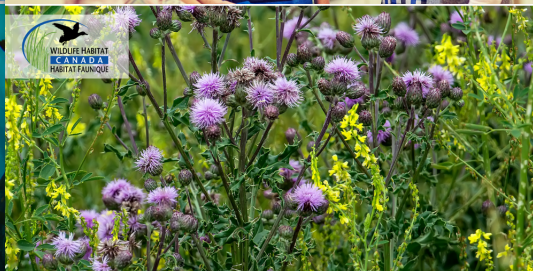
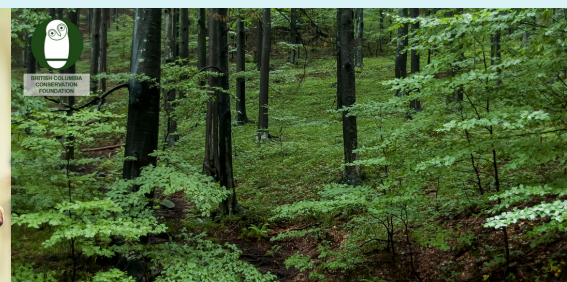


FINAL REPORT

Camp Pass

SUBMITTED BY:
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B.C. WILDLIFE FEDERATION

The B.C. Wildlife Federation (BCWF) is B.C.'s oldest and longest lasting conservation group. Representing 43,000 members province-wide, including over a hundred hunting and angling clubs, BCWF members are on the front lines of B.C.'s wilderness. Education is a critical value for the BCWF. The BCWF aims to develop and support comprehensive educational programs to make all British Columbians aware of the value of fish, wildlife, park, and outdoor recreational resources, and to arouse in the public conscience a recognition of, and a respect for, the place of fish, wildlife and outdoor recreation in the wise, integrated use of the province's natural resources. By providing scientific and fact-based information through presentations, games, and activities, Camp Pass prepares its youth participants to not only understand but also to share and use the information they receive with their local community. Camp Pass is part of the BCWF's long-term mission to protect, enhance, and promote the wise use of the environment for the benefit of present and future generations.



With the onset of the COVID-19 pandemic, our BCWF Youth Programs team quickly realized that in person camps may no longer be a safe option for our campers, staff, and communities. However, we also understand the importance of camp experiences for children, and their ongoing learning about the environment. In order to address these needs and continue to serve our province, we adapted our programs to be delivered online.

Our team worked long hours to convert all of our content, create a working structure for program delivery and then execute 9 weeks of online educational courses.

The Camp Pass online course format was chosen to provide a low-cost outdoor education alternative that was self-guided. This was done in an effort to make learning accessible for all families, despite whatever situation they may be in. Our team released a total of 29 courses over the summer, covering a wide range of topics. We included content from experts in certain fields to add value and niche expertise to as many programs as possible.

A unique aspect of this online course were our weekly Camp Pass Live events. These events gave participants the chance to interact with experts and BCWF Youth Educators in real-time, and the event's activity expanded on the topics covered in the weekly courses.

A huge goal of ours was to offer this program to as many groups in need as possible. We did this by providing free access to Foodbanks BC, B.C. teachers, Boys and Girls Club, and other organizations, offering them all free access to Camp Pass.

A MESSAGE FROM PRESIDENT BILL BOSCH

B.C. Wildlife Federation's Youth Programs was founded to reconnect youth with nature, fish, and wildlife habitats in an increasingly digital and complex world. Our programs aim to spark curiosity, increase knowledge about the outdoors, and develop a lasting relationship with the natural world. This is typically done through our in-person day and overnight camps. With the onset of COVID-19 and subsequent limits placed on social gathering in 2020, our Youth Programs had to radically reconsider the traditional summer camp and creatively innovate to capture the spirit of the summer camp in a digital format. Although BCWF Youth Programs typically aim to reconnect youth with the great outdoors and take them away from their screens, the COVID-19 pandemic led us to combine the digital and natural world into two unique, accessible, and novel virtual summer camps:

- **Campgrounds** is a digitized summer day camp, where campers gain knowledge and appreciation for the outdoors through hands-on, engaging activities, with supplies delivered to their door.
- **Camp Pass** is a self-paced summer subscription service, with lessons, activities, and videos released weekly.

