

## 2015-2016 Questionnaire

### **S63 - Western Cuyahoga Audubon Society**

<b>Person Reporting:</b>	<b>Mary Anne Romito</b>
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<b>Report Status:</b>	<b>In Progress</b>
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#### **Basic Info**

Audubon chapter annual reports celebrate chapter accomplishments and goals and reveal opportunities for support and collaboration. Each Audubon chapter is required to submit an annual report to retain its certification status and qualify for baseline funding, as described in the Audubon Chapter Policy (<http://bit.ly/1172jNr>).

Name of person submitting this report:	Mary Anne Romito
Email address of person submitting this report:	maryanneromito@gmail.com
1. This report covers a 12-month fiscal year:	
• July 1, 2015 - June 30, 2016	
• January 1, 2016 - December 31, 2016	
• Other (please indicate below)	X
If "Other" fiscal year selected above, please indicate the beginning and end date in MM/DD/YYYY format:	09/01/2015-08/31/2016
2. How many volunteers helped with at least one chapter activity over the year (including the board)?	147
3. In total, how many hours did chapter volunteers provide for all chapter activities? (Provide best estimate.)	2831
4. If your chapter has one or more paid staff members, please indicate how many:	
Number of full-time staff:	0
Number of part-time staff:	0
Number of paid consultants:	1
5. Does your chapter offer a chapter-only membership separate from National Audubon Society membership?	Yes
6. If "Yes" to question #5, please estimate the current number of separate (chapter-only) members:	63
Do not click the "Submit Form" button below until all sections of the questionnaire are complete, as it will lock the form for further editing. Click either of the "Save" buttons below to continue or to save your work for editing later.	

#### **Conservation, Science, Advocacy**

9. Bird-Friendly Communities conservation activities sponsored by your chapter:	
• Native plant gardens, sales, outreach, or certification programs	X
• Bird-friendly buildings programs (Lights Out, building design workshops, homeowner outreach, etc.)	
• Urban conservation initiatives (e.g., sustainability, urban green space, urban habitat corridors)	X

• Community conservation partnerships (e.g., work with parks departments, schoolyard habitat, faith congregations, etc.)	X
• Nestbox trails, swift towers, etc.	
Other Bird-Friendly Communities initiatives or accomplishments your chapter is proud of:	
10. Climate-related conservation activities sponsored by your chapter:	
• Clean-energy advocacy or outreach	X
• Energy-siting work	X
• Programs, materials, or outreach about climate change	X
• Climate-change adaptation work for habitats and communities	X
• Climate science	X
Other climate-related initiatives or accomplishments your chapter is proud of:	
11. Coastal conservation activities sponsored by your chapter:	
• Beach-nesting bird stewardship	
• Coastal habitat conservation (clean-ups, restoration, advocacy, sanctuaries, etc.)	X
• Seabird conservation advocacy	
• Coastal bird science	X
Other coastal conservation initiatives or accomplishments your chapter is proud of:	
12. Important Bird Area activities sponsored by your chapter:	
• IBA identification	
• IBA monitoring, science, etc.	X
• IBA adoption	
• Conservation, restoration, or advocacy work at one more more IBAs	X
• Outreach, events, or field trips at one or more IBAs	X
If applicable, please name the IBAs where your chapter is active:	Rocky River IBA, Dike 14/Doan Brook IBA
If applicable, please name any state parks, National Wildlife Refuges, or other entities with which your chapter partners in IBA conservation or related work:	Cleveland Metroparks, City of Cleveland Port Authority
Other Important Bird Area initiatives or accomplishments your chapter is proud of:	
13. Water (freshwater) conservation activities sponsored by your chapter:	
• Water conservation education, outreach, or advocacy	X
• Riparian or wetland habitat conservation or advocacy	X
• Riparian or wetland bird science	X
Other freshwater conservation initiatives or accomplishments your chapter is proud of:	
14. Working lands programs sponsored by your chapter:	
• Working forests (e.g., timber management)	
• Working grasslands (e.g., grazing practices)	
• Sagebrush ecosystem	
• Other agricultural lands (e.g., rice)	
• Policy advocacy (e.g., Farm Bill)	

Other working lands conservation initiatives or accomplishments your chapter is proud of:	
15. Does your chapter partner in or financially support any international conservation programs outside the United States? If so, please provide a short description of your work, your partners, and any grants you provide:	No
16. Did your chapter participate in any of the following citizen science initiatives this year?	
• Audubon Christmas Bird Count	X
• Great Backyard Bird Count	X
• Hummingbirds at Home	
• ClimateWatch	
• Bioblitz or biodiversity inventory	
Other science initiatives or accomplishments your chapter is proud of:	
17. Did your chapter participate in any of the following public policy advocacy activities this year?	
• Included articles on public policy in the chapter newsletter or website	X
• Maintained a phone tree or email network for policy issues	X
• Contributed letters to the editor on policy issues in local news outlets	
• Participated in a postcard advocacy campaign	X
• Participated in one or more public policy telephone conferences	
• Distributed an action alert to chapter members	X
• Spoke by phone with elected officials on policy issues	
• Met in person with elected officials on policy issues	
• Invited elected officials to chapter functions (e.g., candidate forums, bird walks)	X
Other public policy advocacy or accomplishments your chapter is proud of:	Collected signatures at membership meetings for the Ohio Clean Energy Petition three times.
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<b>Outreach, Education, Fundraising</b>	
18. Which of the following outreach activities did your chapter sponsor or participate in this year?	
• Field trips	X
• Programs and membership meetings	X
• Earth Day event	
• International Migratory Bird Day event	X
• Birding festival or similar	
• Other special event (holidays, festivals, community days, etc.)	
• Other (see below)	X
• None	
Other outreach activities or accomplishments your chapter is proud of:	Award special Science fair awards at Northeastern Ohio Science and Engineering Fair. Participated in NASA Sustainability Fair.
Approximately how many people did your chapter engage through these outreach activities?	938

