

CHIHUAHUAN DESERT RESEARCH INSTITUTE

## EXECUTIVE DIRECTOR'S REPORT

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OCTOBER 2013 – JANUARY 2014

P. O. Box 905  
FORT DAVIS, TX 79734

In November 2012, the CDRI Board of Directors adopted a five-year Strategic Plan entitled *Connecting People to Nature for 40 Years*. The Director's Report is organized according to the four major goals and initiatives outlined in the Plan.

This report covers CDRI's program activities for the period October 2013-January 2014, as provided by the staff. Data is displayed year-to-year for a more informative comparison and trend. It has been compiled from CDRI's Quickbook accounts by the organization's accountant. The overview section includes notes through February 2014.

# OVERVIEW

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The past four months at CDRI have been a time of celebration and preparation – enjoying the waning days of fall, preparing for winter in the garden and on the land, celebrating with volunteers, planning with the Board, receiving a generous response to our Annual Appeal, preparing a new year of education programs, and testing a few new ventures!

**October** - Mid-month, 450 school children descended on the Nature Center for The Earth Rocks!!!, energized by the hands-on natural science lessons at 21 stations and lead by a dynamic group of volunteers and staff. Soon after, CDRI hosted a Tom Lea Lecture by artist Katherine Long.

**November** – We dedicated our Solar Array that, thanks to the work of past and present staff, now powers the Nature Center and gives us another tool in our sustainability belt. See page 12 for energy production details.

**December** – We hosted our Volunteer Appreciation dinner and our greatest resources turned out in number, bringing *great* food to share! Kurt Mannchen was named Volunteer of the Year. We sent our Annual Appeal and were gratified with the response - \$12015 by year's end and an additional \$4065 in January – for a total of \$16,080.

**January** – Closing for two-weeks allowed us to work quietly on Inventory, prepare the 2014 Life Long Learning (LLL) program, and do some planning with the Board. The 2014 LLL Brochure has a new look and includes volunteer opportunities. Jessica Glasscock was awarded a TPWD Horned Lizard grant to expand our mobile education program to four area school systems – Marfa, Presidio, Alpine and Ft Davis. She was also named to this year's James G. Teer Conservation Leadership class. Leslie Spicer accessioned, labeled and built a database for our plants. Cynthia Griffin attended the first Texas state chapter meeting of ANCA, the Association of Nature Center Administrators, an opportunity to network and share resources.

**The New Year** is bringing CDRI benefits from the generosity of colleagues who are sharing their experience and expertise.

- With the departure of our Business Manager, staff stepped in to fill the void. Susan Penney and our accountant Laura Lannom are coordinating office accounts and tracking database information to give us a realistic picture of our operations.
- Mary Felice Crowe, a former non-profit database manager, is working with Susan to *expand our Giftworks* database to produce more customer information that can help increase membership and donations.
- After finishing inventory, Susie Lidell began placing new orders for the Nature Shop, guided by the expertise of Liz Jackson, director of the Museum of the Big Bend. Liz has provided invaluable assistance in *merchandising, display*, and how to *rearrange our lobby* to be more welcoming to visitors.
- Barbara Bell, a long-time nonprofit *development* professional, worked with several members of the Board and staff in preparing for 2014-2015.
- CDRI has *upped our social media presence* exponentially thanks to Beth Nobles, executive director of Texas Mountain Trail, who is now officing in our maintenance building. Beth is giving us daily outreach and exposure to a wide-ranging network of followers, with pictures of our land site's beauty and promotion that lures visitors. In turn, some of those who follow

us on Twitter send them on to their audiences, thus increasing our reach. Chris Ruggia on the city of Alpine account is such a person.

- Cynthia Griffin and Deirdre Hisler met with *Architect David Alvidrez* at CDRI in order to be brought up to date on his draft plans for a new building – a process in which Board and staff participated in 2012.
- Cynthia Griffin and Jessica Glasscock attended a *meeting of Desert partner organizations* called by the McDonald Observatory education coordinator. McDonald has a donor interested in constructing a large meeting space with catering kitchen at the Observatory; it would be available for education programs across this area. The group brainstormed ideas for sharing resources and getting economies of scale in areas such as public relations and advertising for far West Texas.
- Texas Mountain Trail assembled an even larger group of partners to prepare a *regional events calendar* and collaborate on other opportunities.
- Land Manager Jon Falcone received an El Paso Zoo grant to purchase game cameras.

