

Action Plan

The Jane Goodall Institute

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Venue Dates for Jane Goodall's Wild Chimpanzee's: nov 2002 for about 5 months

Timeline for planning and implementation: See Excel Spreadsheet

Program Title: [jungle trek](#)

Audience: [overnights, junior and brownie girl scouts, school groups](#)

Overview: Exploris has 2 types of overnight programs - one that is generally about culture (younger audience) and one that is specific to sites around the world (older audience). The latter is always a trek, promoting immersion beyond tourism in places around the world. Previous programs were the West African Trek and the Island Trek.

The jungle trek will take kids exploring through the jungles of the world, meeting native peoples, experiencing dance, music, animals, living conditions, ecology, and climate. Potential jungle areas can include: central america, south america, east africa & madagascar

Goals: Promote understanding of the worlds jungle habitats while respecting the natural environments.

Implementation Procedure:

- April 02: Camp in announced to councils in summit meeting and written for guides
- May 02: Camp in description in teachers guide
- Early Fall 02: Camp in design development
- October 02: Camp in final design and materials bag construction
- December 02 - May 03: Implementation

Program components: Program components at rotation activity stations will include:

**Chimp Picnic* - eat what chimps do and decide what portions of different things they eat

**Markings* - marking of the faces of children like chimp populations; could include observation activity

**Opposable thumb activity* - races created about non-opposable thumbs, but will absolutely consider the luminescent thumbs and black light prior to this activity

**View the film*

**Jungle dancing and drumming*

**Nest and hut building*

**Geography of the jungle*

**Wet/Dry season game*

**Getting a sense - five senses and chimps - stereoscopic vision, smell, touch, etc.*

**Thumb wrestling competitions*

**Dichotomous keys*

Program Dates/Times: camp in season #4 - dec 02 - may 03

Internal Contacts: GET team (of which we have members and former members that have been to or are from zanzibar, tanzania, madagascar)

External Contacts: Girl Scout councils - Triad, Coastal and Pines; Indian Princesses, Schools, Local Y and Teen programs

Possible Financial Support: Get team budget

Evaluation: Girl Scout Councils always provide evaluations of the programming back to Exploris.

*Would like to fund one of these programs outright for the film for socioeconomically disadvantaged students from Southeast Raleigh.

Program Title: baby on board...the birth of a baby chimp

Audience: online and at the center

Overview: Place a web cam for www.exploris.org and a museum/imax monitor to view a) the birth of a chimp (at a regional zoo) **easiest web access
b) gombe research center and/or
c) a chimp sanctuary in east africa

Jane Goodall is part of the Exploris website.

This program could include live chats if Gombe researchers are willing to do it.

Goals:

Utilize our T3 line to connect to real live research and create excitement around chimp birth

Implementation Procedure:

Chimps have a gestation period of 8 months. We could either *start* the process of following a pregnant mom 8 months before, leading up to the movie premiere, and then follow the baby's development OR start at 4 months out and do something similar or have the live chimp birth 1 month after the opening of the film.

- Jan 02: Begin consulting with the IT department regarding feasibility
- March 02/april 02: Pregnancy will be detectable in a chimp
- Nov 02: Birth
- Jan/Feb/March: The baby's progress - a report, newspaper article and on-line/museum event

(If you wanted to get a bit crazy...you could follow a human birth at the same time with the chimp birth if a hospital and family would participate.)

Program Dates/Times: October/November 02, with smaller follow up events in January, February and March

Materials: researchers, participating zoo, pregnant chimpanzee

Location: zoo or gombe

Internal Contacts: get team, IT department

External Contacts: gombe research team, asheboro zoo or other zoo site, duke primate center

Possible Financial Support: Get team budget

Program Title: what's in your toolbox or is a cow a tool?

Audience: marketing/program

Overview: The idea of tools is one of the key powerful messages of the film. This concept involves partnering with the local Home Depot or Lowe's store to build awareness of the significance of Jane's discovery that tools were not only used by chimps but built by them as well.

Home Depot or Lowe's would sponsor both an interactive print ad campaign and a "tool box" area where kids could experiment with tools, with creating their own tools, and with using tools like chimps or other animals use them.

In addition, we can have a photo-contest or other sponsored event with the *Raleigh News and Observer* and other smaller papers with a "Tool Time" highlight where kids send in a picture of their favorite tool and some are picked for Imax tickets or chimp backpacks. You could also do something similar with "sibling behavior".

Goals:

Reinforce hands on activities while drawing attention to the importance of tool use and the historical and current research around it. A secondary goal is to encourage boys as well as girls in this research. The initial concept of tools probably has a psychological advantage to boys. Since there are many female researchers being highlighted in the film, this will even out the gender message. Tools will also be non-gender specific.