19. Which of the following educational activities did your chapter sponsor or participate in this year?	
• Audubon Adventures	
• Classroom programs in schools	
• Field trips or service learning programs for school groups	
• After-school programs	X
• Camps, or scholarships for camps	
• Classes or activities for kids at a nature center or other location	X
• Other (see below)	X
• None	
Other education activities or accomplishments your chapter is proud of:	Backyard Biodiversity Bash
Approximately how many children did your chapter reach through these educational activities?	100
If applicable, how many students from Title I schools were served through these educational activities?	20
20. Approximately how often does your chapter mail a printed newsletter to members?	4-6 times per year
21. Approximately how often does your chapter send an electronic newsletter to members?	Monthly
22. What is your chapter's current website address?	www.wcaudubon.org
23. If applicable, what is your chapter's Facebook page address?	Facebook.com/wcaudubon
24. If applicable, what is your chapter's Twitter profile address?	Twitter.com/wcaudubon
25. If your chapter is active on other social media channels (e.g., Instagram), please provide links to those profiles:	Google+, Flickr.com/wcaudubon, Soundcloud.com/wcaudubon, YouTube.com/wcaudubon, Scribd.com/wcaudubon, LinkedIn.com/wcaudubon, Eventbrite.com/wcaudubon
26. This year, did you engage in any proactive outreach to local press/media to:	
• Meet with member(s) of press in person to inform about chapter priorities/activities	
• Promote field trips, programs, events and other activities	X
• Pitch the media on writing a story about a particular accomplishment or initiative	
27. Did your chapter engage in any of the following fundraising activities (check all that apply)?	
• Birdathon	
• Annual appeal	
• Targeted cultivation of major donors	X
• Audubon Collaborative Funding	X
• Other grant applications	X
• Birdseed sale or other sales and auctions	X
• Audubon Membership Incentive Program	
• Chapter membership program	X
• Earned income	X
Other fundraising activities or successes this year:	Shade-grown coffee sales
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## Successes & Goals

We'd love to hear one or two of your chapter's top success stories from this year. We may follow up with you for additional details and photos of your success story.

28. Story #1  
Title:

40 Videos interviews shared on social media

Category:

• Conservation

X

• Science

X

• Education and Outreach

X

• Policy and Advocacy

X

Description:

Climate Change and the Fate of Birds, Thinking and Doing Sustainability with Jerry Tinanow, The Migratory Bird Act: 100 years of Protection?, Tres-Amigos-Three Friends Birds, plus many at <http://www.wcaudubon.org/blog>

If you have a good photo depicting this success, please upload here (if uploading doesn't work, please email to [chapter\\_services@audubon.org](mailto:chapter_services@audubon.org) with caption, photographer name and email address).

Photograph caption:

Tres Amigos de Observación de Aves-Three Birding Friends

Photographer name:

Betsey Merkel

Photographer email:

[betseymerkel@gmail.com](mailto:betseymerkel@gmail.com)

29. Story #2  
Title:

Advancements in Digital Media Platform

Category:

• Conservation

X

• Science

X

• Education and Outreach

X

• Land Management

Description:

Internet Infrastructure, chapter data archive, e-commerce, and content marketing.

If you have a good photo depicting this success, please upload here (if uploading doesn't work, please email to [chapter\\_services@audubon.org](mailto:chapter_services@audubon.org) with caption, photographer name and email address).

Photo caption:

WCAS Platform

Photographer name:

Betsey Merkel

Photographer email:

[betseymerkel@gmail.com](mailto:betseymerkel@gmail.com)

30. Please list up to three of your chapter's top goals in your next annual plan:

1:

Increase membership by 10%.

2:

Increase educational video production by 10%

3:

Increase member engagement in climate initiatives.

Please upload a copy of your chapter's annual plan for the coming year (if uploading doesn't work, please email to [chapter\\_services@audubon.org](mailto:chapter_services@audubon.org)). For information on creating an annual plan, visit <https://works.audubon.org/resources/guide-chapter-planning>

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<b>Feedback</b>	
31. Has an Audubon state office or another Audubon office partnered with you on an initiative or provided support in some particularly meaningful way this year?	Yes, Lynn Tennefosse helped us with capacity building via telephone conference call
32. How can Audubon be a more effective partner to your chapter in the future?	Personal contact by Network Officer.
33. What would you like to tell us that we didn't ask in this report?	We'd like to hear the results of Chapter survey conducted by Bill Heck.
34. Do you have any suggestions for the annual report process next year?	More options for #21. For example we have higher frequency of e-contacts. We do twice-week. and more space on #25. Provide a category for marketing metrics and analytics. We have also attached a copy of our Content Metric Analytics in addition to our annual plan
Click the "Submit Form" button below when you have completed all five sections of this questionnaire to your satisfaction.	