Although digital, these programs are outdoor-minded, leading, and inspiring youth to take the knowledge they gain online and transform it into applicable survival and conservation skills for the next generation of outdoor enthusiasts. BCWF Youth Programs will continue to develop comprehensive educational programs to increase youth's awareness and appreciation of B.C.'s natural resources, fish and wildlife habitats, and outdoor recreational resources – no matter what form it takes. Youth is our most important asset. It is not only our duty but our obligation to instill in them a love and passion for the natural world so they can continue to protect it when we are gone.



BILL BOSCH

President B.C. Wildlife Federation

CAMP PASS

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OVERVIEW

With the onset of the COVID-19 pandemic, our team wanted to make an active effort to support families and educators during an unusual summer. Understanding that many youth had less summer programming available, we created Camp Pass, a self-paced summer subscription program with lessons, activities and live events released on a weekly basis. A goal of this program was to increase accessibility of outdoor education, therefore this program was offered at the low cost of \$20 for subscribers. Additionally, we held several charitable partnerships to offer Camp Pass at no cost for youth and families in need.

CAMP PASS HIGHLIGHTS



70+ CAMP PASS SUBSCRIBERS



4 ORGANIZATIONAL PARTNERS



5 LIVE EVENTS



9 WEEKS OF OUTDOOR EDUCATION



FORMAT

Camp Pass was hosted on the online course platform *Thinkific*. Each week, three courses were released related to a weekly environmental theme. These courses included presentations led by a BCWF Youth Educator, who guided the content through video bubbles and voiceovers. Additionally, each course included three supplemental activities, and a pre- and post- course quiz for students to track their learning.

Camp Pass is a self-paced program, meaning students could do the courses at their leisure. Students also had the option to pick and choose which courses they took, skipping others if they were not interested in the topic.

CAMP PASS FORMAT



HOSTED ON **THINKIFIC**



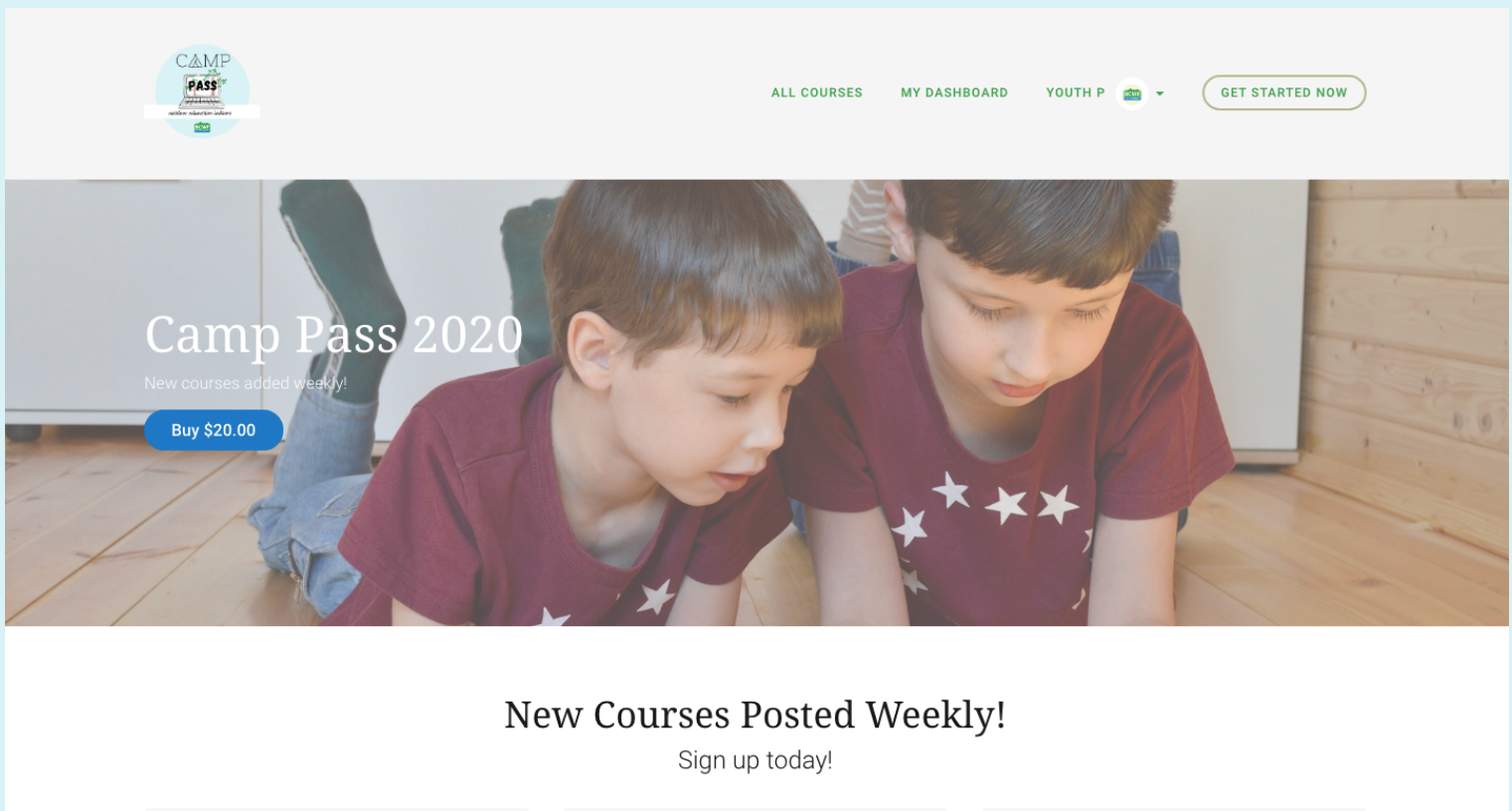
9 THEMED WEEKS OF
OUTDOOR EDUCATION TOPICS