Implementation Procedure:

- Mar 02: Have development department pitch idea to Home Depot and Lowes
- April 02: Begin ad development with agency; discuss placement with exhibits
- May 02: Do concept paper of the Tool Bench; consult Exploristore and see if they can manufacture individual tool kits around the film to sell
- Summer 02: Develop the "tool bench" activity and fabrication (all supplies or actual tool benches provided by sponsor) with a rep from programming, exhibits, and development
- Early Fall 02: Determine how the activity is presented and how often on the floor. This could be a monthly draw, or a weekend program continuously through the film.
- Late Fall 02: Final equipment and installation of tool bench; implementation

Materials: Standard tools and activities with tools (such as cantilevering, etc.) plus a make your own tool department and a small exhibit about termite fishing/excavation for each child to try.

Location: Museum - new location determined by exhibits and programs - either in imax lobby or adjunct exhibit area, PP gathering space, or tradeworks exhibit

Internal Contacts: Get team, development, enterprises, exhibits

External Contacts: home depot, lowes

Possible Financial Support: all sponsored

Program Title: making a difference in your world

Audience: exploris middle school

Overview: Our campus consists of a middle school, the museum and the IMAX. In addition, a museum magnet high school is opening diagonal from our building. Jane Goodall has visited our middle school to speak to our students. The middle school is active in participating in programming and exhibiting their work in the museum.

This program is created to encourage the teachers to participate actively in the film content, while giving the kids the opportunity to form Roots and Shoots type programming and put on an exhibition in the PP Gathering space during the film.

Goals: The goal is to extend the idea of the museum and the film as it relates to the humanitarian messages and making a difference in your world.

Implementation Procedure:

- May 02: Pre-screen film and conduct brain drain session
- Aug 02: Meet with teachers during second week of planning to discuss potential collaborations and projects that can be done throughout the year.
- Late Aug 02: Introduce concepts to teachers. Projects can be done by prime groups, as an afterschool club, or in grade levels.
- Sept 02: Begin projects
- Jan 03: Exhibit begins

Programming Components:

The program, true to our middle school and museum philosophy, the projects should be inspired by the interest of the kids themselves. Depending on the opening of the HS Magnet, this may be one of our first opportunities to partner with those teachers.

Some ideas include:

**Chimp Enrichment activities* - Designing and implementing enrichment activities for chimps or for primates at Duke Primate Center, including chimp art

**Green Mapping project in downtown Raleigh* - This is a great prototype for a camp that we want to prototype in the summer of 03. In addition, the idea of having a school in a downtown urban environment and the state capital within 4 blocks, the idea of a long term, multi-school green mapping project is enticing, ending with a report of how to preserve green space and potentially add more.

**Tanzanian Book Project* - EMS can likely take the lead with one liaison from the museum to address literacy issues within the East African community not only throughout EMS but throughout Wake County Schools with collecting books; we can also place an exhibit drop box at local libraries and at the museum to promote getting books to Tanzania. We should look into actually trading for materials so the recipients of the books don't feel that this is charity and that they are giving something back as well. Focus can

be on mainly picture books as well to ameliorate the language difference.

Program Dates/Times: Sept - Dec 02: Projects Jan - Mar 03: Exhibit

Materials:

Physical materials of the program will be determined by the students. Books.

Exhibit materials are provided by funding from the school and get team budget to stage the exhibition.

Location: Exhibition = People and Places Gathering Space

Internal Contacts: Teachers at the middle school, GET team, Development Department

External Contacts: New teachers at magnet HS, Duke Primate Center, Local Raleigh Business, State Capital, public

Possible Financial Support: The program is potentially designed to generate revenue from the auction of the chimp art or enrichment products as a final programming element before the film ends. In this instance, we'd be working with the development department to recoup expenses and generate more revenue above the amount of money we've designated to the program.

On the book program, we might also suggest a dollar donation or see if we can get donor support for getting the books there. Books are heavy and can be expensive to shift.

Program Title: in the swing of things or chimp-o-rama: everything you ever wanted to know about chimpanzees

Audience: floor programs

Overview: Exploris programs for the floor of the museum are created along a model of passive to active visitor experiences in a hands-on, self-directed environment. All floor programs are created to address different audiences, engage them from the beginning of their experience, and prompt active participation throughout the museum.

Below is a list of programs that match our "categories" for each type/genre of program that we do.

Goals: Integrate the film experience into the floor experience utilizing the audience.

