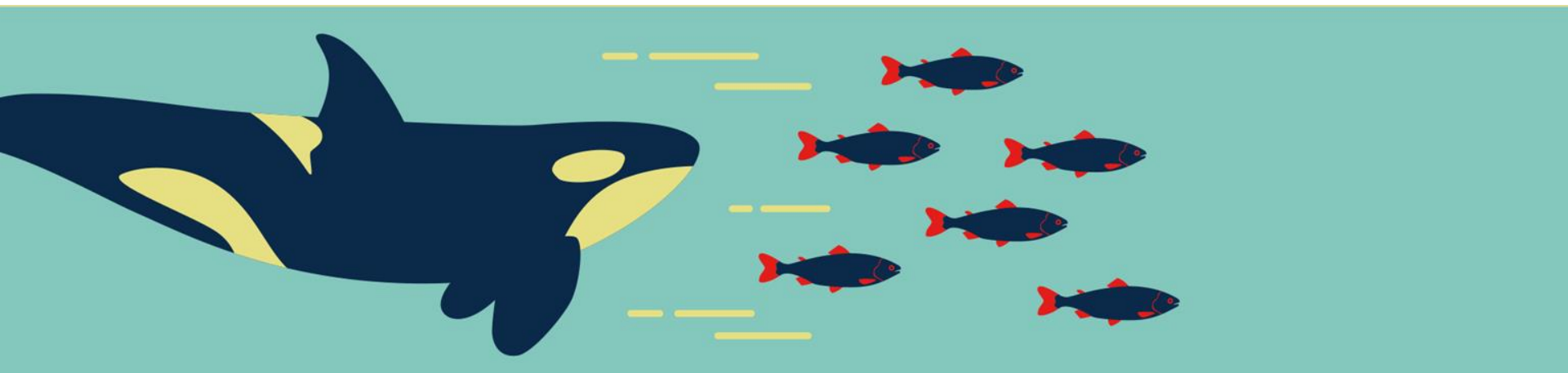


# Whale Scout

*Protecting Pacific Northwest whales through  
land-based conservation experiences*



Whitney Neugebauer  
Director, Whale Scout

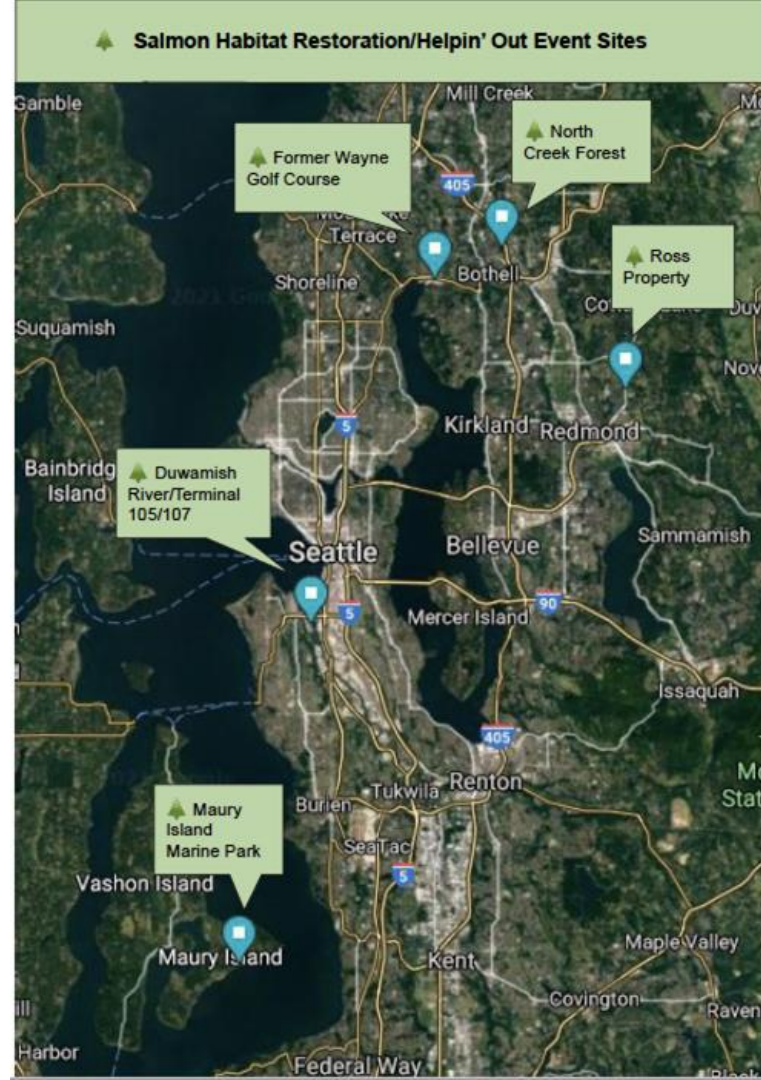
## Background

- Land-based whale watching to channel interest in whales to salmon streams and native trees
- Volunteers with time, flexibility, transportation



## Some original partner project sites

- Regional, throughout Puget Sound
- Host organizations would lead volunteers



## Current project

- Former Wayne Golf Course
- Sammamish River Chinook, Coho, Sockeye



## Local Community Engagement

- Local project to “put down roots” as a community partner to make lasting change
- Why do people decide to volunteer, what motivates them?



Getting Curious –  
Do programs and  
participants reflect the  
Bothell community?

- Who do we reach?
- Why?
- Are we preaching  
to the choir?
- Who aren't we  
reaching?
- Tracking  
demographics



## Partnership with YMCA of Greater Seattle (8 years)

- Reach low-income families in free and reduced-priced lunch
- Throughout King County
- Bring programs to communities who may not attend volunteer events



## Diverse Voices Student Leadership Program

- Recognized inequities in internship programs and opportunities for students
- Goal: Empower future leaders and reverse historical trends
- Offer living wage
- Resume-building experiences



## Recruiting Traditionally Underrepresented Students

- Partnerships with local schools
- Promotional materials are specific
- Open-ended application questions



## Other keys to success:

- Offer boots, outdoor gear
- Encourage local ride sharing among students
- Don't require previous experience



## Students as leaders

- Host special volunteer events
- Integrating skills for broad community engagement



# Program Partners and Supporters



