

# Conservation Congress 2014

## The Results

### **Enhancing the Visitor Experience at State Sites: What Programming and Services are Important to You?**

#### *Recommendations:*

1. Develop a strategy for a vibrant volunteer program to assist with stewardship. (Emulate successful programs: Appalachian Trail, Shawnee National Forest, Adopt A Highway program. Overcome obstacles.)
2. Renewed focus on quality hires with an emphasis on customer service training and include this as a metric for performance review. This goes to the heart of the visitor experience.
3. Re-establish a strong interpretive program and make it a high priority.
4. Maintain with regularity the basic amenities of each site and prioritize based on available staff and hold accountable through IDNR Inspector General. Insurance company example – send in picture of an area or facility that needs basic maintenance.
5. Become relevant in the Cloud Mobile/Tech world: Apps, GIS mapping of all state parks/areas, reliable signage, QR codes at sites (Shawnee National Forest example), Wi-Fi in camp sites, etc.

Turn the switch on and amplify message, activity and experience.