# EDUCATION

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*PROVIDE EXEMPLARY SCIENCE-BASED EDUCATION PROGRAMS DEALING WITH THE PLANTS, ANIMALS, ENVIRONMENT AND RESEARCH ON THE CHIHUAHUAN DESERT REGION AND THEIR CONTRIBUTIONS TO INTERDEPENDENT SUSTAINABILITY; DEVELOP INTERPRETATIONS THAT PROMOTE UNDERSTANDING OF THE CONNECTIONS BETWEEN PEOPLE AND THE ENVIRONMENT*

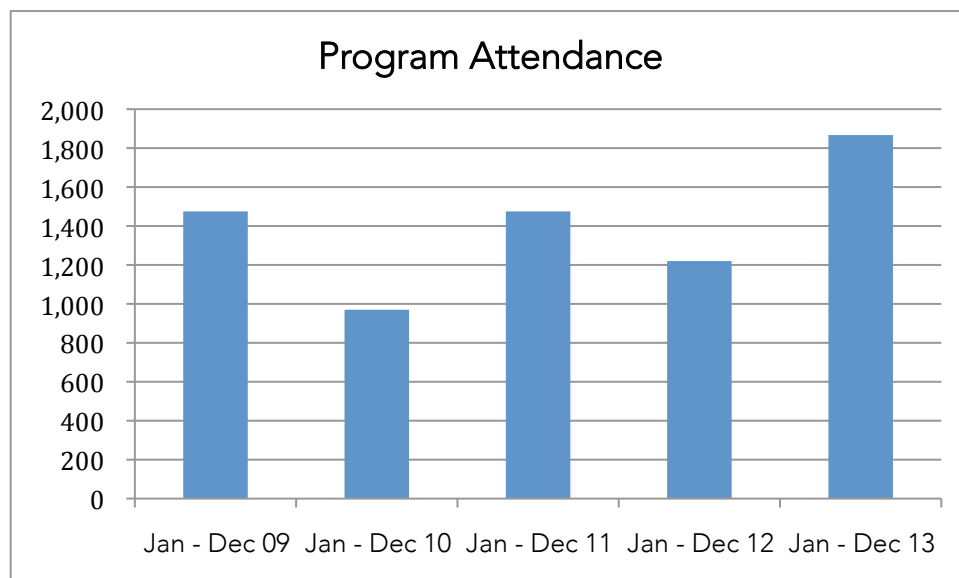
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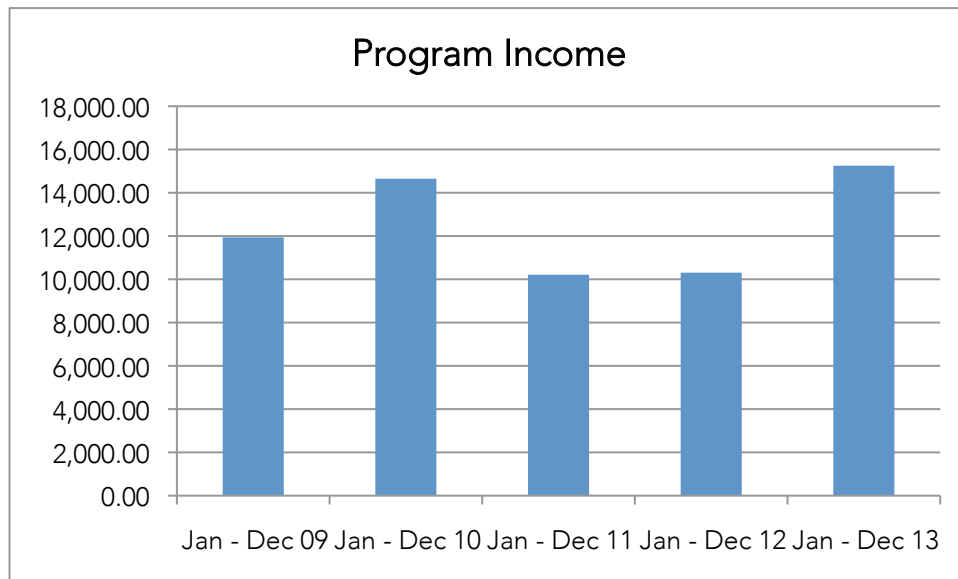
## **Initiatives:**

- Design and deliver highly effective early childhood, youth, teacher and adult science education programs that are recognized for their innovation and best practices.
- Provide year-round programming so that the Nature Center is a four-season destination for learning and enjoyment.
- Serve as a resource on ways to create an inspiring and sustainable desert landscape and building program through energy-saving, environmentally sensitive design.
- Publish a variety of educational and scientific research materials to advance public awareness of the diversity of the Chihuahuan Desert and promote future research in the region.

## **Program Attendance & Income**

Education, Life Long Learning, Guided Tours, Field Days, Workshops, Camps, Field Trips, Lectures





**JESSICA GLASSCOCK, EDUCATION COORDINATOR**

Under Jessica Glasscock’s leadership, CDRI offers a full range of Life Long Learning opportunities for adults, teachers and students statewide. In 2013, our education programs on nature and the Desert region served nearly 1900 individuals, a significant increase over 2012, and continued a growth trend over the past five years. J. Glasscock is responsible for the development, organization, scheduling, training, execution and promotion of programs. Staff and volunteers are integral in leading and supporting these programs.

