



Minnesota State Zoological Board.
Zoo-Related Organizations Files.

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M E M O R A N D U M

TO: Linda Murtfeldt, Linda Weiss, Henny Schoeller
FROM: Dick Clague *Dick C.*
DATE: January 2, 1974
RE: Education Committee/Task Force Status

Confirming our conversation after the State Board meeting on December 28th, the following represents a summary of the items we talked about. As you review this, if you feel that there are substantial differences in your understanding or areas that are incorrectly stated, please let me know right away so that they can be worked out. The purpose of this memo is to provide all of us with some background information as to present status and projected plans with regard to the Society's Education Committee and its task forces.

The task forces were established as a result of conversations with me initiated by Linda Murtfeldt and Linda Weiss centering around the general question of how the Society could be helpful to the Board and staff at that point in time; while meeting some of its own needs for organizational structuring and involvement of its members. My original concept in working with you in the development of these task forces was that they would provide basic information to me to confirm and/or expand current thinking regarding the nature and scope of the educational program to be offered through the MZG. The primary purpose of the task forces was to be initially a brainstorming group which would develop statements of services and capabilities they felt ought to exist in the program of the MZG. The results of this brainstorming would then be compared against the program plans as currently formulated; as well as reviewed for their potential impact on facilities during the design schematic and design development stages prior to actual construction. The possible result of the brainstorming sessions would be the development of small groups of individuals who would be willing and interested in further work in actual program development assistance of one kind or another. This, however, would be a future step, outside the scope of the original task force concept.

As I indicated on the 28th, I think what has happened is that the task forces have in actuality taken a different turn. The major focus at the present time appears to be toward the development of specific operating programs and recommendations. Such input is, of course, much appreciated and needed. One difficulty with it occurring at this particular time is that we are not always able

to supply the background information that such an activity would require in order to be both satisfying and successful. Our program development plans have consistently indicated that the educational program would be developed over a period from March 1, 1974 through December 31, 1974; with additional programming and detailing work taking place throughout 1975 and 1976. Concurrent with that detailing activity would be the beginnings of some pre-opening orientation, promotion, and outreach activities.

One of the problems we have experienced with the task force program to date has been around the question of who was responsible for what portions of the direction, supervision and management of the task force activity. I had attempted to make it clear from the beginning that it was my understanding that the effort would be and should be managed by the co-chairmen of the Society's Education Committee as an activity of the Society. This would then permit me to act as a resource to the Education Committee and the task forces. This made my initial contacts with the co-chairmen of the Society's Education Committee focused on ideas and suggestions for organizing and operating this activity in such a way that it would proceed without being dependent on me for direction or guidance once begun. In practice, however, it would appear that there was an unstated expectation on the part of members of the Society that I would indeed manage and direct this activity. This plus several other events has lead to some of the current confusion and misunderstanding. Be that as it may, the following represents the actions we discussed on the 28th which would hopefully clarify and resolve some of our present problems:

1. I will review the minutes of the task forces that were forwarded to me. This review will include an evaluation of their usefulness to our present needs, their completeness in terms of the type of information we had hoped to gain, statement of what questions I have as a result of reading the minutes which may need further clarification, interpretation of questions raised by the task forces that would need to be answered before matters could be brought to resolution, and an evaluation by me of the needs for continued or additional work on the part of any given task force. This effort would be completed by Tuesday, January 8, 1974.
2. I will contact each of the task force leaders individually by telephone. During the course of that conversation, I will give them my reactions to the materials presented in their task force minutes, I will ask them for their reactions to my comments and to the task force effort; and solicit any questions that they may have at this point in time. We will jointly discuss task force by task force the future of each task force, resulting in a decision as to whether the task force will terminate or continue. In

the cases of those task forces where it appears that it would be both helpful and possible to continue, we will discuss what needs to be done and when it needs to be completed.

3. Once the individual contacts with the task force leaders have been accomplished, the meeting between Linda Murtfeldt, Linda Weiss, Henny Schoeller and myself will take place to discuss the status of each task force and needs that I experience for certain task forces to continue with specific work. I would anticipate that this meeting would take place during the week of January 14, 1974. I will contact Henny Schoeller to schedule such a meeting.
4. Based on discussion and decisions reached in the meeting described in Item 3, we may gather the task force leaders together of those task forces that are proceeding with further work to answer questions, formulate plans, and establish working agreements. I would hope that this could take place very shortly after the meeting in Item 3.
5. We will send letters of appreciation to those task force leaders and members who have completed efforts that are needed at the present time. We would also express the hope that at those possible points in the future where task forces may be reactivated or reconstructed, that they continue their active participation.