3 VIRTUAL COURSES PER WEEK
TAUGHT BY BCWF EDUCATORS



3 HANDS-ON ACTIVITIES
PER COURSE



TOPICS COVERED

Camp Pass covered a variety of topics related to ecology, the outdoors, survival skills and conservation. Many weeks were supplemented with lessons and activities from field experts. Weekly topics were as follows:



Week One: Pollinators

- Pollination
- Bees
- Pollinators & Humans

Featuring: Beekeepers



Week Two: Outdoor Safety & Survival

- Fire-Building
- Shelter-Building
- Fishing 101



Week Three: Wetlands

- Wetland Classification
- Human Impact on Wetlands
- Invasive Species

**Featuring: BCWF Wetlands Experts
Neil Fletcher & Alyssa Purse**



Week Four: Climate Change

- Humans & the Planet
- Protecting our Oceans
- Forest Management



Week Five: Leadership

- Intro to Leadership
- Communication
- Team-building



Week Six: Wildlife I

- Raptors
- Cervids
- Waterfowl



Week Seven: Wildlife II

- Fish
- Migration
- Wildlife Rehabilitation

**Featuring: Wildlife Rehabilitation Expert Jen
and Wildlife Expert Devin Manky**



Week Eight: Jr. CORE

- Ethics & Firearm Safety
- Indigenous Hunting Practices
- Animal & Bird Identification

**Featuring: Information from the
BCWF CORE Manual and content
from Silvercore**



Week Nine: Environmental Engineering

- Atmosphere
- Geosphere
- Hydrology

**Featuring: Environmental Engineer
Jaquelyn Alexandre**

HANDS-ON ACTIVITIES

Each module within a weekly topic was supplemented by three activities each, with a total of nine activities per week. In order to accommodate for families with kids of all ages, Camp Pass included activities for multiple age ranges. Activities were delivered in both PDF format, and in visually through DIY videos. In order to continue with the Camp Pass mandate to keep outdoor education as accessible as possible, the DIY videos were posted to Facebook to engage families who may not be able to afford Camp Pass.

ACTIVITIES HIGHLIGHTS



81 HANDS-ON ACTIVITIES



27 DIY VIDEOS



ACTIVITIES FOR **ALL AGES**



VIDEOS **POSTED ONLINE**
TO MAKE LEARNING ACCESSIBLE



LIVE EVENTS

A benefit of Camp Pass was the live events hosted by BCWF Youth Educators and BCWF partners to engage families. Many of these events were exclusive to Camp Pass registrants, but some were made public to increase accessibility of our events to non-subscribers.