**Guided Groups**

- October
  - St Theresa ~ 36 students
  - St Theresa ~ 18 students
  - The Village School ~ 87 students
  - Bop-a-long Tours ~ 30 senior citizens
- November
  - Cathy Bindas-Retired Pilots ~33 participants
  - Sun City Tours ~ 54 senior citizens
  - TransPecos Audubon Society ~ 8 participants
  - Applied Learning Academy ~ 50 students
- December
  - Presidio Co. 4-H ~8 participants

**Youth**

- November
  - Toddle on the Wild Side ~ 30 participants
- January
  - Toddle on the Wild Side ~ 23 participants

**Field Day**

- October
  - Volunteer Training Day was October 15.
  - The 8<sup>th</sup> annual Earth Rocks!!! Field Day – October 16 ~ 450 students
  - Over 400 students participated with more than 40 volunteers. Stations included panning for minerals, learning GPS units, using compasses, digging for fossils, geology hikes and more.

## **Lifelong Learning**

### **Lectures**

January            What is a Mammal? presented by CDRI volunteer Kurt Mannchen ~ 20 participants

### **Hosted Field Trips**

January            Big Bend Ranch State Park Hike ~ Canceled due to weather

### **Workshops**

October            The *Nature Appreciation Workshop* was a partnership between the Texas A&M AgriLife Extension Service and CDRI. 5 presenters were on-hand and 10 individuals participated in the event.

### **Special Events**

- Tom Lea Month Programming
- Texas AgriLife Nature Appreciation Workshop
- Solar Array Dedication Ceremony
- Walk Across Texas and Heart Healthy Month joint programming between CDRI and the Texas AgriLife Extension Service

### **Advertising**

- Press Releases - Wrote 5 press releases and distributed to 10 news outlets
- Underwritings - Wrote or helped create 2 advertisements
- Annual Life Long Learning Brochure - Created the 2014 Life Long Learning Brochure to be distributed to all CDRI members.
- Facebook - Frequently updated our media outlet with new pictures and upcoming events

### **Outreach**

- Marfa International School Science Fair - Judged 2<sup>nd</sup> thru 8<sup>th</sup> grade annual science fair projects

### **Professional Development**

- James G. Teer Conservation Leadership Institute  
Accepted into the first class of the James G. Teer Conservation Leadership Institute Early Career Training program for 2014.

### **Grants**

- Completed the grant application for the Texas Horned Lizard License Plate Grants. CDRI was awarded \$13,795 for the development and launch of a mobile education program.

### **Other**

- Organized all programs including lectures, field trips, workshops, and special events and created the brochure for the CDRI's Annual Life Long Learning program.





# RESEARCH

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*EXPAND THE CURRENT RESEARCH PROGRAM FOCUSED ON THE CHIHUAHUAN DESERT REGION, DISSEMINATE RESEARCH FINDINGS FOR DIVERSE PURPOSES, AND SERVE AS A RESOURCE FOR THE SCIENCE AND CONSERVATION COMMUNITIES.*

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## **Initiatives:**

- Strengthen CDRI's collections for scientific and academic research purposes; ensure that current and future collections are appropriately documented, and that access is provided both physically and virtually.
- Facilitate and support active research by developing strong relationships with academic institutions and organizations dealing with the Chihuahuan Desert region.
- Develop a model for a Board of Scientists to help guide future research agendas and hosting of periodic symposia to highlight major research initiatives.
- Provide training for volunteer citizen scientists and encourage their participation in research projects at the Nature Center and throughout the Chihuahuan Desert region.
- Increase the Scudday Scholarship Fund to a minimum of \$10,000 in order to provide financial support for students conducting research in the Chihuahuan Desert region.
- Develop and communicate clear information about research findings and sustainability to diverse audiences through published media.

## **CATHRYN HOYT, RESEARCH DIRECTOR**

### **Pollinator Grant**

Research Director Cathryn Hoyt finished and submitted her final report to the Texas Parks and Wildlife Department from her grant - *Effective Pollinators of Rare Plants of the Trans-Pecos Region of Texas*.

In January, 2013, C. Hoyt was awarded the grant from TPWD to study the effective pollinators of rare plants in the Trans-Pecos region. The effective pollinators of only a few rare plants are known. In order to recover listed plants and to help keep non-listed species from becoming listed, it is very important to know which species are effective pollinators so that the pollinator species can be conserved as well.

