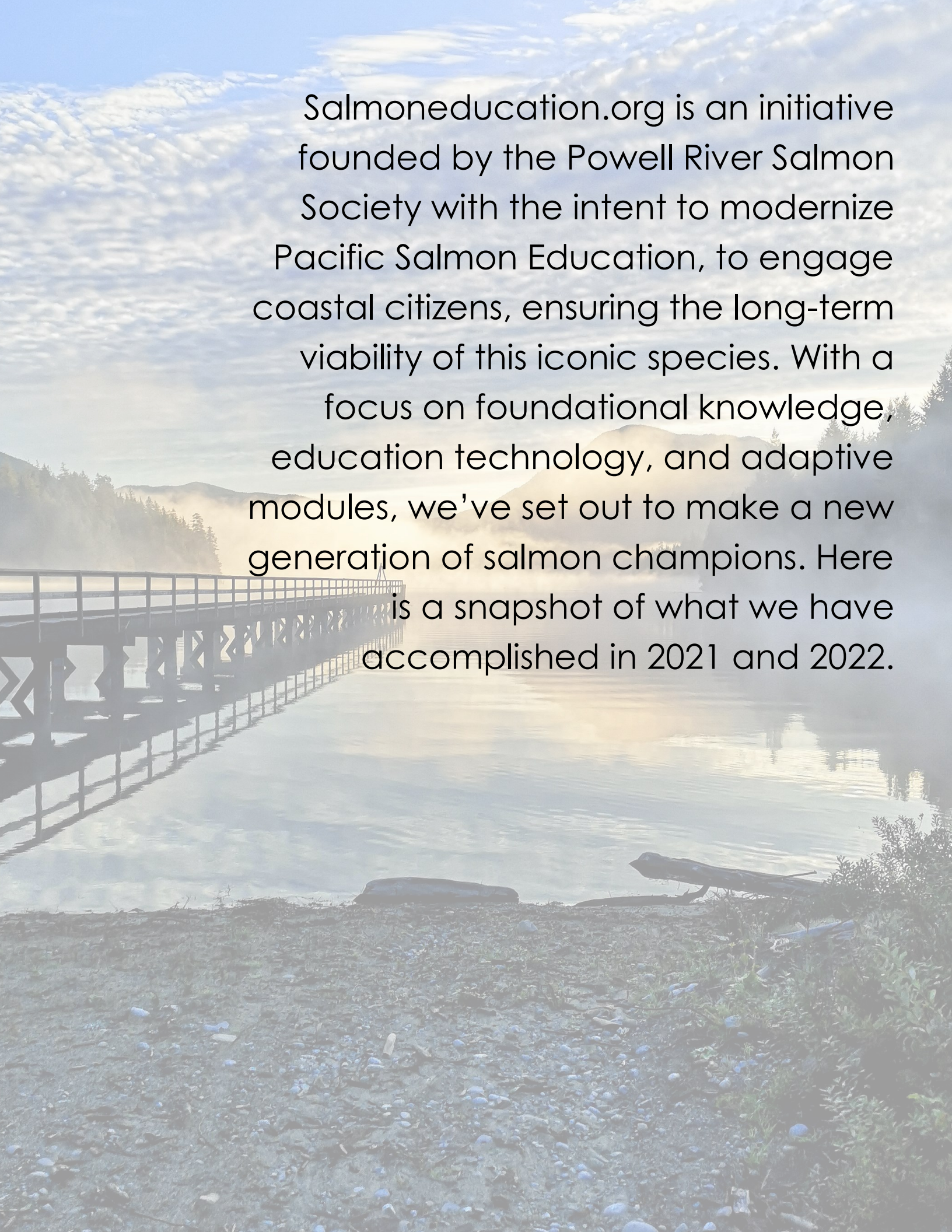




-LIFECYCLE LIVESTREAM-
-COMPREHENSIVE WEB MODULES-
-MICRO EDUCATION INCUBATORS-
-VIRTUAL EDUCATION-

2022

[Salmoneducation.org](https://salmoneducation.org)

The background image is a scenic landscape. In the foreground, there is a rocky, pebbly shore with some green vegetation on the right. A wooden bridge with a railing extends from the left side into a calm river. The river reflects the sky and the surrounding landscape. In the background, there are forested mountains under a sky with soft, white clouds. The overall tone is peaceful and natural.

