



photo Deb Hanson  
5th Grade Janesville CSD  
2019 Extern: Hartmann Reserve

Part I: Overview of Workplace

Hartman Reserve Nature Center is a 360-acre nature reserve located in Cedar Falls, Iowa. The reserve is dedicated to teaching youth about nature through hands on experiences and preservation.

The Hartmann Reserve is a part of Black Hawk County Conservation Board, which also includes Big Woods Lake, Black Hawk Park, and Hickory Hills Park.

Part II: Workplace Focus

- Education
  - School Field Trips
  - Youth Summer Camps
  - Adult Speaker Series
- Recreation
  - Hiking
  - Bike Trails
  - Hunting Grounds
  - Kayaking/Canoes
- Nature Preserve
  - Wildlife Habitats
  - Prairies
  - Woodlands

Part III: Introduce the Problem

- Marketing for Summer Camps
  - Networks for local markets
    - Schools
    - Colleges
    - Church groups
    - DNR
    - Other state agencies
  - Differentiation/Branding
    - Themes
    - Books and Movies

Part IV: Background

- Student Designed Summer Camp
- Research
    - Hartmann History & Facilities
    - Prior Camps
    - NGSS and 5th grade lessons
    - Survey students/parents
  - Design
    - Brainstorm ideas/Collaborate
    - Plan 3 day camp
    - Meet NGSS
  - Communicate