The objectives of the project were threefold:

1. Produce a review of potential effective pollinators for the 212 species of greatest conservation need (SGCN) plants in the Chihuahuan Desert ecoregion
2. Test the predictions through field studies of at least 12 species.
3. Compile basic information on the phenology and habitat requirements for the pollinators listed in Objective 2 for conservation purposes.

This project was conducted during the spring and summer with the assistance of Patty Manning (Sul Ross State University), Jack Neff (Central Texas Melittological Institute), Dr. Allan Hook (University of St. Edwards, Austin), Richard Newbold (summer intern for CDRI), and several volunteers.

As part of the project, an Access database was created combining data on SGCN plants, bees, flies, and Lepidoptera. By filtering using location, phenology and hostplant, a list of potential pollinators for all SGCN plants is being developed.

Although documentation of pollinators during field studies was primarily through photography, a few bees were collected for identification. According to Jack Neff, the bee authority, two of the bees collected from *Escobaria albicolumnaria* are “rarely collected” and one bee *Lasioglossum (Dialictus) droegei* was only described a few years ago from four specimens from the Chisos Mountains. Collecting it in the Davis Mountains represents “a nice range extension.”

#### **JON FALCONE, LAND MANAGER**

Jon Falcone broke ground on ecological restoration projects:

- Soil erosion amelioration in northern pasture
- Selective juniper removal

They will promote biodiversity of the landscape, conserve the unique ecosystem found at CDRI, foster volunteer and educational opportunity, and keep the landsite fully operational through the manipulation of vegetation and hydrology.

#### **Public Outreach**

J. Falcone attended a TPWD workshop on land management prescriptions for wildlife. He corresponded with Texas Tech University and Sul Ross State University biological/natural resource departments concerning student volunteer opportunities and class curriculum teaching opportunities. Sul Ross Conservation Biology Club will be helping with restoration projects. Jon also spoke with a professor from the University of South Dakota concerning the molecular identification of our endemic Modesta Canyon crawfish species.

# VISITOR EXPERIENCE

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*OPERATE A NATURE CENTER THAT IS A MAJOR DESTINATION IN THE SOUTHWEST UNITED STATES, OFFERING OUTSTANDING SCIENCE-BASED NATURE EXPERIENCES TO VISITORS OF ALL AGES AND ABILITIES; CONTINUALLY DEVELOP EDUCATIONALLY APPEALING EXHIBITS AND PROGRAMS AND PROVIDE EXCELLENT EXAMPLES OF SUSTAINABLE DEVELOPMENT.*

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## **Initiatives:**

- Develop a Master Site Plan to guide future use of the Nature Center as well as the development of new buildings and exhibits to support visitor learning, enjoyment, comfort and safety.
- Design a multi-function research and education building (LEED-certified, ADA compliant) with state-of-the-art facilities. Enhance entrance, gate and signage.
- Address needs for parking and transportation, accessibility and safety issues, pathways and lighting.
- Plan and develop new exhibits; create new programs, garden areas, amenities and services to continually improve the visitor experience.

## **LESLIE SPICER, GARDENER**

Under Leslie Spicer's care, CDRI's botanical garden and cactus greenhouse continue to attract visitors.

## **Botanical Garden**

- Replaced additional drip line
- Fixed gates to prevent Javelina from accessing garden
- Developed potential permanent solution
- Performed fall/winter garden clean up (raking, cutting dead out etc. entire garden 2x – Oct & Dec)
- Performed fall/winter clean up Visitor Center (VC) 2x
- Sowed Penstamine seeds at VC
- Worked with Y&Y
- Worked with Deirdre Hisler on obtaining a new lawn mower for CDRI

## **Cactus House**

*Fallow season, preparation and inventory*

- Did extensive work on inventory of accessioned plants, determining what plants were still in the collection, what ones were missing, determine of those missing which were known dead & which were missing with an indeterminate fate.
- Corrected and/or re-applied accession numbers on plant pots & label sticks
- Corrected all species names on label sticks for adult plants as corrected by Jim Weedin. There were inconsistent names, incorrect names and multiple names for the same species. Mr. Weedin came in winter 2013 and made a corrected list for genus/species names.
- Created Excel database for *original* accession records that were only in a hand written (hard copy)

- Created a 2013/2014 inventory Excel database for accessioned plants
- Created a hard file of all accessioning records/information (old & current)& current inventory information with a detailed description of how the inventory was accomplished.
- Created a list of desired replacement plants for the collection
- Accessioned several plants into collection
- Started on *Cactus Sale* re-potting CDRI small cactus and ordering
- Obtained soil re-potting materials (requires numerous trips to Alpine)

#### **Other**

- Participated in Earth Rocks – set up & staffed a station
- Gave several Botanical Garden tours
- Helped with set up for numerous events (ex. Open House, GME)
- Participated in CDRI winter bird count
- Represented CDRI in CBC – bird count
- Wrote instructions for CDRI water works

#### **JON FALCONE, LAND MANAGER**

J. Falcone created and implemented a trail use survey to better understand the hiker/landscape dynamic and gain valuable knowledge about hiker demographics and interactions with wildlife. Initial results are informative and positive.