JRC lb

cc: Mary McGee
Donald D. Bridgwater

M E M O R A N D U M

TO: Minnesota Zoological Society Education Task Force
Leaders

FROM: Dick Clague

DATE: November 29, 1973

The enclosed materials represent a brief description of the educational program areas for the Minnesota Zoological Garden. I would hope that the results of your task force meetings would be --

1. To describe details of what services you feel ought to be offered in the areas your task force is working
2. What supporting facilities, materials and equipment you feel might be needed to carry out these facilities and services, and
3. Identify areas where volunteer assistance is either necessary or helpful to facilitate the program.

JRC 1b

Enclosures

*Sent
pages
6-12 of
Bush
Application*

M E M O R A N D U M

TO: ZOOLOGICAL SOCIETY EDUCATION COMMITTEE MEMBERS
FROM: J. RICHARD CLAGUE
DATE: NOVEMBER 9, 1973
RE: TASK FORCE POSSIBILITIES

The following is a list of possible task forces which Education Committee members may wish to pick from in order to provide assistance to this office in the development of a total educational program. The descriptive materials are intended to give a general sense of the task force area; a more detailed description will be provided once initial selection by society members has been made.

- TEACHER TRAINING -- Develop basic statements as to what types of teacher training activities should be offered by the MZG. Develop basic outlines for such programs. Identify resources needed and available to carry out teacher training.
- MOBILE EXHIBITS -- Develop statement of basic nature and use of mobile exhibits. Provide comments on types of programs to be included in exhibits. Identify basic areas and activities for use of mobile exhibits.
- ON-SITE CLASSES FOR YOUNG PEOPLE -- Develop statements as to general content, timing and character of on-site classes for young people grades K through 12. Define basic program areas and possible approaches and materials.
- ON-SITE AND LENDING REFERENCE MATERIALS - Develop basic guidelines for the definition of and equipping of on-site reference areas, including libraries, etc. Development of potential policy guidelines for lending of reference materials. Identification of operating methods and potential problems which should be included in facility design, as well as operating procedures.

November 9, 1973

HIGHER EDUCATION PROGRAMS

- Definition of types of higher education programs offered on-site sponsored solely by MZG. Identification of program relationships between MZG and area higher education institutions. Statement regarding internships, externships and similar programs.

ADULT EDUCATION

- Definition of on-site and regional adult education programs relating to elements of MZG operation. Statement of possible program areas, resources and material equipment needs.

SCHOOL GROUP AND TOUR GROUP MANAGEMENT

- Comments on basic considerations in the handling, direction and education of school groups and other organized tour groups at the MZG. Particular emphasis on tour guide-visitor relationships and tour guide training needs.

PUBLICATIONS, GRAPHICS AND VISUAL MATERIALS

- Development of basic areas where printed or visual materials may be needed or would be useful. Statements as to what type of information supplies should be developed, comments on the style, character and content of various media programs.

PACKAGING OF EDUCATIONAL AND PROMOTIONAL PROGRAMS

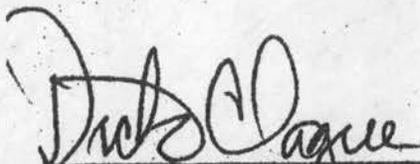
- Formulation of possible program areas through use of multiple media, such as video tape, live television, films, slide-tape programs, printed media and other such materials.

As each task force is formed, it would be important to consider that groups of seven to nine people are often more effective than smaller or larger groups. It would be best to work on the shorter side than on the longer. Regarding time lines, it would be most helpful to this office if task forces were able to assemble and complete their work between now and the Christmas holidays. This would enable the MZG staff to incorporate task force inputs into the educational program model to be presented to the State Zoological Board in January. Please review these task force

November 9, 1973

descriptions and indicate the task force or task forces which you are most interested in working with on the enclosed sheet. When you have marked your preferences, please return the enclosed sheet to the Zoological Society office.

We look forward to working with you over the next two months, and hope that you will find the experience as rewarding as we feel it will be helpful to us.



J. Richard Clague

JRC 1b

Please indicate the task force you are most interested in working with and two ALTERNATIVE CHOICES, using the numbers 1, 2 and 3.

