



PA WILDS CENTER

FOR ENTREPRENEURSHIP

Educational Improvement Organization (EIO) Program Offerings 2017-18

Programs dependent on available funding.



PA Wilds Center for Entrepreneurship (PA Wilds Center) is a 501(c)3 nonprofit organization whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds. The official registration and financial information of the PA Wilds Center may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

PAwilds.com -- PAwildscenter.org -- WildsCoPA.org.

PA WILDS CONSERVATION SHOP

HIGH SCHOOL INTERNSHIP PROGRAM

This paid internship is geared toward sophomore, junior and senior high school students interested in building valuable customer service skills and their work resume while also learning more about their region's growing nature and heritage tourism industry, and/or those interested in learning more about careers in retail.

The internship will begin with students going through a full interview process to give them experience interviewing for a position. Successful candidates will work as a customer sales representative at a gift shop at one of the region's busiest heritage destinations – the Kinzua Skywalk. Students will learn how to professionally answer questions from the public, work as a team, and utilize retail systems (displays, POS, etc). The students will also get a behind the scenes look and hands-on experience maintaining an e-commerce platform, including an overview of how the Conservation Shop online store operates, and then given technical assignments helping to take product photos and write product descriptions. As part of their internship, students will also be required to complete at least three online multi-media education modules per internship term, which will conclude with a test-your-knowledge Q&A. Within a week of completing the module, the intern will also be asked by the store manager to articulate in person what they learned from the module, providing a great opportunity for further digestion of the materials and to do public speaking. Modules are designed to provide an example of real-world local applications of core curriculum subject areas and also add depth to the student's ability to answer visitor questions about the region. Modules will include:

- Geography: The Pennsylvania Wilds' role as one of the state's 11 official tourism regions and one of its seven Conservation Landscapes; its rural nature (covers 25 percent of PA but only has 4 percent of its population); counties that comprise the region; and its unique topography.
- History, Environment & Ecology: An overview of the early environmental devastation and recovery of the Pennsylvania Wilds landscape, its wildlife, tremendous public land holdings (more than Yellowstone National Park) and present-day stewardship efforts.

- Economics: The Pennsylvania Wilds effort has been called ‘one of the greatest natural-resource based economic development programs in the United States’ by a national expert. This module looks at the economic opportunity of growing the region’s nature and heritage tourism industry, how visitor spending has grown over time, the multiplying effect of local spending and how place-based tourism investments are unique in that they also improve quality of life for a community.
- Business & Entrepreneurship: This module looks at the emerging entrepreneurial ecosystem around the Pennsylvania Wilds effort, how businesses are using the regional brand to expand their products and services, resources available to entrepreneurs in PA and examples of how young people moved back to rural PA to start businesses.
- Arts & Humanities: This module looks at how arts and culture are incorporated into the Pennsylvania Wilds effort and how they help distinguish the region as a destination and build community pride.
- Civics & Government: This module looks at how citizens, nonprofits, businesses and local, state and federal government work together to advance the ground-breaking Pennsylvania Wilds effort.
- Science & Technology: As part of the effort to grow nature tourism in the Pennsylvania Wilds, PA DCNR built several new high-performance conservation destination facilities to orient and educate visitors. This module provides an overview of these facilities and their green building features.
- Computer & Information Technology: PA Wilds Center is a virtual organization that must connect a lot of different kinds of stakeholders across a large rural landscape. This module looks at key platforms/software the nonprofit uses to do this (Salesforce, Wild Apricot, Word Press, Quickbooks, Google Docs, Canva and Social Media), and the basic functionality of each.

High Schools Eligible: Kane, Bradford, Smethport

Location: Off campus, PA Wilds Conservation Shop at Kinzua Bridge State Park

Maximum Number of Students Per Year: 4

Cost to Students/School: Free (paid internship – student earns minimum wage)

Duration: 6 months, with option to re-up for a total of three terms.