#### **Solar Array**

As of the end of January, J. Falcone reports our 26 microinverters have produced **3.27 mega-watts** since activation on 24 October 2013: the equivalent of lighting the Eiffel tower for 16 hours or **planting 59 trees** (with concern to carbon offset). Our solar production numbers break down as follows: October – 243 kwh, November – 854 kwh, December – 1026 kwh, January – 1163 kwh. Due to unresolved billing system problems at provider Green Mountain Energy, we do not yet know how much credit we are being given for the energy we produce versus energy we use.

#### **SUSAN PENNEY, VOLUNTEER COORDINATOR**

##### **Volunteers**

When Susan Penney says that CDRI could not operate without volunteers, she means it! The volunteer hours reported for 2013 were 6,217.5 (that's right at **3 full-time employees**).

- *Yank and Yak*: Since its inception in the fall of 2010, Yank and Yak has become a very successful volunteer program. Yank and Yak continues to grow an extremely dedicated group of volunteers. In fact, the group is so dedicated that in November, when we cut back to meeting just once a month, many of the Yank and Yak volunteers decided to continue coming every Thursday to help with all those odd jobs that pop up. Yank and Yak volunteers primarily work in the garden, but regularly help with other things as well.
- *Citizen Science*: We have volunteers who regularly come out to assist in the Citizen Science programs, such as bird counts, butterfly counts, breeding bird studies, etc. Josh Burns and Laura Belkin are seen out often in the early morning hours.
- *Flip the Switch*: In mid-November we held our 'Flip the Switch' event as CDRI officially went solar. Volunteers helped with setting up this event.
- *Open House*: On the weekend following Thanksgiving, we had our 'Open House' event. During this weekend we waived admission and offered a welcoming atmosphere with snacks and beverages for our visitors. This event is always well attended. Volunteers helped with setting up this event as well as provided yummy snacks to share.

- *Volunteer Appreciation:* December was our Volunteer Appreciation Recognition event. During the middle of the month, we had a most-successful potluck where I announced our volunteer of the year, Kurt Mannchen, and offered hand-made and/or hand-collected goodies to ALL the volunteers who attended. Our volunteer potluck coincided with the Christmas Bird Count, so we invited the bird counters (many of whom are members and/or volunteers of CDRI) to join our potluck. On every account, this was a very positive event.

### **Mining Exhibit**

A group of dedicated CDRI Board members and friends continue to fund-raise and maintain the exhibit that showcases mining history in this region. Board members Joe Mussey and Jack Burgess are working on a new display map for inside the front of the Exhibit.



# CAPITAL CAMPAIGN AND ORGANIZATION SUSTAINABILITY

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*CREATE AND IMPLEMENT A PLAN FOR ORGANIZATION EXPENSION, SUSTAINABILITY AND VITABILITY INCLUDING COMPREHENSIVE CAPITALIZATION, MARKETING AND DEVELOPMENT, VOLUNTEER RECRUITMENT AND WORKFORCE DEVELOPMENT/RETENTION STRATEGIES.*

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## **Initiatives:**

- Plan and conduct a multi-million dollar Capital Campaign for construction of the research and education building.
- Create a resource development team of staff and volunteers to identify and cultivate donors, ensure effective donor stewardship by adhering to the Donor Bill of Rights, and develop a full list of donor opportunities, including naming opportunities, in support of the Capital Campaign.
- Secure substantial funding for capital improvements, personnel, critical maintenance projects and communication technology.
- Build an operating reserve equal to 10% of the annual budget.
- Implement a planned giving program to increase the number of bequests.
- Increase memberships, admissions and gift shop sales.
- Establish a comprehensive program to increase the number and impact of volunteers.
- Implement a compensation policy so that CDRI is competitive with similar institutions and can attract/retain a high quality workforce.
- Provide meaningful professional development opportunities for staff.

