



AmeriCorps Member Position Description Lake Pontchartrain Basin Foundation



Member Position / Title: Science and Community Outreach Coordinator

of Member Slots in this Position: 1

Days / Hours of Service: Monday – Friday (8 hours a day, exact schedule can be of members choosing). Some Saturdays may be required. If this occurs, the member will be given a week day off prior or following the Saturday. Some of the member's tasks will include field days which can last 10 to 12 hours. When this occurs, the member can work a shortened day(s) in the immediate or following week. Member's time will be split 70% in the Coastal Department and 30% in the Membership and Events Department. However this split may not occur weekly, I.E. some weeks may be spent entirely with one department or the other but over the 11 months appointment, the average split will be 70/30.

Member Immediate Supervisor Name: Dr. Theryn Henkel

Member Immediate Supervisor Title: Assistant Director, Coastal Sustainability Program

Email Address: therynhenkel@gmail.com

Partner Organization Name: Lake Pontchartrain Basin Foundation

Address:

Mailing: P.O. Box 6965, Metairie, LA 70009

Physical:

Pontchartrain Beach Office: 2045 Lakeshore Drive, STE 339, New Orleans, LA, 70122

New Canal Lighthouse: 8001 Lakeshore Drive, New Orleans, LA, 70124

Website: saveourlake.org

Organization/Agency Mission and/or Goals:

As the public's independent voice, Lake Pontchartrain Basin Foundation (LPBF) mission is to restore and preserve the Pontchartrain Basin for the benefit of this and future generations.

The Lake Pontchartrain Basin is a 10,000 square mile watershed encompassing 16 Louisiana parishes. The land use of the region is both rural and urban and is the most densely populated region in Louisiana, including metro New Orleans and the state capital, Baton Rouge. It is one of the largest estuarine systems in the Gulf of Mexico containing over 22 essential habitats. The Basin's topography ranges from rolling woodlands in the north to coastal marshes in the south, with the 630 square mile Lake Pontchartrain as its centerpiece.

Program Mission and/or Goals:

The Coastal Sustainability Program was established in 2005. The goal of the program is to conduct scientific investigation into coastal issues in the Pontchartrain Basin to inform advocacy for coastal restoration initiatives, to ensure the sustainability of coastal ecosystems for future generations. The guiding principles of the program are the [Multiple Lines of Defense Strategy](#) and the [Comprehensive Habitat Management Plan](#). The membership and events department was developed to engage the public in LPBF's mission and garner support, both financial and through the creation of environmental stewards, for the restoration of the habitats of the Pontchartrain Basin.

Community Need:

The member would meet the community need of environmental stewardship. By understanding the coastal science conducted at LPBF, the member will then be able to translate that science to materials that enhance environmental stewardship on the Greater New Orleans region and beyond. Coastal land loss issues are rampant in Louisiana and while many constituents agree that this is an issue that affects them, they do not really understand the land loss crisis that we are currently in and what that means for the future of individuals, families, business and culture of southeast Louisiana. There is a community need to increase understanding and involvement in this issue. In addition, at any event LPBF organizes there is always a community education element whether that is as simple as making it known that Lake Pontchartrain is safe for swimming now, that it is important to save that habitat for the crawfish they are eating, to teaching children how to fish and enjoy the natural resources Louisiana has to offer. The member would help develop outreach materials for specific events that would create environmental stewards. Through the member, LPBF will increase engagement with the community and educate them on local, regional and global issues that face our environment, and how these issues can be mitigated.

Member Position Summary:

The position we are choosing for the member is the Program Outreach and Community Awareness Coordinator with the Technology and Social Media Coordinator. The member in this position will have a variety of responsibilities that require an interest in science, data collection, field work, event planning, outreach, sponsorship acquisition, formulation of print and online outreach or awareness materials and social media. The member would help with a variety of field activities in the swamp and marsh and then formulate social media posts and other outreach materials as appropriate, including fact sheets, blogs and flyers. The member would have the opportunity to write blog posts on various topics for the Mississippi River Delta Restoration Campaign of which LPBF is a member. The member would also help plan and work at events. The member may also be asked to make promotional materials for initiatives within the coastal program. The member would gain experience in developing print and electronic promotional items, the scientific data collection process and the scientific method, fundraising and event planning for not-for-profits, and an overall knowledge of what is involved in working and running a science based not-for-profit. While these tasks seem numerous and varied, these tasks would be completed over the 11 months and not all tasks listed here would be worked on every week.

Necessary Training:

The member can receive most of the training on the job. However, having training in vegetation data collection methods or at least experience working in the field would be advantageous. All scientific data collection techniques will be taught *in situ* as for these activities, learning in the field is best. We would

like the member to have training in communicating science to the layman and producing print and online media fact sheets and promotional materials, however, this is not required and could be taught. In essence, all training for this position would be on the job training with close supervision by the mentor. The mentor would also be available for consultation, questions, and general advice.

Member Impact:

The member impact would be an increased awareness of coastal and environmental issues affecting the Greater New Orleans Region, as well as an increased awareness of LPBF and the work that we are doing to help these issues. Measureable short-term goals would be to increase our social media presence on Facebook, Twitter and Instagram, measured by increase followers and posts that perform well. In addition, internally, the member impact would be more efficient data collection, entry and processing which allows us to distribute results and findings to the public in a shorter time period so that important scientific conclusions are inserted into the public discourse. Increasing awareness and creating coastal stewards will also be measured by increased membership. Long-term goals is a more engaged community. The member could especially help with ideas on how to engage a young demographic (their demographic) as our biggest membership and engagement is currently with older demographics. A measureable goal would be an increase in membership and participation by younger demographics.

Essential Functions:

- Field work for scientific data collection in the marsh or swamp to promote scientific activities on social media and to formulate print materials such as fact sheets
- Promote and attend volunteer activities in the field and at the light house
- Obtain sponsors for events
- Develop promotional materials and brainstorming advertising for events and activities
- Post-Event analysis and promotion of success on social media
- Membership acquisition and database management

Required Knowledge, Skills, and Abilities:

- Experience with Microsoft Office Suite (Word, Excel, Powerpoint)
- Experience with Adobe
- Willingness to conduct field work and work outside under inclement conditions (hot, in the marsh or swamp)
- Ability to work long hours in the field
- Able to lift 50 lbs
- Suitable oral and written communication skills
- Communicate effectively with all parties
- Ability to stay organized, multitask and be efficient
- Experience using social media
- Be adaptable
- Ability to work effectively in a team environment

Required Academic Qualifications:

- Bachelor's Degree in any field of study (science or communications background preferred).