PA WILDS CENTER YOUTH

PR AGENCY

This program is geared toward junior and senior high school students interested in exploring careers in writing, photography, marketing, graphic design, and public communications and in building their regional network. This program will be set up as a class or club that operates throughout the school year as a creative team, with students eligible to take 4 semesters total. The class/club will have a coordinating school teacher and an editor from the PA Wilds Center who guide the students through hands-on learning experiences related to four projects their ‘Agency’ has been ‘hired’ to do. All four projects will relate to developing, laying out and publishing annual PA Wilds Center publications. These will include the 30-page PA Wilds Buyers Guide; the 4-page Youth Fundraising Company Catalog Template; the PA Wilds Annual Report; and a 10-12 page lifestyle catalog where they will also re-purpose some content for blogs and social media, develop a strategy for promotion, and do analysis of success metrics using Google Analytics and social media data. All of these projects will have previous year’s templates for the students to work with, and most content provided by PA Wilds Center or partner organizations, so it will be up to the students to coordinate incoming content and layout and design the new publication. Students’ work will be recognized publicly at the PA Wilds Annual Awards Dinner, a networking event that draws about 200 stakeholders from across the Pennsylvania Wilds region, held in late April. Students may be asked to speak about their experiences participating in the PR Agency at the dinner. Students will also be encouraged to use their experience and successes with the PR Agency to strengthen their resumes and/or college applications.

Student activities will include:

- Evaluate their team and special skills or interests within it; establish team roles (designers, copy editors, photographers, project managers etc) and responsibilities.

- Interview the ‘clients’ about each project to understand the scope, expectation, budget, creative resources needed or available, content generation, timeline, target audience, methods of distribution (print, digital, etc) etc.
- Establish an annual calendar and major deadlines for the projects.
- Establish workplans for each project to ensure deadlines are met.
- Provide monthly one-page project updates to ‘clients’
- Develop one-page outline of launch plans for each project. Provide to ‘client;’ revise as needed.
- Layout and design each project using Canva software.
- Go through an editing process on staff and then with clients.
- Deliver final products with a note thanking the client for choosing their firm.

Students involved in the PR Agency will also be required to complete at least one online multi-media education module per internship term, which will conclude with a test-your-knowledge Q&A. After completing the module, the student should articulate to their Team what they learned from the module, providing a great opportunity for further digestion of the materials and to do public speaking. Modules are designed to provide an example of real-world local applications of core curriculum subject areas and also add depth to the student’s understanding of the materials at hand. Modules will include:

- Geography: The Pennsylvania Wilds’ role as one of the state’s 11 official tourism regions and one of its seven Conservation Landscapes; its rural nature (covers 25 percent of PA but only has 4 percent of its population); counties that comprise the region; and its unique topography.
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- Business & Entrepreneurship: This module looks at the emerging entrepreneurial ecosystem around the Pennsylvania Wilds effort, how businesses are using the regional brand to expand their products and services, resources available to entrepreneurs in PA and examples of how young people moved back to rural PA to start businesses.
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High Schools Eligible: Kane Area High School

Location: On-campus.

Estimated Students Per Class: 10 per year

PA WILDS YOUTH

FUNDRAISING COMPANY

The PA Wilds Youth Fundraising Company is geared toward juniors and seniors interested in pursuing a career in a variety of areas, including Business, Marketing, Sales, Entrepreneurship, Manufacturing, Shipping, Retail, Distribution, Systems Management, E-Commerce, Communications, and Technology.

This program will be set up as a class or club that operates throughout the school year as a business team, with students eligible to take 4 semesters total. The class/club will have a coordinating school teacher and a mentor from the PA Wilds Center who guides the students through hands-on learning experiences related to starting a Fundraising Company for their school that focuses on local products instead of mass market items that have little economic impact on the region's economy.

Students will go through the process of starting their company, establishing their team, setting budgets, defining their audience, selecting products, launching their sales campaign, processing orders, delivering shipments, closing out their budget year and reporting on impacts of the program.

