

December 2021 - January 2022, Bi-Monthly Education Report
Presented to the Board of Directors, Ocean County Soil Conservation District
January 18, 2021
Becky Laboy, M.Ed., Education Outreach Specialist

2021 Education & Outreach Accomplishments:

The year 2021 continued much like 2020 with many of our programs converted to webinars due to the ongoing pandemic. However, the silver-lining is that we are reaching a much larger and broader audience through our online forum than would have ever been possible in-person. Our conservation message is reaching across the state, and beyond. In addition, our “communications” tools are growing and now include our monthly newsletter, social media, blogs, videos and our Annual Report. These communications tools have also allowed us to engage more people through many more forms of media delivery.

- Provided **31** educational programs, workshops, speaking engagements and stewardship events.
 - 24 Jersey-Friendly Yards
 - 6 soil-specific
 - 1 stewardship event for Master Naturalists
- Engaged **2725** total number of people
 - 2,132 Jersey-Friendly Yards
 - 583 soil specific
 - 10 Master Naturalists

December-January 2021 Education & Outreach Activities:

In support of OCSCD’s Annual Plan of Operations (APO), which includes in its vision “*to be recognized as a conservation leader*”, and includes in its mission “*to protect, restore and sustain fully functioning soil resources...*”, “*further natural resource stewardship through educational programs...*” and “*develop and nurture effective relationships... to sustain functioning ecosystem services...*”, the Education Department is championing the **Jersey-Friendly Yards** and **Barnegat Bay Master Naturalist** initiatives in cooperation with Barnegat Bay Partnership, to effectuate OCSCD’s vision and mission. In addition, the Education Department is supporting the OCSCD technical staff on two additional grant projects: **Sustainable Practices for Aquaculture Resource Conservation (SPARC)** and **Lakewood Township Stormwater Basin Retrofit Project**. In addition, the Education Department continues to provide community and statewide programs, and write grants to support OCSCD’s overall mission.

I. IMPLEMENTATION OF CHAPTER 251 SOIL EROSION CONTROL ACT & OTHER NATURAL RESOURCE PROGRAMS AND PROJECTS (APO Item #1)

1. (APO Item #1, Activity 14)

Becky maintains the District Website and Manages Distribution of Notices.

Becky maintains and updates the new District website with Chapter 251 SESC-related information. Becky also manages and distributes Inspection Requests and 48 Hour Notices as they are received electronically through the website, appropriating requests to Inspectors overseeing specific territories.

II. GENERAL OPERATIONS (APO Item #3)

1. (APO Item #3, Activity 5)

Becky serves as OCSCD representative member of the Barnegat Bay Partnership’s Communication and Education Committee (CEC)

Becky attends bi-monthly meetings of the CEC and reports on OCSCD’s education initiatives related to National Estuary Program activities and goals, such as those specified in BBP’s [CCMP](#) and [Communication Plan](#).

III. EDUCATION INITIATIVES – GRANT RELATED (APO Item #4)

1. (APO Item #4, Activity 1)

Subcontract with Barnegat Bay Partnership **Part 1: Communication & Outreach (Education & Stewardship annual contract, in its 3rd year) - OCSCD is subcontracting with Barnegat Bay Partnership to support watershed-wide education and stewardship initiatives, including Jersey-Friendly Yard and Barnegat Bay Master Naturalist Program:**

- Per the subcontract, Becky continues to assist Karen Walzer, Public Outreach Coordinator for BBP, to promote the JFY website as a guide to landscape practices for managing stormwater and reducing nonpoint source pollution in the Barnegat Bay watershed, engage community members in the JFY landscaping best practices, provide JFY programs, engage Barnegat Bay Volunteer Master Naturalists in watershed-wide stewardship and conservation projects, and produce a quarterly BBVMN Newsletter ([Fall 2021](#), [Summer 2021](#), [Spring 2021](#), [Winter 2021](#), [Autumn 2020](#)) ****Please see the attached Report for the 2nd Quarter of FY22.**

Subcontract with Barnegat Bay Partnership **Part 2: Bay-Friendly Certification Project (3 year contract):**

- Becky continues to assist Karen Walzer, Public Outreach Coordinator for BBP, on the **Jersey-Friendly Yards (Bay Friendly) Certification program**. BBP has subcontracted with a webmaster, Lisa Mazzuca (who is also OCSCD's webmaster) to develop the content for Jersey-Friendly certification webpages on the JFY website. The Certification Program will be housed and promoted on these pages. Becky is working with Karen and Lisa to help provide content and photos.

