

ATP Final Report Cover Page

“Promoting Morehead’s Trail Town Initiative”

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Final Report Narrative

Title of Project: Promoting Morehead's Trail Town Initiative_

Grant Period: July 1, 2015 – June 30, 2016

Grantee Name: Morehead State University

Project Director: April Haight

Description of Project:

Students enrolled in two MSU courses directly coordinated with Morehead Tourism to promote the Morehead Trail Town Initiative. Building upon the work completed by the previous ATP students the classes had 5 activities planned. The five activities are listed below.

- 1) promotion of a six week long Campus Outdoor Challenge,
- 2) creation of a video on the proper use of bicycle lanes (which are being funded by a grant written by 2014 class) that will be posted on the City of Morehead, Morehead Tourism, and other local social media venues,
- 3) student representation on the Trail Town Committee,
- 4) research of economic opportunities related to tourism, and
- 5) students' sharing of their experiences.

However, low enrollment in the Regional Issues Seminar (RAPP 300), campus reorganizations, and weather resulted in a few deviations from the original proposal submitted. These deviations included 1) a change in courses that the ATP was implemented, 2) two faculty being added as ATP fellows, 3) two poster presentation cancellation, 4) an oral presentation cancellation, 5) community partner not attending the ATP conference, and 6) activity number 2 not being completed. The changes are discussed in detail within the problems encountered section of this report. Until then this report will focus on reporting the classes' projects to the activities as they occurred, and the activities built on the students' 2014-15 ATP.

The students' involved in the 2014-15 ATP applied for funding from Outdoor Nation to help Morehead Tourism continue with the class's project to promote Morehead as a Trail Town and an outdoor tourist destination. Three of the four grants that the class applied for was funded. As you read through this report connections will be made to show how the grants served as a catalyst to promote outdoor recreation within the community and on campus, and the activities listed above.

The Campus Outdoor Challenge (activity 1 above) was the main activity of the ATP proposal. The Campus Outdoor Challenge was an event organized by Outdoor Nation to promote participation in outdoor activities and to support the outdoor industry. The

students' designed and implemented two events for the challenge. The events organized by the students were a history geocache and birding day. In addition to organizing the events the students developed materials that would aid Morehead Tourism with its efforts to educate the members of the local community about our tourism assets. Morehead Tourism hopes that increasing the awareness of our tourism assets will increase the economic impact of tourism.

The history geocache served as an event for the Campus Outdoor Challenge and a community education project called Project Civil Rights. Project Civil Rights provided historic information about each of the geocache sites and a lesson plan for each site (the lesson plans can be found at the end of this report). The historic information adds interest to the geocache. The lesson plans are designed to be an informative and fun way to educate middle grade students about our local history. The idea behind that is to engage the local community and make them more aware of our tourism activities. In return, they will hopefully be informed enough to act as a tourism ambassador if a tourist runs into them and ask questions. The second event, birding day, was also developed as a Campus Outdoor Challenge event and to increase local awareness and knowledge of our tourism assets.

The birding event was coordinated with the US Forest Service and Kentucky Department of Fish and Wildlife Resources. The students met with Morehead Tourism, US Forest Service, and Kentucky Department of Fish and Wildlife Resources several times as they prepared for the birding day. The community organizations provided students with resource materials, shared the economic impact of birding and the potential areas that could be developed into a birding trail to help Morehead Tourism take advantage of our existing resources (activity 4 above). The birding event held at the Minor E. Clark Fish Hatchery consisted of four educational hands-on stations, and a guided bird watching event. The students reflected on their experience and what they learned from the partners and decided that developing a draft birding webpage would benefit Morehead Tourism efforts to increase the economic impact of tourism. Morehead Tourism and Center for Environmental Education will utilize this draft to develop the final birding webpage.

Student involvement in tourism related activities help Morehead Tourism better develop programs to attract young adults. For this reason a student from the 2014-15 ATP served as a student representative on the Morehead Tourism's Trail Town Committee (activity 3 above). These types of experiences provided additional experiences for students to increase their understanding of their local community and the Appalachian region. The students also increased their understanding of the region by investigating Appalachian Regional Commission (ARC) through research of the ARC and journal articles.

The students shared the progress and results of their project to various stakeholders and the ARC. The minimum presentations are listed under Project Outcomes (activity 5 above).