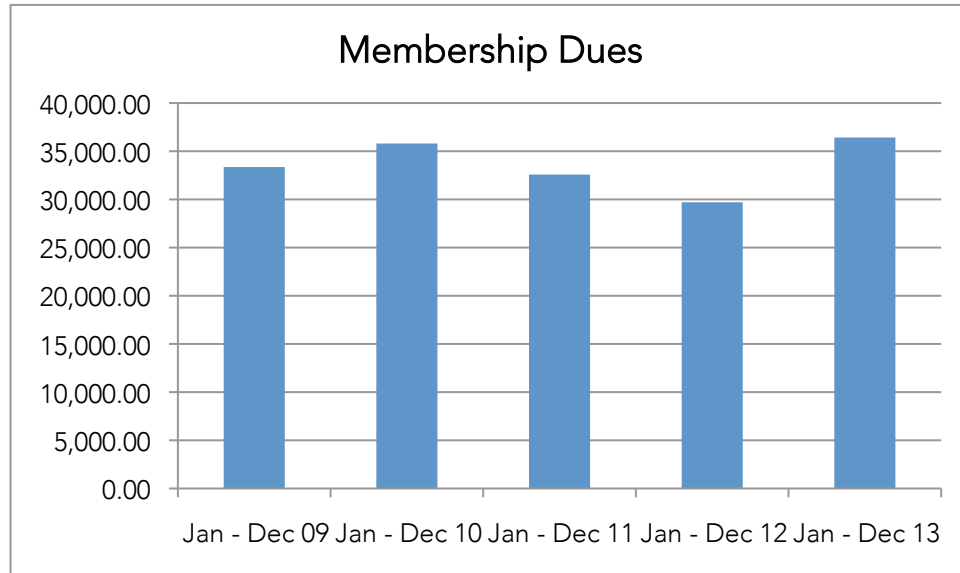
## **Annual Appeal**

In December, Executive Director Cynthia Griffin and Board President Suzette Ashworth signed a personal Appeal Letter that was mailed to everyone in CDRI's database – which stretches back to 2010. We also sent the same appeal electronically to that database. Results made it well worth the effort on several fronts; we received \$16,080 by the end of January, we renewed correspondence with numerous people, and we 'cleaned up' our database as we learned of out-of-date information.

In comparing past Annual Appeals, the December 2013 total of \$12,015 ranks just under December 2009's \$12,210 and ahead of \$4,335 in 2010, \$9,520 in 2011, and \$6,635 in 2012 according to CDRI's Quickbook accounts.

## Membership

### Total Memberships



### **SUSAN PENNEY, MEMBERSHIP COORDINATOR**

January 31, 2014 total membership was 538.

- *October* - 25 renewals, 5 new memberships, 4 rejoining memberships, totaling 34 memberships with a monthly revenue of \$1,600.00.
- *November* - 24 renewals, 2 new memberships, 2 rejoining memberships, totaling 28 memberships with a monthly revenue of \$1,630.00.
- *December* - 18 renewals, 2 new memberships, 1 rejoining membership, 5 gift memberships, totaling 26 memberships with a monthly revenue of \$1,800.00.
- *January* - 31 renewals, 5 new memberships, 3 rejoining memberships, 1 gift membership and 1 institutional membership, totaling 41 memberships with a monthly revenue of \$4,020.00.

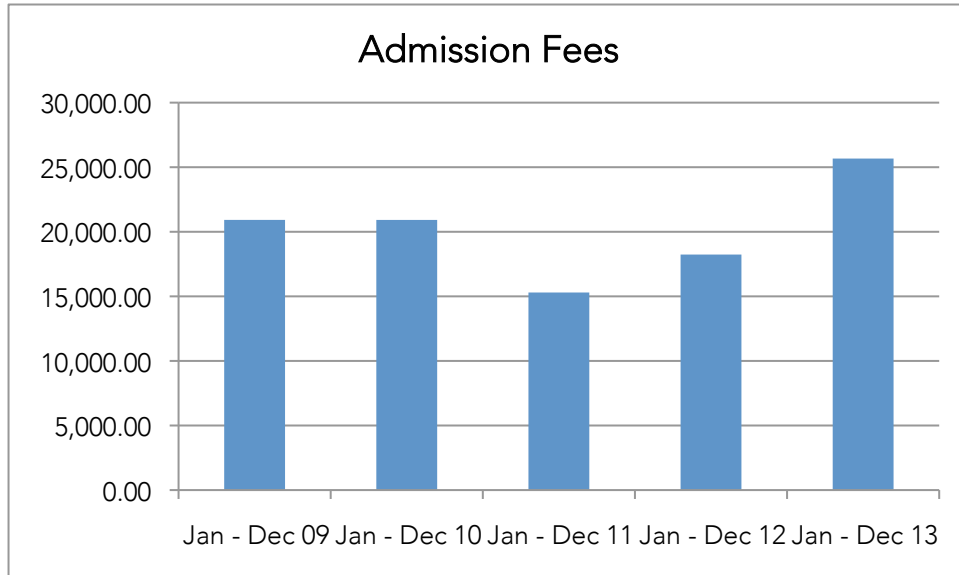
Geographic representation of membership:

- 89.2% from Texas
- 28.4% from our local communities:
  - Alpine – 107 members (19%)
  - Balmorhea – 1 member (.18%)
  - Big Bend National Park – 1 member (.18%)
  - El Paso – 10 members (1.8%)
  - Fort Davis – 74 members (13.8%)
  - Fort Stockton – 10 members (1.8%)
  - Marathon – 1 member (.18%)
  - Marfa – 26 members (4.8%)
  - Midland – 24 members (4.5%)
  - San Angelo – 4 members (.7%)
  - Terlingua – 4 members (.7%)
  - Valentine – 2 members (.4%)
  - Van Horn – 2 members (.4%)

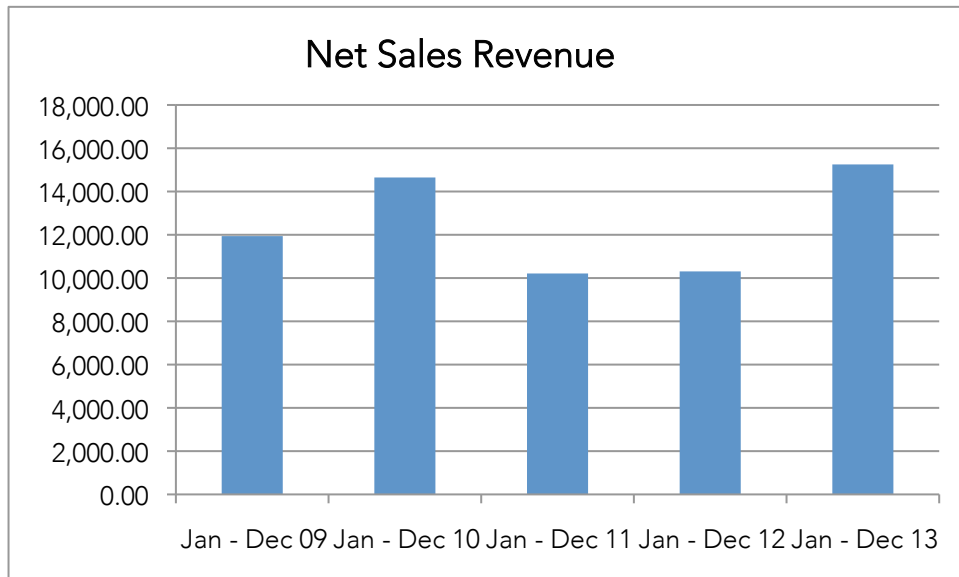


**Nature Center and Administration**  
**Admissions and Sales**

**Total Admissions**



**Total Net Sales Revenue**  
Leapin' Lizard Nature Shop



CDRI Business Manager Doris King continued focusing on providing an accurate, easily obtained accounting for all aspects of CDRI business and making the Leapin' Lizards gift shop more profitable by revised marketing and merchandizing. On her resignation to accept a new position at the end of the year, Receptionist Susie Liddell assumed responsibility for ordering merchandise. Susan Penney and accountant Laura Lannom took over the accounting, bill paying, and database entry functions.

Two outside consultants leant CDRI their expertise. Liz Jackson, director of the Museum of the Big Bend, worked with Cynthia Griffin, Susan Penney, and Susie Lidell on marketing, merchandising, and display to make the Shop more profitable and more inviting to visitors. She also talked with us about redoing our lobby to create a more welcoming space. Mary Felice Crowe, a former database manager for several non-profits, worked with Susan Penney on maximizing our Giftworks database to be able to extract useful information on our members and donors to increase their numbers.

Jon Falcone reports:

- Compiling property-wide inventory of site assets
- Programmed new computer with ArcGIS 10.1
- Created greenhouse cover boards and new switch box for greenhouse internal electrical attributes
- Monitored water during ice storm - avoided freeze damage
- Remodeled volunteer of the year plaque

### **Public Outreach, Publications & Media**

Staff has detailed these activities under their individual program areas.

### **CDRI Social Media**

CDRI gained the expertise of one of the region's recognized leaders of social media use. Under a reciprocal agreement with Beth Nobles of Texas Mountain Trail, CDRI provides her office space in our maintenance building and she provides us social media exposure and expertise. Beth began officing at CDRI in early January 2014. She immediately started posting daily information and pictures from our site on the TMT website and tweeting them to her audience. As she gained access over the next two months, she added postings to our Facebook page and our Twitter account as well.

According to Beth, "The number of times CDRI's name/activities/images get in front of people's eyeballs is significant. It helps CDRI to be "top of mind" and will likely be reflected in visitation-although this is going to be almost impossible to track effectively to show "causation." The social media exposure will **help the Center rise above its "hidden beauty" status to a place people "must visit" because "we hear about it."**

The Facebook demographic information below is a benchmark for going forward. As CDRI develops it's outreach goals, then knowing where we are at the beginning will help us measure growth in those metrics.

