer may purchase hunting and fishing licenses without having to provide a social security number. Nonresident license fees apply.”

- License sales at events

The screenshot shows the homepage of the Department of Natural Resources (DNR) of South Carolina in Spanish. The header features the DNR logo and the slogan 'La vida es mejor al Aire Libre'. Below the header, there are navigation tabs for 'Compra', 'Navegación', 'Educación', 'Pesca', 'Caza', and 'Regulaciones'. The main content area includes a welcome message, a video player with the title '¿Qué es SCDNR?', and a section for 'Comunicados de Prensa y Noticias importantes' with a list of news items from November and October 2015. On the right side, there is a sidebar with various links and images, including 'Magazín de vida silvestre', 'Programa Descubriendo la Costa', 'Educación al Cazador', 'Educación Al Navegante', 'Programa de Licencia para Pesca Recreacional en Aguas de Carolina del Sur', 'Fechas de Expiración de Licencias', and 'La basura No es natural'.



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Where have we been?

- Hispanic Events

- Colombian Festival & International Fair, Easley, SC:
3,000 participants.



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Where have we been?

- Hispanic Events

- Hispanic Heritage Festival, Greenville, SC: 1,000 participants.



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Where have we been?

- Hispanic Events

- Mexican Consulate: North Charleston, Newberry & Walterboro, SC (100 to 500 participants per event).



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Where have we been?

- SCDNR Events

- Socastee, SC Fishing Rodeo: 40 participants, 17 Hispanic.



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Where have we been?

- SCDNR Events

- Ft Johnson Marine Center, Charleston, SC:
1,700 participants, 100+ Hispanic.



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More progress...

- Media relations:
 - DNR authored press releases
 - Annual Latin Guides
 - Hispanic newspapers
- Charleston, SC
Greenville, SC

10 COMUNIDAD www.lanacionhispana.com
La Nación Hispana - 08/05/15

Enseñar a pescar y educar sobre los recursos marinos son algunas de las actividades que realiza el Departamento de Recursos Naturales de Carolina del Sur (SCDNR).



SCDNR,
los guardianes de
los recursos naturales

Un remolque con juegos interactivos es una de las herramientas que utiliza el Departamento de Recursos Naturales de Carolina del Sur (SCDNR) para enseñar prácticas de caza seguras.

La misión del Departamento de Recursos Naturales de Carolina del Sur o SCDNR
Crear una cultura que conecte con la vida silvestre.

La pesca
Los cursos para familias son clases que enseñan a pescar a miembros de familias.

El programa "TOMO" del Departamento es bastante conocido y ha sido diseñado para enseñar habilidades de caza seguras tales como excursionismo, alpinismo y canotaje, entre otros.



Departamento de Recursos Naturales de Carolina del Sur



Ya sea que usted necesite registrar su bote o adquirir una licencia para cazar o pescar, el Departamento de Recursos Naturales de Carolina del Sur (SCDNR) le ofrecerá un servicio amigable y eficiente. Recuerde, cada vez que usted compra una licencia o permiso usted contribuye a la conservación y buen manejo de los recursos naturales.

El SCDNR proporciona oportunidades que empiezan como recreación pero que a menudo se convierten en educación, lo cual es el primer y más importante paso hacia la conservación. Algunos de nuestros programas destacados son: Préstamo de aparejos en los parques estatales, Cursos de pesca para familias, Rodeos de pesca para niños, programa TOMO para jóvenes, curso de Educación al Cazador y al Navegante, Tiro con arco en las Escuelas, entre muchos más.

¡Mi licencia contribuye a la conservación de la Naturaleza!

Más información en:



www.dnr.sc.gov/spanish
(803)734-9885



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More progress...

- Social Media:
 - YouTube channel:
Spanish general
SCDNR & fishing
videos
 - Spanish Facebook:
Liked by 125



DEPARTAMENTO DE RECURSOS NATURALES DE CAROLINA DEL SUR

Departamento de Recursos Naturales de Carolina del Sur
Government Organization

Timeline About Photos Likes Videos

PEOPLE >
125 likes

ABOUT >
1000 Assembly Street, Columbia SC
803-734-6885
<http://www.dnr.sc.gov/spanish>

PHOTOS >

DEPARTAMENTO DE RECURSOS NATURALES DE CAROLINA DEL SUR added 15 new photos
December 4 at 8:00pm · Edited · 🌐

We protect places of importance through our state. Donnelley WMA (by its acronym in English) is one of these places! Located in the county of Colleton this beautiful place is considered to be of great importance for species of birds, amphibians and many more. The Dnr handles this area, providing opportunities for recreation to the public. The area has two main trails for hiking and bicycles, although it is also possible to complete the course in the car.

PHOTOS: 12

VISITOR POSTS >

Nana Castillo
November 30 at 3:30pm 🌐
Buenaventura, Valle - Colombia Preparando filtro artesanal con tapas ... See More

Like Comment Share

Like Comment

Nancy Godoy, Wade Saunders Sr., Tomas Monroy and 2 others like this.



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Some interesting things we have found...

- Hispanic audiences want to know the “person” behind the program. They trust and identify with that person. Find community leaders!
- Older generations feel more comfortable speaking Spanish, even if they are bilingual.
- Communications indicate this audience prefers being reached by phone.
- When communicating using technology, they prefer social media over the use of e-mail.
- Hispanic Facebook page vs. regular Facebook profile can be a little problematic.



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Other things going on...

- Course creation
- Working closely with Law Enforcement
- Increase participation for fishing rodeos and Take One Make One™ programs
- Ongoing surveying of event participants
- Radio and TV advertising
- Enhance social media presence
- Expanding media relations
- Improvement of communication with license sale agents
- Translation of additional SCDNR educational publications



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Big thanks to our partners!



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