As part of the ATP, the students met with Joy Brown and members of the Trail Town Committee weekly for the first 4 weeks of class. Students continued to meet with Joy and others throughout the project. Additionally the students met with Morehead State University's Outdoor Adventure Coordinator. The students invested a significant amount of outside class time as part of the promotion of a six week long Campus Outdoor Challenge and Morehead Trail Town initiative. The preparation for the events required students to explore their community, and connect with community members and organizations. The activities that the students engaged in are outlined under the Activities section.

Activities:

Please include full details regarding all activities, including the conference presentation, poster, and the following requirements of the 2015-2016 Scope of Work:

- Activities with community partners (include partner name(s), dates and locations of meetings, topics of focus-group discussions, etc.)
 - International Mountain Bike Association Trail Care Crew
 - Morehead Tourism, Center for Environmental Education, and IMBA
 - July 16 -17, 2016 at the Morehead Conference Center
 - Partners hosted a two-day event to train trail group leaders on proper trail construction and maintenance. As a result of this trail event construction of a new trail begins near Eagle Lake on campus. The trail work group has continued to conduct monthly trail work days to improve the existing trails and to complete the construction of the new trail. The monthly trail work days counted as a Campus Outdoor Challenge event.
 - Continued data collection for bike safety survey
 - Center for Environmental Education, Morehead Tourism, Sustainability Committee, and Outdoor Adventures
 - July 1, 29 and August 17, 20, 25, 2016 at Morehead Conference Center, Wellness Center, and Student Center. The survey was also available online.
 - The collected survey data was summarized and made available to Morehead Tourism and Outdoor Adventures. Additional data is being collected to provide a full bike usage report to the Morehead Tourism and for submission to a recreation journal.
 - Painting of the Bike Sharrows
 - City of Morehead and Morehead Tourism
 - August 4 and 26-28, 2016 at Morehead Public Works Office and Downtown Morehead.
 - Three City streets were marked with sharrows by Public Works. A student from the 2014-15 ATP led the effort. The student measured the streets and presented information to the City Council (June 8, 2015) and Director of Public Works to ensure the proper installation (August 4 and 26-28).

- Campus Challenge Sign up and information booths
 - Outdoor Adventures and Morehead Tourism
 - August 17, 20, 25, and September 8 and 15, 2016
 - Students and members of Campus Sustainability Committee set up at the Campus Wellness Center and Student Center to inform students about the challenge and to sign them up.
- Flying WILD Training
 - Center for Environmental Education
 - August 28, 2016 on campus
 - Students were certified in Flying WILD curriculum and given background information about birds in our area.
- Learning more about birds
 - Kentucky Department of Fish and Wildlife Resources and US Forest Service
 - August 31, 2016 on campus
 - The students meet with both agencies to learn more about the state of birds, resources available, and birding opportunities in our area.
- Bird Event planning
 - Morehead Tourism, Kentucky Department of Fish and Wildlife Resources, and US Forest Service
 - September 1 and 5, 2016 on campus; September 7, 2016 at Fish Hatchery
 - Meet with partners to plan the event details.
- Birding Event
 - Morehead Tourism, Kentucky Department of Fish and Wildlife Resources, and US Forest Service
 - September 18, 2016 at Minor E. Clark Fish Hatchery
 - Hosted an event with bird education stations and birding walks. The event was open to the public and 27 people attended the event.
- History Geocache Planning/Project Civil Rights
 - Morehead Tourism, Railroad Museum, Veterans Museum, Chamber of Commerce, Bluegrass Discovery Academy, and Morehead State University
 - September 9 – 17, 2016 at the Geocache sites and at Bluegrass Discovery Academy
 - Each student met independently outside of class time with the above organizations to learn about the significance of each site and to obtain permission to include selected locations as part of the history geocache.
- History Geocache Pilot/Project Civil Rights
 - Morehead Tourism and Bluegrass Discovery Academy
 - September 21, 2016 at the downtown and campus geocache sites
 - Piloted the geocache and lessons plans with students from the Bluegrass Discovery Academy.