### **Social Media Summary**

As of February 27 at 8 am, CDRI Events were posted on Texas Mountain Trail regional events calendar within 36 hours of the calendar's availability. Posted all events with full details available - 20 events with 29 dates now online at [www.texasmountaintrail.com/events](http://www.texasmountaintrail.com/events)

### **Facebook on CDRI page**

- Posting began 2/13
  - Likes: Starting - 1,311 Today - 1,338
- User profile:
  - Audience - 55% women
  - largest age group - 45-54
  - top five cities in order - Austin, Alpine, Houston, San Antonio, Dallas
  - greatest CDRI audience is on Facebook at 8 pm

2/22 Cactus greenhouse – 622 saw post, 63 likes, 1 share, 2 comments

2/22 New Twitter account – 165 saw post, 6 likes

2/21 Toddle on the Wildside – 167 saw post, 9 likes, 1 share

2/19 Pollinator in cactus greenhouse – 1,226 saw post, 47 likes, 3 shares

2/17 Cactus greenhouse – 810 saw post, 62 likes, 1 share, 1 comment

2/13 Gift Membership/Healthy Heart Month – 135 saw post, 3 likes

2/13 Cactus greenhouse – 1,027 saw post, 98 likes, 12 shares, 6 comments

2/13 CHANGED COVER PHOTO – 40 people saw post, 65 likes, 2 shares, 3 comments

### **Facebook on Texas Mountain Trail page**

2/19 Post of pollinator from cactus greenhouse – 696 saw post, 47 likes, 3 comments

2/18 Post of photo from cactus greenhouse – 893 saw post, 47 likes, 1 comment

2/13 Post of photo Hummingbird trail – 2,883 saw post, 45 likes, 29 shares, 5 comments

2/12 Post of photo from cactus greenhouse – 1,241 saw post, 117 likes, 15 shares, 4 comments

2/6 Post of winter photos, encouraging winter hikes – 790 saw post, 38 likes, 3 comments

1/21 Post of cactus greenhouse-1,897 saw post, 84 likes

1/17 Post about reopening-4,720 saw post, 224 likes

### **Instagram on @Texastrailgirl account**

2/20 Cactus greenhouse – 22 likes

2/17 Cactus greenhouse – 13 likes, 1 comment

2/13 Cactus greenhouse – 8 likes

2/12 Cactus greenhouse – 12 likes

2/6 Winter hikes-10 likes

2/3 Cactus greenhouse – 7 likes

1/21 Cactus greenhouse – 11 likes

1/20 Cactus greenhouse – 10 likes

12/30 Hiking trails – 9 likes

### **Texas Mountain Trail Daily Photo blog**

2/27 Logo as Events Sponsor

2/25 Logo in Events Summit sponsor section – 88 visits

2/23 Toddle on the Wild Side 118 visits

2/20 Cactus greenhouse – 114 visits

2/12 Backyard Birding Count – 159 visits

2/6 Cold snap, winter hiking- 105 visits

1/21 Cactus greenhouse – 124 visits

1/17 Reopening – 122 visits

**A new CDRI Twitter Account @CDRINature was established on February 17. To date, followers - 43, tweets - 18**

2/22 Cactus greenhouse – 1 retweet, 1 favorite  
2/21 Cactus event – 1 retweet  
2/20 Cactus Greenhouse - 1 retweet  
2/20 Thanks to tweeters  
2/19 Pollinator in cactus greenhouse – 1 retweet, 1 favorite

**Twitter on @trailgirl account**

2/20 Cactus Greenhouse  
2/20 Shoutout on new CDRI account  
2/20 Shoutout on new CDRI account  
2/20 Shoutout on new CDRI account – 1 favorite  
2/20 Shoutout on new CDRI account – 2 retweets, 1 favorite  
2/20 Cactus Greenhouse  
2/19 Shoutout on new CDRI account  
2/19 Shoutout on new CDRI account – 2 retweets  
2/17 Cactus greenhouse – 4 retweets, 1 favorite  
2/13 Cactus greenhouse  
2/13 Backyard bird count – 1 retweet  
2/12 Cactus greenhouse-2 retweets, 1 favorite  
2/11 Nature Camps on calendar – 3 retweets, 1 favorite  
2/11 Nature camps on calendar – 1 retweet  
2/10 Thanking sponsorship of Event Summit – 1 favorite (plus 4 tweet conversation)  
2/6 Winter hike-2 retweets  
2/3 Winter beauty-1 favorite  
2/3 Cactus greenhouse  
2/3 Cactus greenhouse  
1/21 Cactus greenhouse  
1/20 Cactus greenhouse-2 retweets  
1/20 Reopening  
12/30 Looking forward to working with you-1 retweet

**Professional Development**

Staff has detailed these activities under their individual program areas.