2. (APO Item #4, Activity 1)

Expand Granted Projects: Jersey-Friendly Yards

- **2021 Jersey-Friendly Yards Webinar Series:** The JFY Conference Committee will be offering a 2022 JFY webinar series, topics TBD, first program is in February.
- **Jersey-Friendly Yards – Statewide Outreach:**
 - Karen Walzer and Becky Laboy continue to promote Jersey-Friendly Yards programs to statewide “Green Groups”, including Green Teams, Environmental Organizations, Garden Clubs, etc., to expand our reach.
 - On **October 18**, Becky presented “Winter Gardens for Wildlife”, hosted by Brick Township Municipal Utilities Authority. **(38 attendees)**
 - On **December 14**, Becky presented “Explore Jersey-Friendly Yards”, hosted by the Hudson Chapter of the Native Plant Society of New Jersey. **(209 attendees)**

3. (APO Item #4, Activity 1)

Grant Projects: Lakewood Township Stormwater Basin Retrofit Project

OCSCD is partnering with South Jersey Resource Conservation and Development Council, Lakewood Township Department of Public Works, and the Camden County Soil Conservation District on a grant from the State of New Jersey Department of Environmental Protection: Lakewood Township Stormwater Basin Retrofit Project. The grant is funded by a Federal 319(h) Water Quality Restoration grant awarded by the NJ Department of Environmental Protection to the SJRC&D. OCSCD staff accompanied SJRC&D, Camden SCD staff and Pinelands Nursery staff on December 7th to assess several basins to determine candidates for retrofitting. Additional movement on this project will continue throughout January, 2022. Brittany Moore is writing an article for OCSCD's February e-Newsletter, blog and social media, highlighting these updates.

4. (APO Item #4, Activity 2)

Seeks Grants and Funding:

- OCSCD's Education Department continues to research potential grants that will support the District's Mission. Becky looks forward to possibly collaborating with other District staff on application submittals and project implementation.

IV. EDUCATION INITIATIVES (APO Item #5)

1. (APO Item #5, Activity 1)

Communications: Website, Newsletter, Blogs, Social Media and Annual Report:

Becky has been working with a growing number of media communications platforms in an effort to engage a broader audience in support of the District's Mission. These include:

- OCSCD's new [website](#)
- [Newsletters](#) continue to be distributed monthly, typically on the first day of the month, to our growing audience of 1,889 contacts, of which, 284 are considered "most engaged". We have a 36% email open rate". Newsletters contain the latest updates about current educational programs, Jersey-Friendly Yards, and grant projects and partnerships. Technical staff have also been contributing information to our "Staff in the Field" section, where they discuss soil conservation practices pertaining to SESC Standards.
- [Blog posts](#) on our website highlight the District's many projects, as well as our soil conservation message.
- Newsletters, blogs and other soil conservation information are also distributed via the District's social media platforms: [Facebook](#), [Instagram](#) and [Twitter](#)
- For access to all of our social media and project links, visit the "[connect](#)" page on our website
- Maintain database and mailing list of 1,887 contacts in Constant Contact database; 289 are considered "most engaged". We have a 36% email open rate".
- Develop an OCSCD Annual Report, highlighting the many projects, programs and partners with which the District staff are engaged. We are targeting a mid-to-end of January release date.

2. (APO Item #5, Activity 2, 3, 5, 8)

Special Projects:

- **Barneгат Bay Environmental Educators Roundtable:** Christine and Becky We are in the brainstorming and planning stages of developing the District's **25th Annual Barneгат Bay Environmental Educators Roundtable** in 2022. Christine and Becky met with Mary Jane Mehorter, OCPR Manager, and staff of Ocean County Parks & Recreation and OC Cultural & Heritage and solidified a partnership for the 25th anniversary Roundtable. This year's Roundtable will be held outside, under tents, at Jakes Branch County Park. Exhibitors, dining and our "keynote" will all be "outside" under tents. Workshops will be predominantly outside, and contain an embedded soil theme threaded throughout each program. We anticipate most workshops will be led by OCP&R staff. Our keynote this year will be an outdoor movie: "Kiss the Ground" – a film about the importance of soil in capturing carbon dioxide from the atmosphere. We look forward to holding the Roundtable in person this year, after 2 years of facilitating a virtual Roundtable; although we are focusing on a fully outdoor option.
- **Poster Contest:** The 2022 Poster Contest will be announced in the District's February Newsletter. This year's theme is: "Healthy Soil, Healthy Life". We are considering a modified "prizes structure" so as to attract more participation and align OCSCD with other Districts. We typically offer a cash prize of \$50 to one Grand Champion Winner, who is selected among the First Place Winners of the 4 grade groups. This year, we propose that the First Place winner of each grade group receives a \$50 prize, and no Grand Champion Winner. All First Place winning entries are then advanced to the State competition where they will compete for additional cash prizes. More information can be found on the [NJACD website](#).
- **Envirothon:** The 2022 NJ Envirothon will take place on **Saturday, May 7**, and will again be virtual this year. Becky will be assisting with the creation of the Wildlife Station written-test, will assist with the "training", and will assist with the facilitation of the Envirothon on May 7th. Our first meeting was held on January 11th; our next meeting will be on February 8th.
- **Trout-in-the-Classroom:** The status of TIC Release at FREC in 2022 is "to-be-determined".

3. (APO Item #5, Activity 6)

Internships/Volunteers:

- Becky is advertising for intern/volunteer positions with OCSCD at various local schools, including Ocean County College, Kean-Ocean and Stockton. Although the District received an inquiry about an internship for the spring semester, we have not yet received any completed applications. The Education Department does not have any new interns at this time.

4. (APO Item #5, Activity 7)

Outreach Programs, Conferences and Events:

- October 18: **Winter Gardens for Wildlife**, webinar hosted by BTMUA (**38 attendees**)
- December 14: **Jersey-Friendly Yards – Landscaping for a Healthy Community**, webinar hosted by Canco Park Conservatory and Hudson County Chapter of the NPSNJ. (**209 attendees**)
- January 12: **Wildflowers of Barrens and Bogs**, hosted by Bergen-Passaic Chapter of the NPSNJ. (**89 attendees**)

5. (APO Item #5, Activity 7)

Outreach Programs, Conferences, Events Anticipated:

- January 25: **Jersey-Friendly Yards – Landscaping for a Healthy Community**, hosted by the Great Swamp Watershed Association.
- February 16: **Jersey-Friendly Yards – Landscaping for a Healthy Community**, hosted by JCNERR and Friends Along the Mullica, co-presenting with Karen Walzer, BBP.
- March 12: **Soil Toils** program as part of the Pinelands Short Course, hosted by Pinelands Commission and Stockton University.
- March 24: **Jersey-Friendly Yards – Landscaping for a Healthy Community**, hosted by Pinelands Adventures, co-presenting with Kren Walzer, BBP.



714 Lacey Road, Forked River, NJ 08731 Tel (609) 971-7002 Fax (609) 971-3391

www.SoilDistrict.org

TO: Karen Walzer, Public Outreach Coordinator
Barnegat Bay Partnership

FROM: Becky Laboy, Education Outreach Specialist

Re: BBP/OCSCD Subcontract, Part 1: Assistance with Communication and Outreach
P.O. B0010737
Account #: 21-3-1-27120-70501
Progress Report #2: October 1, 2021 – December 31, 2021

Date: January 18, 2022

Communication Tasks - Activities Completed:

1) Promote and increase usage of the Jersey-Friendly Yards website (www.JerseyYards.org) as a guide to landscape practices for managing stormwater and reducing non-point source pollution in the Barnegat Bay watershed.

