Northern Colorado Beekeepers Association
Outreach Coordinator
Position Description

Outreach Coordinator is a school and civic or business group focused position. The Outreach Coordinator is encouraged to recruit any number of assistant coordinators or committee members to distribute the workload.

In general, the following committees align and help with this position:
1) Volunteer speaker committee – we currently have at least one for each of the following areas: Greeley, Loveland, Longmont and Fort Collins
2) Secretary/President/VP – help with marketing/promoting volunteer opportunities on social media and website
3) Speaker Committee -

Per the bylaws, it shall be the duty of the Coordinator to:
a. Receive requests for NCBA to participate in educational activities or meetings, such as making classroom presentations, addressing service groups, homeowner associations and non-profit or for-profit organizations in Northern Colorado.
b. Determine specific volunteer staffing needs for each event.
c. Identify, schedule and coordinate specific volunteers as needed for each presentation, including set-up and tear-down, if applicable;
d. Arrange NCBA presence at major events like the Larimer County Fair, Colorado State Fair, regional festivals, garden center and other public events.
e. Evaluate requests for an outreach presence, including cost and volunteers needed and make recommendations to the EC about whether to honor the request.
f. Prepare and/or obtain materials to support outreach efforts.
g. Maintain records of all members willing to perform volunteer service activities.
h. Monthly provide a notice of volunteer opportunities occurring within the next three months to the executive committee for inclusion in the monthly newsletter.
i. Recommend recognition of exceptional volunteers to the Executive Committee.
j. Communicate with members to enroll them in the idea of donating time as a volunteer and determine their areas of interest.
k. Track and record volunteer interests and actual time and events / activities individuals spend volunteering.
l. Find ways to provide both individual personal acknowledgment for volunteer efforts, and periodic formal recognition of volunteer efforts.
m. Match specific individuals to events / activities needing volunteer support;
n. Recruit a Refreshments Coordinator to identify volunteers willing to provide meeting refreshments.

Experience and Requirements:
- This position requires a PC and access to email and the internet.

- Computer skills to include programs such as Word, Powerpoint (to design content) and Excel (to track programs and volunteers) and ability to learn and navigate online volunteer sign – up software.
- Social media presence a plus for posting volunteer requests

Process:
1) Community members and organizations reach out to the NCBA via the website, either by completing the Speaker Request Form or directly to the Program Coordinator at programdirector@nocobees.org.
2) Coordinator requests more information about the event including date, time, location, length of event, audience, potential attendance, special requests such as a demo hive, tent, tables, etc.
3) For a small event, contact the NCBA community educator for that area. For example, Greeley Library requested a speaker for a one-hour program and I contacted the Greeley speaker who worked directly with the library on a day/time. They worked it out and just need to report back to me the results.
4) If an event is such that one of the community educators can provide the content, and there is time, the event can be posted on Signup Genius and posted on the NCBA Facebook Forum Page as well as shared at the meetings.
5) All event requests are logged in the Excel Spreadsheet – Program Requests so a full report can be periodically given to the Board and to members.
6) Large events, such as the fair, require a lot of repeat marketing but members pull through and we get attendees to man the booth.

Estimated hours required per month:

- Executive Committee meetings: 12 times/yr for 1-2 hours   2 hours
- Meeting prep (write meeting minutes and other assignments)   1 hour
- Attendance at usual monthly regular meeting (not mandatory but highly recommended)   2 hours
- Coordinating volunteers, posting volunteer opportunities, communicating with community members requesting speakers, etc.   2 hours

Annual events NCBA attends and supports:
Annual Earth Day – Fort Collins, last Friday or Saturday around 4/22 – the actual Earth Day event
Larimer County Fair – three-day event in August – usually the first full weekend
Expedition Colorado – Thursday, May 5th, 2022 – all day, 30-minute repeats of content
Loveland Honey Festival – September – date may vary

Other requests come primarily from these sources and we will support if we have resources. If we do not have a speaker or resources, we are not required to attend.
Schools
Nurseries
Homeowners Associations
Environmental habitat organizations

Materials available:

Multiple types of brochures and materials for larger events in the NCBA storage unit in Loveland.
Powerpoint presentation *Honeybee Basics* for varying ages.
Bee a Good Neighbor Program
How to Give a 30 Minute Talk on Bees
Videos – Train the trainer video on how to speak with the PP deck.
Bee FAQ sheets
All the above can be found at:
https://nocobees.org/outreach/

Video for those we cannot send a speaker should they so choose. https://nocobees.org/portfolio/video-portfolio/

Other resources in the storage unit:
Demo hive
Demo hive with fake frames illustrating various bees, brood, etc.
Posters
Honey sticks
So much more

Lisa's notes:
Usually when I go to do a presentation, I follow the "How to Give a 30 Minute Talk About Bees" and just take my own gear. The Program Coordinator is not required to teach and man all events that are requested. If we have resources, that is great. Sometimes we have to tell organizations "next time."