PA Wilds Center would provide the Fundraising Company with a list of vetted products/price points from The Wilds Cooperative of PA, a business development program for place-based businesses with more than 230 members from across the Pennsylvania Wilds region. Students in the Fundraising Company could select up to five products for their catalog. PA Wilds Center would also provide the ordering system for the Fundraising Company model, which would include a 4-page catalog template that includes an order form, a thank-you card to be placed with orders, and various simple tracking and reporting documents with instructions.

Profits from the Fundraising Company would go to benefit the school and its students. An appropriate fiscal agent, such as the school, a Parent Teacher Organization, or similar nonprofit, would be designated and assist with processing deposits and expenses. Students would work with their advisors to designate how profits are to be used (to support special school events, student scholarships, etc).

Students' work will be recognized publicly at the PA Wilds Annual Awards Dinner, a networking event that draws about 200 stakeholders from across the Pennsylvania Wilds region, held in late April.

Students may be asked to speak about their experiences participating in the Fundraising Company at the dinner. Students will also be encouraged to use their experience and successes with the Fundraising Company to strengthen their resumes and/or college applications.

Student activities will include:

- Evaluate their team and special skills or interests within it; establish team roles (head of sales, accounting, marketing and communications, systems, etc.) and responsibilities.
- Establish an annual calendar for their fundraising cycle and set major deadlines.
- Establish budget, banking and accounting systems (how expenses will be paid; where profits will reside (PTO/club/etc)).
- Get an overview from PA Wilds Center about The Wilds Cooperative of PA program and the local products to choose from; and also an overview of the ordering system and catalog template used by the Fundraising Company.
- Identify their audience, types of products from the Wilds Cooperative of PA that will succeed with that audience, price point range and how the audience will be reached with catalogs.
- Determine profits of products at three different sales levels. Select products.
- Plug products into catalog template and do other customizing to template.
- Determine how many catalogs need printed, send to printer.
- Develop one-page outline of distribution/launch plan for catalog. Distribute catalogs.
- Develop one-page outline on how orders will be processed. Process orders, including tallying total number of products to be ordered, and issuing checks to the local companies, where/when order shipments are to be sent, process for divvying them up and getting them to students.
- Develop refund policy for mistakes.
- Develop Profit & Loss Statement based on income/expenses.
- Deliver orders.
- Reconcile any mistakes/refunds.
- Finalize P&L. Determine multiplier impact of spending local.

- Complete PA Wilds Center Annual Reporting Form so impacts of the program can be tracked and shared with the public.

Students involved in the Fundraising Company will also be required to complete at least one online multi-media education module per internship term, which will conclude with a test-your-knowledge Q&A. After completing the module, the student should articulate to their Team what they learned from the module, providing a great opportunity for further digestion of the materials and to do public speaking. Modules are designed to provide an example of real-world local applications of core curriculum subject areas and also add depth to the student's understanding of how the products they are using in the Fundraising Company relate to a larger regional strategy. Modules will include:

- Geography: The Pennsylvania Wilds' role as one of the state's 11 official tourism regions and one of its seven Conservation Landscapes; its rural nature (covers 25 percent of PA but only has 4 percent of its population); counties that comprise the region; and its unique topography.
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- Civics & Government: This module looks at how citizens, nonprofits, businesses and local, state and federal government work together to advance the ground-breaking Pennsylvania Wilds effort.
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High Schools Eligible: DuBois Area High School

Location: On campus.

Estimated Students Per Class: 10

PA WILDS OUTDOOR INDUSTRY EXPLORATION SERIES:

PLANNING A RIVER EXPEDITION

The ‘PA Wilds Outdoor Industry Exploration Series: Planning a River Expedition’ is geared toward sophomores, juniors and seniors interested in working in the region’s growing outdoor recreation industry, or those interested in learning more about local history, geography, health and safety, and ecosystems through a hands-on experience preparing for a kayaking trip on one of the Pennsylvania Wilds’ waterways.