- **Develop, coordinate and present programs, workshops, and/or webinars designed to educate and engage property owners in using the resources and tools on the Jersey-Friendly Yards website: at least 12 per contract year.**
 - **October 12:** (*In-kind) This year, the Jersey-Friendly Yards “Conference” once again took the form of a summer series of webinars. The JFY Team decided to add one additional webinar with an autumn theme: “Spiders – They Can be Your Friends”, presented by Sabrina Tirpak, Principal Laboratory Technician, Rutgers Plant Diagnostic Laboratory. *Learn how spiders, the enemies of your enemies, can be your friends! What benefits do spiders provide in our gardens and in our lives? How do we welcome them to our landscapes? What are some common spiders found in New Jersey? What about all those spider myths – are they really just myths? All of this and more will be discussed in this arachnid-packed webinar.* Becky Laboy assisted Karen Walzer with facilitating the webinar. **(37 attendees)**
 - **October 18:** (Project Time) Becky Laboy presented “Winter Gardens for Wildlife”. *Designing Asters and Goldenrod signal the end of the growing season and remind us that it’s time to prepare our Jersey-Friendly garden for winter. Learn how to maintain a winter garden that is attractive to gardeners and appealing to wildlife.* Hosted by Shari Kindrup, Brick Township Municipal Utilities Authority. **(38 attendees)**
 - **November 3:** (Project Time) Karen Walzer and Becky Laboy presented a full-day Jersey-Friendly Yards workshop for the New Jersey Watershed Ambassadors at Jakes Branch County Park. Through PowerPoint and hands-on interactive activities, we introduced them to the Jersey-Friendly Yards website and to the steps taken to create a Jersey-Friendly Yard, featuring Phyllis Delesandro’s Jersey-Friendly Yard. The Ambassadors tested soil samples for texture and NPK, then used this information as well as the Jersey-Friendly Plant Database to design their own Jersey-Friendly Yard. **(25 attendees)**
 - **December 14:** (Project Time) Becky Laboy presented “Explore Jersey-Friendly Yards – Landscaping for a Healthy Environment”. *Explore the Jersey-Friendly Yards website, including its tools and resources that you can use to create your own “Jersey-Friendly Yard”. Through the practical lens of a Jersey-Friendly gardener, we’ll explore techniques to create a healthy foundation of soil, methods to implement water conservation practices at home, and strategies to select appropriate plants to*

Healthy Soil is at the Root of

attract pollinators, birds and wildlife to your yard. Hosted by the Hudson Chapter of the Native Plant Society of New Jersey. (209 attendees)

- **Research and develop new content for the Jersey-Friendly Plant Database, Success Stories, Blog, and/or other sections of the JFY website: monthly addition of new content**
 - Researched additional plants for the Jersey-Friendly Plant Database:
 - a. Virginia Wild Rye (*Elymus virginicus*) - added to the JFY database on 11/30/21
 - b. Rattlesnake Master (*Eryngium yuccifolium*) - to be added to the JFY database next quarter
- **Develop and post appropriate messages on JFY social media (at least 1 post per week)**
 - Created 35 posts/events on the Jersey-Friendly Yards Facebook page and Instagram from October 1 – December 31.

2) Develop, promote and grow a program to increase watershed stewardship by coordinating and engaging volunteers in meaningful projects that align with BBP and OCSCD strategic plans and the CCMP.

- **Assist with developing, organizing and delivering a “train the trainer” program for recruitment and training of volunteers to present programs to the community about the Jersey-Friendly Yards website and its resources and tools: 2-3 training programs delivered per year.**
 - No action taken on this objective during this quarter.
- **Assist with planning and implementing opportunities for BBP volunteers (e.g., Barnegat Bay Volunteer Master Naturalists) to participate in stewardship activities that comply with current COVID-19 guidelines: stewardship activity schedule quarterly.**
 - No stewardship opportunities were offered during this quarter.
- **Develop and disseminate an electronic newsletter to inform BBP volunteers about volunteer stewardship opportunities within the Barnegat Bay watershed: quarterly volunteer newsletter.**
 - Assisting Karen Walzer with a quarterly newsletter, *The Naturalist*, for the Master Naturalists, Barnegat Bay watershed organizations and partners, and nature enthusiasts, consisting of articles written by Master Naturalists that highlight educational opportunities, stewardship projects, and natural resources within the Barnegat Bay watershed.
 - Becky and Karen met (virtually) with team of 5 Master Naturalists (Sarah Stewart, Carol Ann Murphy, Christine Moran, Lisa Mazzuca and Rich Biolsi), and communicated with 1 additional MN’s on the Newsletter Team (Casey Wolf) to discuss articles for Winter, 2022 edition of *The Naturalist*.
 - Edited articles received from BBVMN Newsletter Team and began compiling them into the Winter 2022 edition of [The Naturalist](#) for distribution by Barnegat Bay Partnership. A draft is pending finalization, and expected to be completed by the end of January.