TASK FORCE CHOICE LIST

TEACHER TRAINING	_____	ADULT EDUCATION	_____
MOBILE EXHIBITS	_____	SCHOOL GROUP AND TOUR GROUP MANAGEMENT	_____
ON-SITE CLASSES FOR YOUNG PEOPLE	_____	PUBLICATIONS, GRAPHICS AND VISUAL MATERIALS	_____
ON-SITE AND LENDING REFERENCE MATERIALS	_____	PACKAGING OF EDUCATIONAL AND PROMOTIONAL PROGRAMS	_____
HIGHER EDUCATION PROGRAMS	_____		

Do you have an interest in being a task force leader _____

The following are tentative education committee meeting dates. Please rank them according to your preference.

Thursday, December 6th - _____

Tuesday, December 11th _____

Wednesday, December 12th _____

The Zoological Society receives requests for speakers from time to time. Would you be willing and able to serve as a speaker to:

School Groups _____

Adult Groups _____

Daytime _____

Nighttime _____

Name _____

Address _____

Phone Number _____

Return To: Minnesota Zoological Society
555 Wabasha
Saint Paul, Minnesota 55102

M E M O R A N D U M

TO: THE FILE
FROM: DICK CLAGUE
DATE: NOVEMBER 7, 1973
RE: SOCIETY EDUCATION COMMITTEE MEETING,
NOVEMBER 6, 1973

The basic purpose of the meeting was to explore with the Society what types of involvement they saw in the development of an educational program for the MZG. Meeting format included approximately 30 minutes of general background on the present status of the zoo program and general design characteristics. Next meeting segment involved breaking into sub-groups and developing a list of activities that ought to be part of an educational program, both on-site and off-site at the zoo, regardless of who would provide the services. When this was accomplished a general posting and discussion of the sub-group listings was held, then a presentation was made by staff as to the general direction and timing of the educational program development model.

Some of the activity areas which received attention and discussion are listed below:

- Personal contact between visitors and a resident interpreter.
- Heavy volunteer training.
- Extensive formal and scheduled classroom activities for all age levels.
- Classroom space be as flexible as possible, using demountable walls.
- Opportunities for direct contact with exhibit elements near each exhibit area. This might mean a small den of some kind or disappearing storage unit that would permit an interpreter to reach in and pass out touch-and-feel type materials at the exhibit site for touring groups.
- Guided tours of the zoo available in small groups so that there would be maximum personal contact.
- Teacher-training workshops in how to use the zoo facility, how to prepare children for a visit and how to follow-up on a zoo visit.
- Cross zoo programs involving all zoos in the general geographic area.
- That people know what the relationship is between educational programs and on-going, on-site research.
- People have access to the internal operations of the zoo from a observation point
- That there be pictographs in bas relief for both non-readers and blind visitors to the zoo that would give them some idea of what it is that is near them or in front of them.

That great concern be given to visitation experiences of the handicapped.

That there be the packaged materials developed for classroom use both in orientation and special studies.

That the guide talks be varied and perhaps set up on a seasonal basis.

That there be pet education classes and programs to teach children and adults fundamentals of animal care.

Two people to maintain particular contact with the Miss Chase Davies at the Minnesota Arts and Science Museum and Mrs. Sue McCarthy with an elementary school teacher in the Roseville school system.

MINNESOTA ZOOLOGICAL SOCIETY

Office Staff Report
May 7 through September 7, 1973

I. Office Organization and Procedures

A. Staffing

All administrative and clerical activities are operated on a volunteer basis with a part-time coordinator and a part-time secretary. The estimated number of hours worked by volunteers and the salaried staff follows:

Linda Weiss	159	Linda Murtfeldt	71
Fran Hill	33	Roseann Richgruber	5
Dorothy Spaude	15	Barbara Schipke	9
Margaret Schoeller	5	Carol Kinion	5
Mary Ann Scroggins	5	Kathy Millington	3

Esther Bauer 28
Henny Schoeller (vacation Aug. 25-Sept. 2, 1973) ? 540

B. Office Equipment and Supplies

Since moving to our new quarters at 555 Wabasha, the following equipment has been purchased:

4 wooden desks	3 metal two-drawer file cabinets
3 work and conference tables	2 metal five-drawer file cabinets
2 steno chairs	1 IBM Selectric typewriter (to be delivered in late October)
1 "executive's" chair	1 coffee pot
6 arm chairs	1 coat rack
1 metal cupboard file	