- Drafting birding web site for the
 - Morehead Tourism
 - October 5 - 30, 2016, in class and independently
 - Drafted a birding webpage for Morehead Tourism
- Finalized geocache as part of Project Civil Rights
 - Morehead Tourism
 - October 19 – November 9, 2016, in class and independently
 - Updated lesson plans and geocache information based on feedback from the Bluegrass Discovery Academy
- required presentations of student research to community groups other than the primary partner (include the name of the group(s), the date of the presentation(s), and document publicity surrounding the presentation in the attachment section below)

Poster Presentations

- ARC Appalachian Teaching Project meeting in Washington, D.C.
- Posters at the Capitol, Frankfort, KY was canceled by the organizers because of a snowstorm that made travel on Kentucky Interstates. The event, scheduled for Feb. 25th, 2016 was canceled by the organizers. As a result the students were not able to travel to Frankfort. Morehead State University was also closed on that day.
- Students were not able to present at the Campus Student Scholarship Celebration at Morehead State University because they were all in their student teaching semester which requires them to be at a school full time.

Oral Presentation

- Project Civil Rights was presented to the Bluegrass Discovery Academy, September 21 and November 11, 2015
- Students presented project to the College of Education faculty, November 30, 2016
- ARC Appalachian Teaching Project meeting in Washington, D.C.
- Trail Town Chat and Chew scheduled for July 13, 2015 was canceled because of flooding in Rowan County (this decision was made by Joy Brown -- <http://www.wkyt.com/home/headlines/Dozens-of-homes-flooded-several-evacuated-in-Rowan-County-314758721.html>)
- links to any videos or social media that show the students interacting with their community partner(s)

There are no videos associated with the events. A few photos have been posted to the Center's Facebook page (<https://www.facebook.com/MSUs-Center-for-Environmental-Education-950240161654027/>).

Project Outcomes:

The bullets below are from the original proposal. Under each bullet are comments to support the bulleted project outcomes.

- Students researched partnerships between communities and institutions of higher education that can be modeled in the region.
 - The partnerships developed through the Project Civil Rights can be duplicated within the regions schools to provide service learning opportunities for K-12 students.

- Research, recommendations, and action that lead to sustainability of Appalachian communities by capitalizing on their outdoor recreational assets.
 - The MSU students focused on promoting existing resources within the community, such as the Veterans Museum, Railroad Museum, Campus Free speech area, Minor E. Clark Fish Hatchery, and Moonlight School.
 - The students utilized community resources to develop a history geocache for incorporation into Morehead Tourisms' Trail Town activities.
 - In addition to geocache as an outdoor recreation asset the students promoted birding through an event and by drafting a web page (<http://moreheadtourism.com/explore/birding/>) for Morehead Tourism to use.

- Apply for funding and seek networks of students and faculty who may continue research and service partnerships beyond the current project.
 - This outcome was not achieved. This was not achieved because of change in project investigator and uncertainty of campus organization.

- Development of leadership and civic-capacity among the students engaged in the project by providing them with decision making opportunities.
 - The students were provided a great amount of decision making opportunities with the selection of the type of activities they would offer and develop for Morehead Tourism.
 - The students met with community partners and leaders to organize both the birding and Project Civil Rights. In all they worked with 10 different community partners.

- Enhancement of student and community awareness of the work of the ARC at all levels by studying the resources on the ARC website and journal articles.
 - During a group reflection, the students reported gaining a great deal of community awareness. They stated that they had no idea that there were so many resources and tourism opportunities in our community. They said that they would utilize these resources when they become classroom teachers to provide place-based learning opportunities for their own students.

- Prior to the ATP none of the students were aware of the programs offered and supported by the ARC. Everything about the ARC was new to the students. They were impressed about the data available through the web site. Additionally they stated that many of these resources would be useful to them as future history and social study classroom teachers.
- Improved working relationships between Morehead State University and Morehead Tourism Commission through a student position on the Morehead Trail Town Committee.
 - Two MSU students have served on the Trail Town Committee.

Problems Encountered (In this section, please include explanation of any deviation from the original proposal):

The original course that was proposed for ATP only had three students enrolled and was not expected to make as a course. As a result I sought to find another appropriate course within the College of Education, the new home for the Center for Environmental Education. The Center for Environmental Education was moved from the School of Public Affairs to the College of Education. Therefore it made sense to the Dr. Haight, ATP Fellow, to find a course or courses within the College of Education to implement the ATP 2015-16 proposal. Haight submitted a request to change the courses and add ATP Fellows. Haight emailed the additional faculty Fellows and courses taught to Dr. Herrin. An amendment was approved by email. The new courses for ATP 2015-16 proposal were Classroom Management (EDUC482) and Teaching Social Studies (HST 499D).