GRANT IDENTIFIER:

Sub-contract Part 1: "Outreach Support: Assistance with BBP Communication and Outreach"

Reporting Time for Becky Laboy, Ocean County Soil Conservation District

Account # 21-3-1-27120-70501

From: 10-01-21 To: 12-31-21

Date	Task	# Hours Charge	Salary Rate	Total Charge	# In-Kind Hours	In-Kind Salary Rate	In-Kind Match	Total Value	Total Hours
10/4/2021	Reviewed draft of BBVMN newsletter <i>The Naturalist</i> , made some corrections and eliminated "Barktoberfest", as it had already passed. Prepared the Constant Contact template and embedded the newsletter for distribution; emailed KW.	1.25	45	\$56.25		52	\$0.00	\$56.25	1.25
10/4/2021	Began compiling Report #1 for work completed July 01 - September 30, 2021, for FY22.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/5/2021	Posted on JFY social media - native plants with seeds, berries and nuts for birds and wildlife, uploaded 3 original photos.	0.5	45	\$22.50		52	\$0.00	\$22.50	0.5
10/5/2021	Continued compiling Report #1 for work completed July 01 - September 30, 2021, for FY22.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/6/2021	Scheduled post for 10/7 on JFY social media - 12 pollinators that are attracted to Common Boneset, and uploaded original photos.	0.75	45	\$33.75		52	\$0.00	\$33.75	0.75
10/6/2021	Continued to compiling Report #1 for work completed July 01 - September 30, 2021, for FY22.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/7/2021	Communicated with Karen Walzer about possible stewardship opportunities for BBVMNs and about next BBVMN newsletter team meeting.	0.5	45	\$22.50		52	\$0.00	\$22.50	0.5
10/7/2021	Completed Report #1 for first quarter of FY22; emailed to KW.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/7/2021	Scheduled posts for JFY social media - (10/9) Black Chokeberry (<i>Aronia melanocarpa</i>), food for wildlife; (10/11) Bearberry; uploaded original photos	0.75	45	\$33.75		52	\$0.00	\$33.75	0.75
10/7/2021	JFY Team Meeting w/KW, CR, SY. Discussed next webinar series for 2022.		45	\$0.00	1.5	52	\$78.00	\$78.00	1.5

10/12/2021	Assisted with hosting Jersey-Friendly Yards program: Spiders - They Can be Your Friends by Sabrina Turpak		45	\$0.00	1.5	52	\$78.00	\$78.00	1.5
10/13/2021	Program research and development - "Winter Gardens for Wildlife" JFY program for BTMUA, for Monday evening presentation; used original photos.	2	45	\$90.00		52	\$0.00	\$90.00	2
10/13/2021	Continued researching Rattlesnake Master plant to add to the JFY Plant Database	1	45	\$45.00		52	\$0.00	\$45.00	1
10/14/2021	Posted on social media about fall migration and benefits of native plants to migrating birds - Seaside Goldenrod and Ruby-crowned Kinglet; Scheduled posts for 10/16 about leaves, and 10/18 re-promoting Winter Gardens for Wildlife program. Reviewed, responded to and "liked" past comments and "invited" constituents to "like" JFY. Used original photos.	1.25	45	\$56.25		52	\$0.00	\$56.25	1.25
10/14/2021	Research and development - "Winter Gardens for Wildlife" JFY program for BTMUA, for Monday evening presentation.	2	45	\$90.00		52	\$0.00	\$90.00	2
10/18/2021	Completed program development for Winter Wildlife Gardens; presented the program. (38 attendees)	3	45	\$135.00		52	\$0.00	\$135.00	3
10/19/2021	Communications with KW - regarding the JFY day-long program for Watershed Ambassadors - introducing them to JFY. Began planning for the program.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/19/2021	Scheduled social media posts for Sweetgum (10/20), Sassafras (10/22) and Willow Oak (10/25), used original photos.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/20/2021	Communications with Karen Walzer, planning the day-long JFY program for NJ Watershed Ambassadors; gathered materials needed.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/21/2021	Communications with KW and Michele Urban re JFY program for Watershed Ambassadors'; added details to the day's schedule; reviewed NJ Soil Health Assessment techniques; continued to gather materials needed.	2.5	45	\$112.50		52	\$0.00	\$112.50	2.5
10/21/2021	Researched and scheduled post about Aromatic Asters on JFY social media, used original photo of Admiral Park	1	45	\$45.00		52	\$0.00	\$45.00	1