List of Camp Pass Live Events:

- Trivia Night
- Building Mason Bee Homes
- Fire Starting Hacks
- Meet a Wetlands Expert
- Meet a Wildlife Expert at Grouse Mountain

CAMP PASS REACH HIGHLIGHTS



5 LIVE EVENTS



HANDS-ON AND
INTERACTIVE ACTIVITIES



2 FREE FACEBOOK LIVE
EVENTS



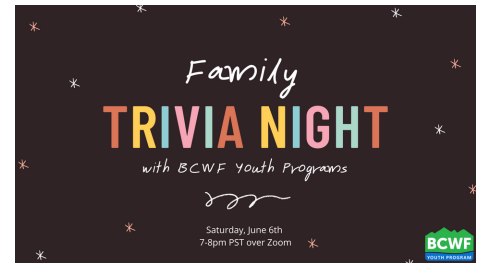
4000+ PEOPLE REACHED
WITH FACEBOOK LIVE



LIVE EVENTS

TRIVIA NIGHT

This free, public live event gave participants the chance to test their knowledge of B.C.'s nature and the environment with other families and the BCWF Youth Programs team. The top three winners were gifted BCWF merchandise!



BUILDING MASON BEE HOUSES

This live event was exclusive to Camp Pass subscribers, and gave families the opportunity to make a mason bee house with other Camp Pass subscribers. BCWF Youth Educator, Celine, led this activity, and taught each of the campers how to encourage mason bee nesting in Camp Pass subscribers' backyards.



FIRE-BUILDING HACKS

This live event was exclusive to Camp Pass subscribers, and gave families the opportunity to learn fire starting techniques with other Camp Pass subscribers. BCWF Youth Educator Chris led this activity, and taught each of the campers how to safely start a fire.



MEET A WETLANDS EXPERT

This live event was free and open to the public, and gave participants the opportunity to meet a BCWF wetland expert, Alyssa Purse. In this event, participants learned about wetland classification, the species that rely on wetlands to survive, and how to better protect the wetlands that exist in their backyard. This event was held on Facebook Live, and was interactive with a question-and-answer period.



MEET A WILDLIFE EXPERT AT GROUSE MOUNTAIN

This live event was a collaboration with Grouse Mountain, and was free and open to the public. The workshop gave participants the opportunity to meet Devin Manky, Wildlife Manager at Grouse Mountain, as well as the grizzlies on-site (Grinder and Coola) and an Owl Ambassador. This was a live, interactive workshop held on both the Grouse Mountain and BCWF Youth Facebook pages.



REACH

A benefit of Camp Pass is that there are no limits on its reach. We collected data from a portion of registrants and found that we reached 2 provinces and 26 communities.

We expect that this number is higher as we did not collect location data for the entire summer, rather we started one month in.

The Lower Mainland of BC accounted for the most communities reached and Vancouver was the city with the highest reach, with 17 registrants.

