

Janice Kelley
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<https://naturelegacies.com>

SUMMARY

- Accomplished writer, community engagement and education program coordinator researches, writes and coordinates wide range of print and online media: website, video, social media, marketing communications and special event displays.
- Extensive experience working with higher education, stakeholders, volunteers and program partners,
- Works independently with little direction and collaboratively with teams and subject matter experts.
- Exceptional organizational skills to manage multiple projects at a time within stated deadlines.

EDUCATION

Master of Science - Recreation, Parks and Tourism Administration
California State University, Sacramento, *Received Faculty Award of Merit*

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

PROFESSIONAL EXPERIENCES

Nature Legacies 2012- current

Community Engagement and Media Relations

- **Develop and implement integrated communications plans, coordinate media relations, and a series of public engagement programs and workshops.** Work with multi-disciplinary project teams. Attract 12 to 200 participants from concept through execution and evaluation; including event logistics, participant and speaker recruitment, development of presentation materials, calendars and catalogs, volunteer recruitment, news releases, fact sheets, displays, and print, videos, online and social media promotion. *Work with public and private agencies, conservation organizations, schools, libraries and higher education.*
- **Clients & Projects include:** *Folsom Dam Spillway Scoping meetings, Mill Creek Reservoir public meetings, CVPIA Stakeholder meetings, UC Sustainable Agriculture, Research & Education Program, UC Davis Center for Urban Horticulture, UC Davis Environmental Studies, Volunteer/ Member recognition events, neighborhood arts and story events, other forums and regional community health / walking events, walk logistics and volunteer coordination.*

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.
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- **Editor, *Discover Magazine*,** regional magazine published by ***Sacramento Bee***. **Editor,** Renaissance Course Catalog. More than 100 pages of programs information, course schedules, and instructor bios.
- **Research and write** blog posts, feature articles, fact sheets, newsletters, news items, brochures, special reports and video. Blogs and specialty publications educate and inform readers, visitors and stakeholders.
- **Projects include:** *Sierra Nevada Conservancy Annual Report and destination stories, California State Park informational brochures, Institute for Local Governments, California Arts Council Arts Impact on California, Discover Sacramento magazine, Placer County Perspectives and wrote more than 100 descriptions of California Historical Landmarks.*
- **Computer skills:** Microsoft Office (Word, Excel, PowerPoint, Outlook), Google docs, Adobe Acrobat, Canva, Apple Pages, Adobe Spark Video. Beginning InDesign, and WordPress.

Author, *Mornings on Fair Oaks Bridge, Watching Wildlife at the Lower American River*. Series of 200 first person blog posts and photography. Book features 75 posts, photographs and background. Featured guest on *Capital Public Radio* and *Good Day Sacramento*.

Education & Training

Undergraduate Lecturer, CA State University, Sacramento. Department of Recreation, Parks & Tourism, Fall 2013
Prepare and evaluate semester coursework, including lecture, guest speakers, group projects and culminating projects.

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.

- **Sacramento Tree Foundation, LEAF Program Coordinator, Design and deliver a series of 8-week urban forestry volunteer training programs.** Recruit and train more than 70 area volunteers. Research, write and produce a 150-page participant resource guide to correspond with individual lessons. Coordinate volunteers to provide visitor services at outreach booths and other special events and projects. Responsibilities also included program promotion, registration, tracking, evaluation and summary reports to funding agency.

Received "Best Urban Forestry Education Program" award from California Urban Forests Council (2008)

WORK HISTORY

- **Nature Legacies** – Principal, 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 (NAI)
National Storytelling Network

PROFESSIONAL DEVELOPMENT

Certified Interpretive Guide (NAI)
Group Facilitation Methods, Institute of Cultural Affairs
Train The Trainer Certificate, American Society of Training & Development

AWARDS

NAI InterpTech conference scholarship and presenter, 2019 and NAI national conference scholarship, 2019