10/21/2021	Discussion with Christine Raabe regarding JFY subcontract Part 1, time and tasks		45	\$0.00	0.5	52	\$26.00	\$26.00	0.5
10/25/2021	Communications with KW regarding Watershed Ambassador program; continued planning soils PPT program and lesson	1.5	45	\$67.50		52	\$0.00	\$67.50	1.5
10/25/2021	Scheduled posts for JFY social media "Look Hoo's Back" for 10/29, w/original photo.	0.5	45	\$22.50		52	\$0.00	\$22.50	0.5
10/27/2021	Meeting at Jakes Branch with Karen Walzer and Ben Ackerman, to walk and talk through our JFY workshop for the Watershed Ambassadors on Nov 3rd. Followed-up by gathering materials at the District.	3	45	\$135.00		52	\$0.00	\$135.00	3
10/27/2021	Reviewed JFY social media, "invited" potential followers who "liked" past few posts; "liked" re-postings; responded to questions	0.5	45	\$22.50		52	\$0.00	\$22.50	0.5
10/28/2021	Scheduled JFY post about Northern Bayberry berries are important for Tree Swallows and other birds & Reviewed comments on JFY social media posts, responded and "liked"; also "invited" responders to "like" the JFY FB page; shared the Fall issue of "The Naturalist" newsletter on the BBVMN Facebook page; reviewed and "liked" posts on the BBVMN Facebook page.	1	45	\$45.00		52	\$0.00	\$45.00	1
10/28/2021	Communications with KW and Amanda/Sam regarding the Watershed Ambassador program next week, Also continued to prepare for the Watershed Ambassadors program - jars, soil, materials, copies of NJ Soil Assessment charts, LML folders, etc...	2	45	\$90.00		52	\$0.00	\$90.00	2
10/28/2021	Online meeting with the BBVMN Newsletter Team - determined articles for Winter Issue scheduled to be published on Jan 1 2022; compiled and emailed "meeting notes" to the team	1.5	45	\$67.50		52	\$0.00	\$67.50	1.5
11/1/2021	Scheduled JFY social media post for 11/2 about installing "roost boxes" for birds; responded, "liked", "invited" responders to "like" the JFY FB page	0.75	45	\$33.75		52	\$0.00	\$33.75	0.75

11/1/2021	Communications with KW about Watershed Ambassador program and continued to prepare for the program - prepared soil and jars and the NPK, pH test kits.	1.5	45	\$67.50		52	\$0.00	\$67.50	1.5
11/3/2021	Loaded car and drove to Jakes Branch for the JFY program for Watershed Ambassadors. Co-Presented JFY program with Karen Walzer. Program components included: introduction to the JFY website, showcased Phylis' Jersey-Friendly Yard, specifically pointing out the soil, water and light conditions of a site, to incorporate in a JF garden design. Led garden walk of Jakes Branch Jersey-Friendly Gardens to offer inspiration for designing your own garden. Led teams through soil, water, light asite assessment. Guided teams through a design of their own Jersey-Friendly gardens based on soil, water and light conditions on their garden site and used JFY Plant Database to select plants. Plus, set-up and break-down.	8	45	\$360.00		52	\$0.00	\$360.00	8
11/4/2021	Reviewed Karen Walzer'a program assessment to obtain feedback from the JFY Watershed Ambassador program, offered comments; was sent to Amanda Baska.	1	45	\$45.00		52	\$0.00	\$45.00	1
11/4/2021	Downloaded photos from JFY Watershed Ambassador program, organized, and sent to Karen.	1	45	\$45.00		52	\$0.00	\$45.00	1
11/4/2021	Communicating with Watershed Ambassador Marissa Mascaro to set-up a service day program for helping with Jersey-Friendly gardens at Jakes Branch.		45	\$0.00	0.5	52	\$26.00	\$26.00	0.5
11/4/2021	Posted photos of Watershed Ambassador workshop on Facebook and scheduled social media post for 11/6 highlighting lasagna (layer) gardening in the fall and featuring the creation of the JFY Butterfly garden inception (used series of original photos)	1	45	\$45.00		52	\$0.00	\$45.00	1
11/8/2021	Meeting with Marissa Mascaro and Karen Walzer to discuss weeding SHIP gardens at Jakes Branch		45	\$0.00	1	52	\$52.00	\$52.00	1