CAMP PASS LIVE HIGHLIGHTS



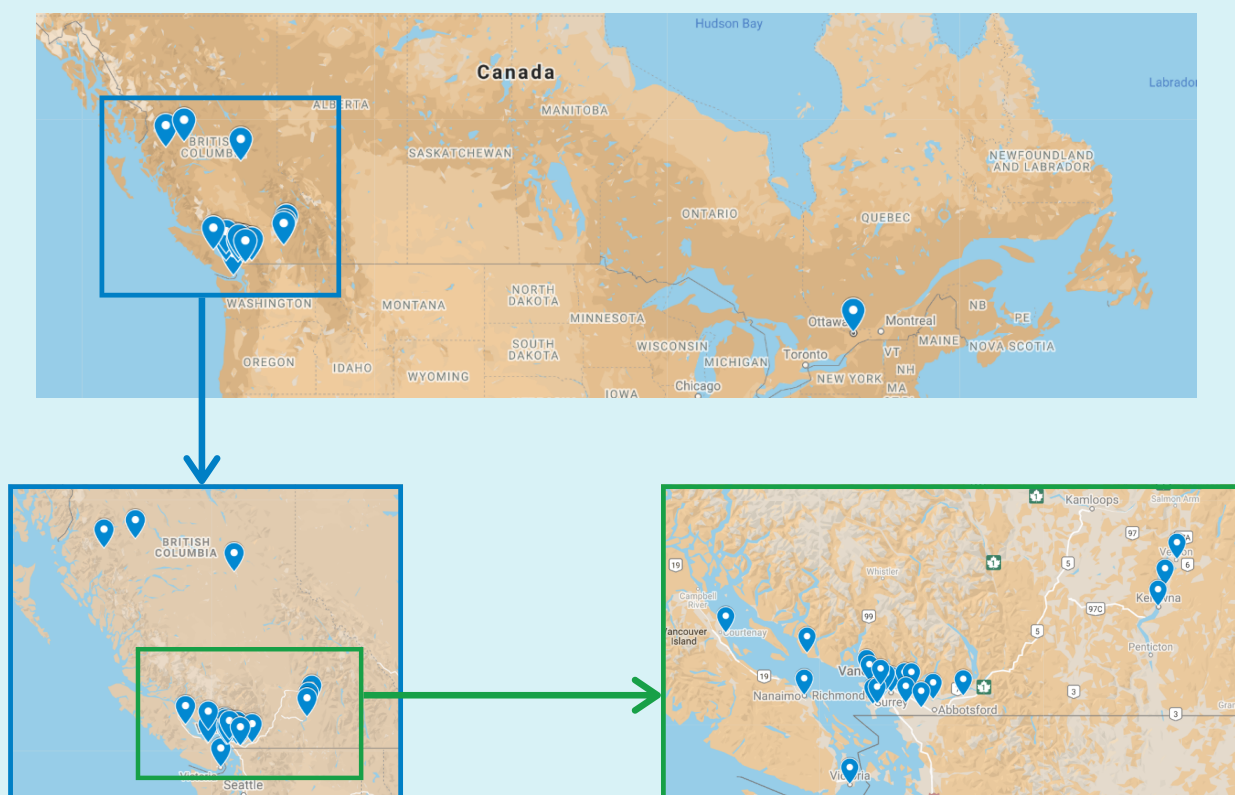
2 PROVINCES



26 COMMUNITIES



MAJORITY OF SUBSCRIBERS
FROM VANCOUVER, B.C.



This map indicates the geographic spread of Camp Pass subscribers.

ORGANIZATIONS CONNECTED WITH

Our goal with Camp Pass was to make outdoor education accessible for all income brackets and lifestyles. To achieve this we partnered with several organizations to give Camp Pass coupons and offer free access to our programming. Over 45 registrants accessed Camp Pass for free through these codes.

It should be noted that this report was written prior to the closing of Camp Pass registration, so registrations may have increased since this report's finalization.