The outdoor recreation economy is an \$887 billion annual industry in the United States, accounting for more than 7.6 million jobs in fields that include everything from guide and outfitting services to

developing and manufacturing outdoor products such as kayaks, backpacks, tents and cook stoves. Public lands are at the heart of the outdoor recreation economy. For the last 15 years, local partners from the public and private sectors have been working to grow this sector of the economy in the Pennsylvania Wilds. The region is uniquely positioned to do this as it is home to more than 2 million acres of public land – more than Yellowstone National Park -- and 16,000 miles of waterways.

Outfitters and guides are a linchpin businesses in this economic development effort. They help visitors safely access and experience the region’s biggest draw -- its public lands and waterways -- often passing their foot traffic to other businesses such as restaurants, lodges and retail stores, which helps these businesses grow and rural communities thrive.

Just as in the other vibrant niche industries, not just anyone can start or buy and operate a successful outfitting business. Not only are these lifestyle businesses they are also highly technical, requiring a deep understanding of the activities and gear at hand, the landscape on which these things are operated and the customer service and risk assessments that go with each.

The PA Wilds Outdoor Industry Exploration Series helps support and grow the outfitter and guide sector in the Pennsylvania Wilds by building awareness for the industry among the next generation, who may want to work at, start or one day purchase and operate such a business. At the very least, students will get a better understanding for the unique role such businesses play in their communities, the importance of safety and preparation on wilderness trips, and stewardship of the natural resources utilized.

PA Wilds Outdoor Industry Exploration Series classes are designed to build this awareness while teaching the students about a recreation activity that is popular in the region. This engages the students in developing new skills in an activity that is healthy, an opportunity to learn about local public lands/waterways and their historical significance, while also getting an opportunity to see the guide/outfitter ‘in action’ at work.

For this class, some sessions will be held in a classroom setting using a power point and small group activities such as trip planning and gear demonstrations; others will take place on-water at the YMCA pool.

Each class will begin with a 10-minute interactive discussion about an industry topic before the day's course-work begins. Topics will include: 1. Challenges to operating an outfitter/guide business; 2. Age, skills, certifications and other requirements for getting hired at an outfitting/guide operation; 3. Pay and perks of working in the industry; 4. How the outfitter reaches customers; 5. Importance of Stewardship/real life ways company engages in this; 6. Ways company impresses importance of safety on customers. 7. How company passes foot traffic to other businesses.

Students enrolled will also be required to complete at least one online multi-media education module, which will conclude with a test-your-knowledge Q&A. After completing the module, the student should articulate to the rest of their class what they learned from the module, providing a great opportunity for further digestion of the materials and to do public speaking. This 5-minute student presentation will also be held at the beginning of the class. Modules are designed to provide an example of real-world local applications of core curriculum subject areas and also add depth to the student's understanding of how outfitters/guides relate to the Pennsylvania Wilds landscape. Modules will include:

- Geography: The Pennsylvania Wilds' role as one of the state's 11 official tourism regions and one of its seven Conservation Landscapes; its rural nature (covers 25 percent of PA but only has 4 percent of its population); counties that comprise the region; and its unique topography.
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their products and services, resources available to entrepreneurs in PA and examples of how young people moved back to rural PA to start businesses.

- Arts & Humanities: This module looks at how arts and culture are incorporated into the Pennsylvania Wilds effort and how they help distinguish the region as a destination and build community pride.
- Civics & Government: This module looks at how citizens, nonprofits, businesses and local, state and federal government work together to advance the ground-breaking Pennsylvania Wilds effort.
- Science & Technology: As part of the effort to grow nature tourism in the Pennsylvania Wilds, PA DCNR built several new high-performance conservation destination facilities to orient and educate visitors. This module provides an overview of these facilities and their green building features.
- Computer & Information Technology: PA Wilds Center is a virtual organization that must connect a lot of different kinds of stakeholders across a large rural landscape. This module looks at key platforms/software the nonprofit uses to do this (Salesforce, Wild Apricot, Word Press, Quickbooks, Google Docs, Canva and Social Media), and the basic functionality of each.