Two Teaching Fellows were added to the project. Dr. Sara Lindsey (Classroom Management faculty) and Dr. Sandra Reigle (Teaching Social Studies faculty). Dr. April Haight and the two faculty worked together to implement the ATP 2015-16 project. Dr. Lindsey focused on the Birding Day, Sr. Reigle focused on Project Civil Rights. Dr. Haight focused on community resources, ARC, and guiding students through communication with community members. This new organization changed the focus but still allowed us to meet the requirements, except for one. The only requirement not met was the making of a bicycle video. The new students were not interested in focusing on cycling, and after meeting with Morehead Tourism and ATP Fellows they wanted to promote history and birding trails. These were two areas that had not been tapped as part of the Morehead Tourism's Trail Town program. To promote history and birding trails they developed a geocache, lesson plans, birding event, and draft web page.

In addition to ATP Fellow and class changes, MSU was not able to complete all of the presentations because of weather events. The first was Posters at the Capital in Frankfort, KY. The event was scheduled for the same day that a large snow storm hit our region. MSU was closed and Commonwealth of Kentucky issued a request for emergency travel only on the interstates because the condition of the roads made travel dangerous. Unfortunately, we also had a weather cancellation for our presentation at Morehead Tourism Trail Town's Chat and Chew. There was

a flood the same day the event was scheduled. Joy Brown made the decision to cancel the event and not reschedule.

Another problem was with our community sponsor. Joy Brown, Director of Morehead Tourism, was supposed to attend the conference in Arlington. However, she reports to a board, and they decided that she would attend a trade show that was being held at the same time as the ATP conference. In her place, a second ATP Fellow attended. The idea of having the second Fellow attend was to have another faculty member more informed about the ATP. Dr. Haight would not be teaching a course during the ATP 2016-17 project period and involving another faculty member would hopefully help with a transition and improve the ATP at Morehead State University. At the time of this report, I am not privy to the status of the ATP on the campus of Morehead State University.

This leads to the last problem encountered. Not knowing the next step, project director, or the class the ATP would be incorporated into made it difficult to apply for future funding opportunities to be implemented by the students for program continuation and sustainability. However, The Center for Environmental Education is actively involved with Morehead Tourism. As a result, a partnership has been developed and will continue between the University and Morehead Tourism. The Center actively seeks to directly involve students with the activities of the partnership. For example, a student has spent part of his summer updated the Memorial Tree Walk tree list for new signs. He is also working on an expanded geocache for Morehead Tourism.

Program Continuation and Sustainability:

a. Short-term impact

The student research resulted in two Campus Outdoor Challenge events being held, the promotion of the event, the development of a History Geocache and draft birding web page that can be used by Morehead Tourism to promote adventure tourism in the area. Each of the activities expand on the currently Morehead Trail Town activities.

b. Long-term impact

The long term impact of ATP is that students gained new insight into the history of the region and how it impacts our community today. Additionally, the preservice teachers are likely to engage over 5,000 pK-12 students each over their teacher careers, therefore they have the potential to influence a significant number of people by teaching about community resources and the of the ARC. Our education graduates are very likely to teach in the Morehead State University service region, which is 100% in the ARC region. Additionally the students have provided Morehead Tourism with resources to build on the activities offered as part of the Trail Town initiative.

Conclusions and Recommendations:

The students that participated in the ATP all reported great insight into the history of Rowan County, Kentucky. They stated that this understanding helped them understand current issues and have improved their ability to make history relevant to middle and high school grade students.

It is my hope that ATP finds a suitable home at Morehead State University with the elimination of the Regional Analysis and Public Affairs and the School of Public Affairs. As stated above I am not privy to the current status of ATP at Morehead State University. However, Morehead State University is a wonderful institution that is undergoing lots of organization changes. There are many dedicated faculty that are actively engaged in the community and Morehead State University has been very active involved with SOAR initiatives. The SOAR initiatives could potentially provide some guidance and new partnerships for the implementation of ATP. My recommendation would be to select a community partner for the next ATP proposal that would help meet the goals of the SOAR initiatives.

Attachments:

- Appendix A: Project Civil Rights Lesson Plans
- Appendix B: Project Civil Rights Brochure