ORGANIZATIONS PARTNERED WITH



FOOD BANKS BC



B.C. TEACHERS

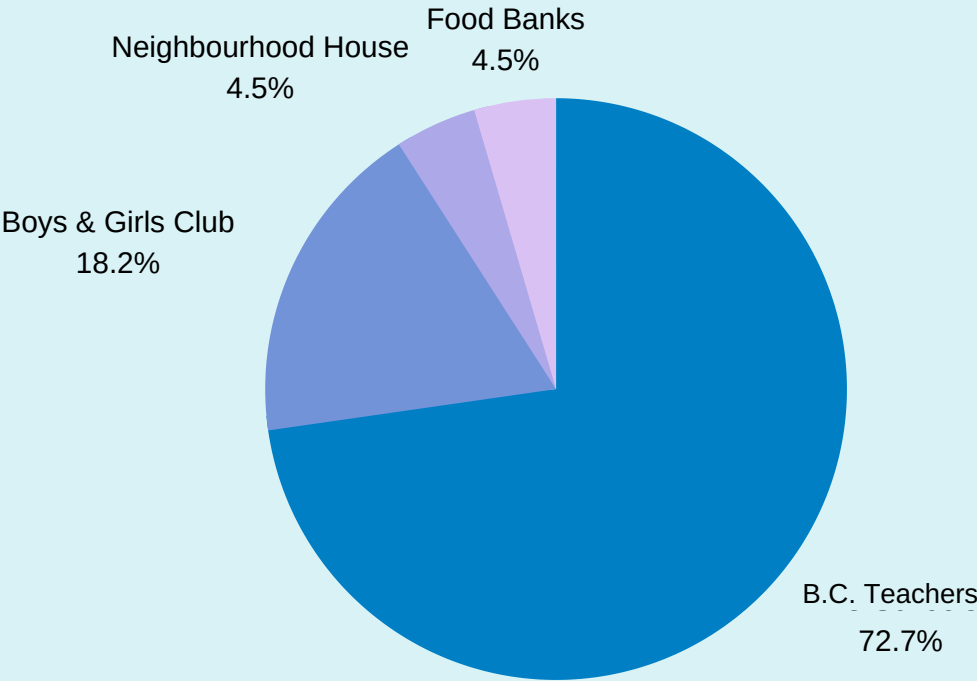


BOYS & GIRLS CLUB BC



NEIGHBOURHOOD HOUSES

FREE ACCESS CODES BY ORGANIZATION



REFLECTION

MEASURED OUTCOMES

Typically, our team utilizes pre- and post- camp quizzes to measure learning outcomes of the programming we deliver, which allows us to gauge what campers learned from our programs. However, due to the self-paced nature of Camp Pass, as well as the ability for participants to skip quizzes, we found there was low quiz participation. Therefore, we were not able to gather sufficient data to analyze learning outcomes. In lieu of a traditional measured outcomes section, we have chosen to critically examine the Camp Pass programs through pros-and-cons and reflections based on the program as a whole.

POSITIVE REFLECTIONS

Overall, Camp Pass was an effective tool in delivering outdoor education in a self-paced and affordable manner, increasing accessibility of outdoor education to many families across British Columbia and Canada. Moreover, the *Thinkific* platform allowed us to easily generate coupon codes, making the program more affordable or free for our organizational partners. Due to the online and self-paced nature of this program, it had an extended reach across Canada, which is not possible with in-person programs and is a benefit of Camp Pass. Additionally, the broad course topics in Camp Pass and online format allowed us to partner with field experts like environmental engineers and beekeepers and local organizations such as Grouse Mountain. These partnerships were fostered through the Camp Pass program, and can continue to aid in BCWF Youth Programs, both in-person and online, in the future. Finally, Camp Pass allowed us to create a digital bank of activities, resources, and lessons we can continue to use. These can be beneficial to the BCWF Youth Programs' social media presence, ability to share lessons and ideas with educators and organizational partners, and otherwise positively contribute to the wealth of outdoor education knowledge. In a time where in-person programs are extremely limited, this bank of online resources is valuable to continue inspiring youth with knowledge of ecology, conservation, and leadership.

NEGATIVE REFLECTIONS

On the contrary, the self-paced aspect of this course meant that students often "pick-and-choose" which courses they were interested in, rather than completing the entire Camp Pass program. Similarly, quizzes could be skipped, leading them to have low participation. This made tracking students' learning difficult. Lastly, the self-paced nature of Camp Pass led educators to have little to no contact with subscribers, leading the program to be less personalized than our other camp options.

CONCLUSION + MOVING FORWARD

CONCLUSION

Overall, Camp Pass was an effective resource in making outdoor education affordable and accessible. The program also allowed us to partner with organizations, field experts, and other nonprofits, leading to strengthened relationships within our community.

However, we saw limited success in measuring learning outcomes and ability to connect with participants in a personal manner. Seeing as our other camp alternatives, Wild Kidz and Campgrounds, offered similar benefits to Camp Pass with instructor-to-student connection, it is unlikely we will be continuing the Camp Pass program in summer 2021.

MOVING FORWARD

Despite the unlikely continuation of Camp Pass for future summers, we will continue using the content and resources the program created for Camp Pass 2020 to support youth, educators, and our community partners moving forward. The activity DIY videos will be posted for the public on the BCWF Facebook page, and the lessons will help shape our upcoming Virtual Classroom Education program as we support schools with fun, engaging outdoor education during an otherwise unusual and adjusted school year in the face of COVID-19.



THANK YOU TO OUR SPONSORS

Our programs would not be possible without the help and support of these organizations. Thank you for inspiring the next generation of outdoor enthusiasts!