11/10/2021	Posted OCSCD blog "Life in the Leaves" on JFY social media, scheduled post showcasing original photo of a vase of native plants for autumn home décor; scheduled social media post about leaf litter and photo of caccoon in leaf.	1.25	45	\$56.25		52	\$0.00	\$56.25	1.25
11/16/2021	JFY Team Meeting, continued discussion of webinars. Shared Notes		45	\$0.00	2	52	\$104.00	\$104.00	2
11/16/2021	Posted on social media featuring Sweetspire shrub for 11/16; scheduled posts for 11/18 featuring American Beautyberry, for 11/19 featuring Winterberry Holly, for 11/21 Ammsonia, for 11/23 Black Gum	2	45	\$90.00		52	\$0.00	\$90.00	2
11/22/2021	Replied to several comments on the last several posts on Facebook; scheduled post for 11/25 Thanksgiving Day featuring original NJ Pines photo, scheduled post for 11/27 "5 Tips for Attracting Birds to your Winter Garden".	1	45	\$45.00		52	\$0.00	\$45.00	1
11/23/2021	(audience engagement), read and responded to questions and comments.	0.5	45	\$22.50		52	\$0.00	\$22.50	0.5
11/29/2021	Weeded Jakes Branch SHIP gardens with Watershed Ambassador Marissa Mascaro and others, and Karen Walzer		45	\$0.00	2.5	52	\$130.00	\$130.00	2.5
11/30/2021	Posted on social media about blooming Witchhazel, downloaded photos for future use, researched using hashtags to get more views, added hashtags to previous posts	1	45	\$45.00		52	\$0.00	\$45.00	1
11/30/2021	Added Virginia Wild Rye to the JFY Plant Database (researched it last quarter).	1	45	\$45.00		52	\$0.00	\$45.00	1
12/1/2021	Worked on "The Naturalist" newsletter - added cover page, draft of Rich's article, draft of Sarah's Bird ID and photos, draft of Casey's article.	5	45	\$225.00		52	\$0.00	\$225.00	5
12/6/2021	Continued modifying articles that I added yesterday to "The Naturalist" newsletter.	2	45	\$90.00		52	\$0.00	\$90.00	2

12/7/2021	Reviewed and revised "Explore Jersey-Friendly Yards" program, then presented program tonight to the Hudson Chapter NPSNJ (technical difficulties prevented the completion of the program; it was rescheduled for 12/14).	4	45	\$180.00		52	\$0.00	\$180.00	4
12/8/2021	Scheduled posts for social media: featured parking lot island with Bearberry and Virginia Sweetspire and Liriope for today 12/8, and scheduled a post introducing new plant to the database, Virginia Wild Rye for 12/10, scheduled post showcasing Reduce the Lawn with 6 original photos of "beds" cut around groupings of shrubs and trees	1.75	45	\$78.75		52	\$0.00	\$78.75	1.75
12/9/2021	Continued to work on The Naturalist, researched/confirmed photos for Sarah's Bird and Plant ID's and placed text for Bug ID; reviewed Casey's article about Beach Grass and bacteria in the soil (not sure if this info is correct).	3	45	\$135.00		52	\$0.00	\$135.00	3
12/13/2021	Continued to work on The Naturalist, modified layout for Rich's article, updated the Table of Contents, added Christine Moran's article and photos. Posted on JFY Facebook page: Eastern Red Cedar provides food for birds.	3	45	\$135.00		52	\$0.00	\$135.00	3
12/14/2021	Re-presented JFY program to Hudson County Chapter of the NPSNJ, after some technical difficulties interrupted program last week.	2	45	\$90.00		52	\$0.00	\$90.00	2
12/14/2021	JFY Team Meeting, and the future of JFY with RCE collaboration. Shared Notes		45	\$0.00	2	52	\$104.00	\$104.00	2
12/15/2021	Added cover photo and replaced photo for Table of Contents page for "The Naturalist" and drafted "Winter Birding" article	2	45	\$90.00		52	\$0.00	\$90.00	2
12/16/2021	Reviewed Carol Ann's article for The Naturalist, began text placement in Publisher; researched Casey's article about dune grass and bacteria/fungi in the sandy soil.	3	45	\$135.00		52	\$0.00	\$135.00	3
12/16/2021	Scheduled posts for JFY FB page: for 12/22 Landscapers' role in planting natives; for 12/24 native evergreens as holiday decorations; for 12/27 several resources/books for planting with natives for wildlife friendly yard (ie Doug Tallamy's new book "Oaks")	2	45	\$90.00		52	\$0.00	\$90.00	2