Implementation Procedure:

- May 02: Film Preview and Brain Drain with team
- June/July 02: Concept Development, potentially hire pt content expert, mid june: timeline with ideas finalized.
- Aug/Sept 02: Design Development
- October 02: Final Design; 6 weeks out; opening activities and information to marketing
- November 02: Implementation

*Meetings 1X/6 weeks to go over progress on film content

Program Components:

- 11:00 show: *The primary large scale interactive demonstration daily for groups of 30 - 300. Chimp behavior - addressing...what is a tool, what is culture, geography, what is the link between chimps and humans.*
- 1:00 activity: *An activity related to current events or cultural ideas. Opposable thumbs race.*
- 3:00 storytime: *Interactive presentation of either a book on chimps or Jane Goodall's, *The Eagle and the Wren.**
- *Pick up programs: Programs that are done by team - paid or volunteer - in a specific exhibit area. Each program has it's own box and write up for easy use. Camp in activity areas are similar to combining these ideas.*

-Termite fishing & Claw activity	People and Places
-Chimp Choir - language in chimps	Many Voices
-Expressiveness in Chimps - facial expressions	Many Voices
-Chimp Picnic - taste and determine what chimps eat	Living in Balance
-Tool box - see above partnership with HD/Lowes	TradeWorks
-Kiswahili lessons	People and Places; CKC
-Environmental issues - what can I do?	MV - Action Lab

could include letter writing, communication/letters/emails with Gombe researchers, or action commitment, brochures, etc. next to the JG Roots and Shoots computer interactive that we have there.

- Green mapping or stream watching data, local schools Living in Balance - WetLab
- Hot News Now - update newsbox with info on recent developments of research on chimps Living in Balance
- Community Action Day - Include local roots and shoots organization in CAD in April
- Wow Weekend - *Program that utilizes the community to present their culture - designed by them exclusively - dance, food, traditions, etc.* East Africa
- Culture boxes and CKC school group program - *Both in dedicated exhibits and our school group program on the question addressing what is culture, ask Gombe to put together a researchers culture box from that area. Also, send packet with Mike or Elizabeth to have a culture box associated with the filming of the exhibit or to give to local east africans to send back to us.*
- I-shops - *Exclusive follow up for film with a set of 4 activities for kids to do directly following the film. Pricing same as school group programs and conducted in the classroom adjacent to Imax.*
- Mini-market - *Mini-markets are exchanges that happen in the language of and authentic to market places. Likely to be focused on Dar es Salaam. Highlights products (in this case, cloves, cashews, gold, coffee, tea) from the area.* East Africa
- First Fridays - *Open courtyard festive atmosphere on the First Friday events held downtown.* African music and dance.

*Note: Highlight national geographics in PP Resource Area and have the articles on Jane out there. Place maps of Tanzania specifically in the Resource Area or have them as part of the PP Gathering Space Exhibit.

Program Dates/Times: Nov 02 - March 03; during the film.

Materials: Varies per program

Location: Global Space, Imax queue, exhibits

Internal Contacts: Get team, volunteers, east african community, local schools

Possible Financial Support: Get team budget

Program Title: a role to play

Audience: adult programming

Overview: Create programming appropriate for adults in our science-based community and extend our mission of discussing current events. Some of these events may be held after hours.

Goals: To increase the content information shared with distinct audiences that have mature buy-in to topic.

To prototype our travel programs for adults.

Implementation Procedure:

July 02: Initial contact letter to speakers with potential times

October 02: Finalize Schedule

December 02 or six weeks prior: Post description of talk to website, press release, complete description of talk, flight arrangements, finalize room arrangements and AV requests

Program Components:

Lecture series or panel presentation/discussion on the following topics:

*photography of animals in the wild...preserving the wild in pictures, while not harming animals

*what is a tool and how chimps use them - Jane's discovery and it's impact

*what is culture? - recent discoveries and the importance of re-defining culture to include the research on chimps

*The significance of play in animals

*Jane Goodall

*E.O. Wilson

*Documentary films about chimps, chimp research, primates, jane goodall, the leakeys

**Any or all of this might be webcast

Program Dates/Times: 1X/month Jan 03 - April 03

Materials: speakers with content expertise, AV, Zanzibar Room

Location: Zanzibar Room; Potentially local college

Internal Contacts: Get Team, Marketing, Exploristore, Group Sales, IT Team, DoubleTake Documentary Film Festival - Durham, NC

External Contacts: Jane Goodall, Elizabeth Vinson, Duke Primate Center, Asheboro Zoo, National Zoo, National Geographic, local photographers, Gombe researchers - Jumanne Kikwale and others; Research Triangle Park, local colleges science and behavior departments, senior

Possible Financial Support: grant supported for larger speakers, GET team budget for

less expensive speakers.

*On travel programs...this is a complete prototype for us with our Exploris Enterprises arm. I will encourage the travel programming to be not Gombe focused but potentially East African focused with a safer trip to an animal sanctuary or Gombe. Content can be focused on photography, behavior of primates, geography, etc.

Related Programs:

*have climbing wall at opening event

*teacher preview/workshop with educators prior to film; need to notify them of film prior and remind them to schedule beyond group guide

*create our own O Line for kids to practice brachiating

*book signings in Exploristore

*chimp backpacks for school groups - could be a partnership with

*some partnership with libraries that can help us build audience and excitement as part of the summer reading program in Wake County in Summer 02.

*Bone excavation activity outside in the courtyard