Salmoneducation.org is an initiative founded by the Powell River Salmon Society with the intent to modernize Pacific Salmon Education, to engage coastal citizens, ensuring the long-term viability of this iconic species. With a focus on foundational knowledge, education technology, and adaptive modules, we've set out to make a new generation of salmon champions. Here is a snapshot of what we have accomplished in 2021 and 2022.

Our Goals from 2020

- . Expansion of the scope of our education-incubators to an additional 6 units
- . Increased efficiency of our online presence to further our reach to increase Salmon Education in Western North America (SEO)
- . Increased fundraising efforts to meet our \$20,000 anticipated annual education budget requirements
- . New innovative community events and education upon the end of the Covid-19 Pandemic.
- . Improve Quality of our Livestream

We were able to successfully meet and exceed all of our goals we set in reviewing our 2020 year for Salmoneducation.org.

- . We successfully expanded our classroom incubator initiative to six units**
- . We increased our online presence through optimizing our platforms analytics, by further developing our content, and by creating strategic partnerships with other NFP groups**
- . We successfully fundraised a sufficient budget to be able to implement the education program we had set out to**



Funding

- \$4500 in PSF CSP Grants to purchase additional chiller units and tank supplies
- \$15,000 one time donation from Telus Future Friendly Foundation for program execution
- \$2000 from BC Hydro's Workforce of tomorrow



Events and Programs

- . The Salmon Education Expo saw over 500 engaged participants over 5 days.
- . Upgrades were made to the Watch Me Hatch! Livestream for lighting and video equipment for better quality video.
- . 500+ view on our educational video and livestream content
- . 2000+ overall program participants
- . Salmoneducation.org was added to the Pacific Salmon Foundations Salmon School site.
- . A full Expo Review document can be found at prsalmon.org

Classroom Incubators

- This year we put in place 6 classroom incubators, increasing from 2 units in the previous year.
- All tanks successfully helped to teach about pacific salmon lifecycles and get students engaged.
- Issues were had with 2 pumps so all units will be replaced for the 2022/23 season.
- A unit was also placed in the PR Public Library and saw frequent use and engagement with supplementary education materials.

Quiz Statistics

Salmoneducation.org has two feature quizzes on both the primary and intermediate modules. These are in place to gauge students baseline knowledge and how much they learnt throughout the module.

- . The initial Primary Test saw 40 participants and saw questions being answered correctly 60-80% of the time depending on the question.
- . The Intermediate Test saw 20 participants and an average of 75% correct per question.

Long Term Learning

One of our goals has always been to encourage on going and passive education around Pacific Salmon. This is where our public outreach comes into play. We have had 4 educational news stories in the past year, reaching approximately 20,000 homes. Our signage at the Alex Dobler Salmon Centre was designed as an immersive experience where all ages can learn at their own pace. We estimate this site and our Salmon Preservation Pathway see traffic of approximately 12,000 people per year, with 50 visitors/day in spawning season, and 20 visitors/day the rest of the year.

Our Goals for 2022

- Double the views Salmoneducation.org gets by increasing to-school district distribution in early September.
- Add a fourth day of school classes to educate 120 more local student.
- Place early chinook in Elementary libraries to ensure all students get to take a look at this iconic species that is in need of protection.
- Dedicate 50 hours to the development of video modules.
- Expand the Scope of Fry-Day when Covid restrictions have lifted
- Re-reach out to all CA's to help distribute our resources
- Expand Language Module
- Additional units on ethical angling and coastal food webs