This particular PA Wilds Outdoor Industry Exploration Series class will be led by an area outfitter who is a Leave No Trace Master Educator; National Outdoor Leadership School (NOLS) graduate, and American Canoe Association (ACA) certified Level I and II kayak instructor. Classes will be held twice a week for six weeks.

The first 4 weeks of class the students will toggle between a classroom setting and a pool setting.

In the classroom setting they will learn through visual presentations and small group activities about navigable waterways in Warren County (Allegheny River, Brokenstraw Creek, Conewango Creek, and Tionesta Creek); how to identify the features of a river (downstream and upstream V, eddy, eddy lines, hydraulics, holes, seams and standing waves, etc) to better "read the river" while paddling; an understanding of US Geological Survey creek water level monitoring devices and US Army Corps of Engineers outflow from Kinzua Dam, and how those levels affect the paddling experience; an overview of water safety, to include safety gear, local caution areas unique to each waterway, what to do in an

emergency situation, weather threats, common hazards while paddling (sweepers, deadheads and strainers), and the importance of filing a float plan.

In the pool setting students will get a breakdown of personal equipment (types of kayak, paddle and Personal Flotation Device), and experience effectively using a throw rope, kayak carries, loading and unloading, and land and water etiquette. They will also practice entry-level kayaking maneuvers, such as launching/landing from land and dock, controlled capsize/wet exit, and emptying a kayak. Other maneuvers will include spin, abeam, forward and stopping. Strokes will include forward, back, draw, sculling draw, sweep, reverse sweep, rudder and low brace.

In weeks 5-6, students will utilize topographic maps and local resources to complete a three-day float plan on the waterway of their choice, to include all necessary gear and rations (utilizing AO rental gear), and will learn how to efficiently load a kayak for their proposed overnight expedition (class will not actually take the overnight expedition).

High Schools Eligible: Warren, Sheffield, Eisenhower, Youngsville, Kane

Duration: 2 hours, twice a week, for six weeks. Held after school/on weekends in winter season. (24 hours)

Location: Allegheny Outfitters and Warren County YMCA, both in downtown Warren

Cost to Students/School: Free (maximum 10 students per class)

Other: Students/parents provide transportation. Permission slips/liability waivers required from parents to have students participate.

PA WILDS OUTDOOR INDUSTRY EXPLORATION SERIES:

PLANNING A BACKCOUNTRY WILDERNESS EXPEDITION

The 'PA Wilds Outdoor Industry Exploration Series: Planning a Backcountry Wilderness Expedition' is geared toward sophomores, juniors and seniors interested in working in the region's growing outdoor recreation industry, or those interested in learning more about local history, geography, health and

safety, and ecosystems through a hands-on experience preparing for a backpacking trip on public lands in the Pennsylvania Wilds.

The outdoor recreation economy is an \$887 billion annual industry in the United States, accounting for more than 7.6 million jobs in fields that include everything from guide and outfitting services to developing and manufacturing outdoor products such as kayaks, backpacks, tents and cook stoves. Public lands are at the heart of the outdoor recreation economy. For the last 15 years, local partners from the public and private sectors have been working to grow this sector of the economy in the Pennsylvania Wilds. The region is uniquely positioned to do this as it is home to more than 2 million acres of public land – more than Yellowstone National Park -- and 16,000 miles of waterways.

Outfitters and guides are a linchpin businesses in this economic development effort. They help visitors safely access and experience the region's biggest draw -- its public lands and waterways -- often passing their foot traffic to other businesses such as restaurants, lodges and retail stores, which helps these businesses grow and rural communities thrive.

Just as in the other vibrant niche industries, not just anyone can start or buy and operate a successful outfitting business. Not only are these lifestyle businesses they are also highly technical, requiring a deep understanding of the activities and gear at hand, the landscape on which these things are operated and the customer service and risk assessments that go with each.

The PA Wilds Outdoor Industry Exploration Series helps support and grow the outfitter and guide sector in the Pennsylvania Wilds by building awareness for the industry among the next generation, who may want to work at, start or one day purchase and operate such a business. At the very least, students will get a better understanding for the unique role such businesses play in their communities, the importance of safety and preparation on wilderness trips, and stewardship of the natural resources utilized.

