

Janice Kelley

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<https://naturelegacies.com> and <https://naturedetectivesusa.com>

SUMMARY

- Accomplished writer, community engagement and education program coordinator delivers award-winning informal education in person and online from concept through project execution and evaluation.
- Extensive experience working with children, adults, visitors, volunteers and program partners,
- Works independently with little direction and collaboratively with education teams.
- Exceptional organizational skills to manage multiple projects at a time within stated deadlines

EDUCATION

Master of Science - Recreation, Parks and Tourism Administration, 2013
California State University, Sacramento, *Received Faculty Award of Merit*
Special expertise in project management and writing stories of people, places, wildlife and conservation practices

Public Relations Certificate (60 units), University of California, Los Angeles

PROFESSIONAL EXPERIENCES

Communications, Outreach, Education & Special Events

Special expertise in hand on community engagement, promoting healthy watersheds, observing wildlife and their habitats, Work with public and private agencies, conservation organizations, schools, libraries and higher education.

- **Develop and implement a series of community engagement programs and workshops.** Work with multi-disciplinary project teams. Attract 12 to 200 participants from concept through implementation and evaluation; including event logistics, participant and speaker recruitment, development of presentation materials, calendars and catalogs, volunteer recruitment, fact sheets, displays, and print, online and social media promotion.
- Projects include: *public meeting and focus groups, neighborhood arts and story events, "If This House Could Talk," community history project, other regional community health / walking events.*

Research, Writing and Editing

- **Associate Editor, *Western City* magazine and related specialty publications,** five years. Work with editorial team to proofread and copy edit monthly magazine, legislative guides and other advocacy oriented special publications.
- **Research and write** website texts, blog posts, feature articles, fact sheets, newsletters, news items, brochures, special reports and video. Blogs & specialty publications educate and inform readers, visitors & stakeholders.
- *Projects include: Sierra Nevada Conservancy Annual Report, Sierra State Parks Foundation, California State Park informational brochures, Impact of the Arts on California Communities, Discover Sacramento, Placer County Perspectives and more than 100 descriptions of California Historical Landmarks.*

Education Programming

Design, coordinate and deliver high-quality experiential learning programs in person and online, site tours and curriculum materials for children and adults delivered in formal and informal settings.

LEAF Steward Volunteer Training Coordinator, Sacramento Tree Foundation 2008 - 2009

- Collaborate with staff, subject matter experts and community partners to design, implement, promote and evaluate a series of eight-week "**L**eading **E**ducation & **A**wareness for urban **F**orestry" volunteer leader training programs; including writing and producing a 150-page, illustrated, participant curriculum resource guide, manage event logistics, volunteer and speaker recruitment, presentations and participant field studies.

- Manage volunteer database, tracked volunteer activities and scheduling, set up outreach events, coordinated all marketing materials for online and print media. .
Awarded Best Urban Forestry Program of the Year, California Urban Forest Council, 2008
- **Founder/Program Director, Nature Detectives.** Weekly inquiry-based outdoor learning programs combine art, science, literacy and stories and develop Naturalist skills of observation, documentation and drawing. "Wild life and Wild Things" theme shares stories and describes care for diverse varieties of wild life.
- **Artist in Residence.** Design and deliver creative art programs for primary grades, applying skills in writing, storytelling, puppetry and performance to engage students in learning about food, agriculture, farm life and nature education.

Grant Writing / Fund Development

Provide comprehensive grant research, cultivate relationships with potential funders, grant submission, grant management and tracking services to organizations serving youth education and leadership, environment, environmental education and community science projects, health services and the arts.

- Assess organizational readiness and prepare basic grant funder information packets. Facilitate multi-agency grant development process, team facilitation, and craft collaborative grant narratives.
- Seek funding from public agencies, private individuals, foundations and corporate giving and sponsorships.
- **Generated more than \$800,000 of funding in support of client programs and projects.** Selected funders include: Arata Brothers, First Five Commission, Sierra Health Foundation, Verizon, California Wellness Foundation. Best Buy, Farmers Insurance, Sacramento River Cats, Union Bank and Sacramento Municipal Utility District.
- Work in partnership with fundraising event directors to develop and implement communications strategies, local and regional media publicity online and in print, program fact sheets, stakeholder newsletters and other informational materials, volunteer training and incentives.

WORK HISTORY

- **Nature Legacies** – Writer, Education and Outreach Consultant, 2012-current
- **CA State University, Sacramento** - Lecturer, *Foundation of Recreation and Leisure*, Fall 2013
- **Sierra Nevada Conservancy** – Contract Writer, 2011-2012
- **CA State Parks** – Contract Writer, 2010 -2011
- **CA Department of Fish and Wildlife** – Interpretive Guide, 2009-2010
- **Sacramento Tree Foundation** - Volunteer Training Program Coordinator, 2008-2009

PROFESSIONAL ASSOCIATIONS

National Association of Interpretation
National Storytelling Network

PROFESSIONAL DEVELOPMENT

Group Facilitation Methods, Institute of Cultural Affairs
Train The Trainer Certificate, American Society of Training & Development
Certificate in Interpretive Writing (NAI)
Completed Interpretive Planner Course (NAI)