ENGAGING LOCAL NETWORKS TO REACH THE HISPANIC COMMUNITY
Goals

• To promote natural resources conservation, hunting, shooting, fishing, and boating
• To increase awareness of and participation in SCDNR programs from the Hispanic audience
• To facilitate communication between South Carolina’s Hispanic population and SCDNR staff
Building the Program: Accessibility

• Spanish Website
  • News, Licensing, Regulations

• Social Media

• Bilingual Publications
  • Forms, Brochures, Informational Items

• Spanish Customer Service Phone Line

• Onsite Interpreters
Building the Program: Local Partnerships

- Alianza Latina
- Consulado General de México en Raleigh
- Schools and Universities
- Acercamiento Hispano de Carolina del Sur
- PASOS
- Libraries
Building the Program: Local Advertising

- Annual Latin Guides
- Hispanic newspapers
- Digital advertisement
- Radio
Promoting Outreach Events

- Social Media
- Schools and Libraries
- Festivals
- Educational Events
- Partnerships
## Implementing Outreach through Events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Total Event Count</th>
<th>Hispanic Events</th>
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<tbody>
<tr>
<td>In-House Fishing</td>
<td>8</td>
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<tr>
<td>Other In-House</td>
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<td>Festivals</td>
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<td>Educational Events</td>
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<td><strong>2017 Total</strong></td>
<td><strong>57</strong></td>
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Implementing Outreach through Events

### Audience Interaction

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<thead>
<tr>
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<tr>
<td>SCDNR</td>
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<td>Other</td>
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<table>
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<tr>
<td>SCDNR</td>
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<td>Other</td>
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2017 Total: 20 (SCDNR) 29 (Other)
Implementing Outreach through Events

- Diversity Outreach Events
- 3 Nature Hikes
- River Clean Up
- Hispanic Heritage Event
Hispanic Heritage Event
Success with Law Enforcement

• Fishing Rodeos
Success with Law Enforcement

• Life Jacket Loaner Board Kiosk
  • 2 Locations
  • Available Online
Success with Law Enforcement

• Hunter Education Classes
  • Onsite Interpretation
  • Spanish Course Materials
Evaluating the Success of Events

• Public events
  • Establish connections with the community and with individuals
  • Introduce outdoor opportunities to youth and adults

• Analyze and interpret the overall experience
  • How many people did we interact with?
  • Did we interact with our target audience?
  • Was the event overcrowded, or vice versa?
  • Was the event too long or too short?
    • Decide: Should we go again?
Evaluating the Success of Events

- Diversity Outreach events
  - 95% minority attendance
  - Avg. attendance: 20
  - New participants each event

- Analyze and Interpret the overall experience

- Positive response from participants
Measuring Program Success

• Website successful request per pages
• Facebook page likes, engagement and sharing
• SCDNR Spanish YouTube videos views
• Increase participation in SCDNR events and programs
Expanding the Program

- Diversity Outreach Specialists
- Upcoming Internship Program
- Volunteer Recognition
Thank you to our Partners!

La vida es mejor al AIRE LIBRE

dnr.sc.gov/spanish
¿PREGUNTAS?

Alix Pedraza
Diversity Program Manager
South Carolina Department of Natural Resources

pedrazaa@dnr.sc.gov
(803) 734-9885