The PA Wilds Outdoor Industry Exploration classes are designed to build this awareness while teaching the students about a recreation activity that is popular in the region. This engages the students in developing new skills in an activity that is healthy, an opportunity to learn about local public

lands/waterways and their historical significance, while also getting an opportunity to see the guide/outfitter 'in action' at work.

For this class, some sessions will be held in a classroom setting using visual presentations, and small group activities such as trip planning and gear demonstrations; others will take place on the North Country National Scenic Trail in the Allegheny National Forest.

Each class will begin with a 10-minute interactive discussion about an industry topic before the day's course-work begins. Topics will include: 1. Challenges to operating an outfitter/guide business; 2. Age, skills, certifications and other requirements for getting hired at an outfitting/guide operation; 3. Pay and perks of working in the industry; 4. How the outfitter reaches customers; 5. Importance of Stewardship/real life ways company engages in this; 6. Ways company impresses importance of safety on customers. 7. How company passes foot traffic to other businesses.

Students enrolled will also be required to complete at least one online multi-media education module, which will conclude with a test-your-knowledge Q&A. After completing the module, the student should articulate to the rest of their class what they learned from the module, providing a great opportunity for further digestion of the materials and to do public speaking. This 5-minute student presentation will also be held at the beginning of the class. Modules are designed to provide an example of real-world local applications of core curriculum subject areas and also add depth to the student's understanding of how outfitters/guides relate to the Pennsylvania Wilds landscape. Modules will include:

- Geography: The Pennsylvania Wilds' role as one of the state's 11 official tourism regions and one of its seven Conservation Landscapes; its rural nature (covers 25 percent of PA but only has 4 percent of its population); counties that comprise the region; and its unique topography.
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This particular PA Wilds Outdoor Industry Exploration Series class will be led by an area outfitter who is also a Leave No Trace Master Educator and National Outdoor Leadership School (NOLS) graduate.

The class will be held for two hours, twice a week, for six weeks. During the first three weeks, students will get an understanding of the hiking trail system in the Allegheny National Forest (ANF) to include connector trails, designated wilderness areas, multi-use trails and the North Country National Scenic Trail (emphasizing the 96-mile portion of the NCNST that is within the ANF).

Students will also learn necessary gear to safely set off on a backpacking trip – backpacks (types, sizes, fitting, weight), sleep systems (tents, hammocks, sleeping pads, sleeping bags), stoves (with and without

fuel lines, cleaning, maintaining), water filtration (types and filter systems, where to pull water from), and safety gear (emergency locaters, satellite phones).

Instruction will also cover what to do in emergency situations (wildlife encounters, severe weather, basic survival skills in the event of equipment loss); how to calculate rations; camp kitchen etiquette (where to cook, proper storage when on trail and camp, hanging a bear bag, bear canister use); hands-on demonstrations on how to use various kinds of cook stoves; and how to properly pack equipment into a backpack.

Students will get hands-on field instruction on how to use map and compass to navigate, how to identify and understand trail blazes, and how to carry a backpack.

In weeks 5-6, students will utilize topographic maps and local resources to complete a three-day backpacking itinerary on the trail of their choice in the ANF, to include daily mileage, elevation change, water sources, all necessary gear and rations, and efficiently pack all the gear for their proposed overnight expedition in their pack. Rental gear will be provided free of charge to the students.

The class will conclude with an overnight backpacking trip in the ANF (all rental gear provided by AO except sleeping bag), with an emphasis on Leave No Trace practices.

High Schools Eligible: Warren, Sheffield, Eisenhower, Youngsville, Kane

Duration: 2 hours, twice a week, for six weeks. Held after school/on weekends. (24 hours)

Location: Off Campus. Allegheny Outfitters, downtown Warren; North Country National Scenic Trail (Warren County)

Cost to Students/School: Free (maximum 10 students per class)

Other: Students/parents provide transportation. Permission slips/liability waivers required from parents to have students participate.