The following equipment has been loaned to the Society for our office use:

1 work table - Vi Crawford
2 Olympia typewriters - State Zoo Board
2 cork bulletin boards - State Zoo Board

The following equipment was "found" for use in our office:

1 very large wooden storage case
4 straight backed wooden chairs
1 small office chair
3 wastebaskets

The following equipment has been donated to the office:

1 tiger wastebasket - The Scroggins
1 giraffe wall hanging - The Scroggins
1 Ditto Copier (Bell & Howell) - Paranto Brothers
1 adding machine - Paranto Brothers
Several posters - Linda Weiss

The following equipment or service is rented on a monthly lease basis:

Gestetner mimeograph, stencil cutter, and folder - from Vi Crawford
shaker
Pitney-Bowes collator and folder
Glenwood-Inglewood water dispenser
Telephone Answering Service (New York Business Service)

The Pitney Bowes mailing machine was returned to the company and the postage meter rental discontinued.

A supply of letterhead stationery with the new office address has been secured, and other incidental office supplies ordered.

II. Public Information

A. Speeches

- 1) Eleven school talks were given during this period by Linda Murtfeldt and Linda Weiss.
- 2) A talk was presented to the Fridley Welcome Wagon meeting of September 5, by Henny Schoeller.

B. Special Tours

- 1) Linda Weiss arranged a tour of Como Zoo for a class of retarded youngsters from the Child Development Center in St. Paul - May 29.
- 2) A tour of the State Zoo site was led by Henny Schoeller for the Zoo Interest Group of the Minneapolis Junior League, on Aug. 8.

C. Brochures

The Minnesota Zoo...And You brochure is presently being adapted for membership use by cutting off the last page postcard. It is included in all mailings from the office to the general public. Copies of the brochure are mailed to individuals on request for distribution to the public: Welcome Wagon Hostesses, Information Booths, schools, etc. About 5,000 copies of the brochure remain in the office.

III. Newsletter

Three issues of the newsletter, edited by Linda Murtfeldt, were readied and mailed:

<u>Issue</u>	<u>Date Mailed</u>	<u>Number Mailed</u>	<u>Pages</u>
June	June 1, 1973	1176	4
July	June 28, 1973	1153	6
August-Sept.	Aug. 18, 1973	1199	8

IV. Committees:

A. Nominating

A combined Annual Meeting invitation and ballot for the election of the Board of Trustees members was mailed on May 11, 1973 to 1092 Society members. Approximately 100 people returned their ballots to the office.

B. Membership

Seventy-one new memberships and forty-five renewal memberships were received during this report period, for a total of 1150 current members.

Eleven persons bought animal print sets during this period.

Activities:

1) Annual Meeting - The office coordinated the publicity surrounding Roger Caras' two day visit and the public lecture following the Annual dinner meeting. Contacts were made with local TV and radio stations and appearances or interviews for Caras resulted at the following:

KSTP TV - "Dial 5"
KSTP Radio - Henry Wolf Show
WWTC Radio - Kaleidoscope
KSJN Radio
WCCO Radio - "Boone and Erickson Show"
WCCO TV - "Midday"
KUOM Radio, University of Minnesota

Linda Murtfeldt served as "guide and transport" during the two days of interview appearances.

One hundred and thirteen members came to the Annual meeting dinner at the Campus Club and nine of our honored guests (legislative bill sponsors) attended. Commemorative scrolls were prepared and presented to those bill authors present (from both the 1971 and 1973 sessions) and later mailed to those unable to attend.

2) Redwood Falls Trip - The office coordinated publicity, reservations, and arrangements (under direction of Maury Goldberg) for the July 21 bus trip to Redwood Falls. Forty members participated in the marvelous picnic in the park, dinner provided by Tom Tyson and Sandy Ehlers on behalf of the Redwood Falls Park Board, and the informative tour of the nearby historic areas.

C. Education

1) Telephone notice of the signing of the Zoo Bill ceremony on May 11 was relayed to our members most actively involved in legislative hearings throughout the session.

2) A 790 piece mailing announcing a H.O.W.L. benefit for the Como Zoo Wolf Woods was assembled and sent to our Twin City area members, on May 24th.

V. Projected Activities:

- | | |
|--------------------------------------|------------------------|
| A. Duluth Bus Trip | D. New member campaign |
| B. Fall Picnic at the State Zoo Site | E. Speakers' Bureau |
| C. Membership Renewal (continuing) | F. Program Committee |