

Engineering Digital Solutions

The Wild Center Volunteer Program

University of Rochester
Digital Media Studies Capstone



MEET THE TEAM



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Communications
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UI/UX Designer
& Developer

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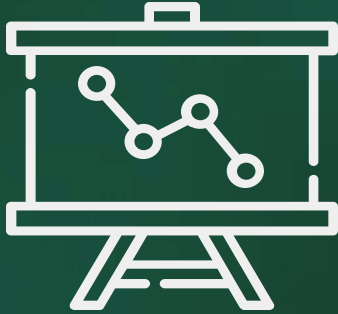
Miles Vilke

Audio Master
& UX Researcher

Working with The Wild Center



The Challenge



75%

of volunteers were lost during the COVID-19 pandemic



Volunteers

are at the heart of The Wild Center

The Plan



Refresh the Website

To view opportunities and apply!



Marketing Campaign

To get the word out!

STEP ONE

Need-Finding

Interviews

Staff Interviews

- History of the program
- Current struggles
- Current marketing tactics

Volunteer Interviews

- The joys of volunteering
- Types of positions



First Site Visit

Goals:

- Meet The Wild Center Team!
- Learn onboarding process for new volunteers
- Get to know The Wild Center



STEP TWO

A New Webpage

Work with the Wild Center

VOLUNTEERS

EDUCATION TEAMWORK

Volunteers are at the heart of the Center

Volunteers make an irreplaceable contribution to The Wild Center. They connect the whole Wild Center community together.

Volunteers experience the excitement of involvement as the Center helps people see the world around them in new ways.

Support > Volunteer

Volunteer at the Wild Center

As a volunteer, we work to find opportunities that match your interests and skills. Take a look at the available opportunities on this page.



Public Facing Volunteers

Enhance our visitors' experience or dig deep into a natural history topic that interests you.

[Learn More](#)

Behind the Scenes Volunteers

Behind the scenes volunteers make a difference in so many ways, from animal care of our collections, to back entry, to tending our outdoor plants and exhibits.

[Learn More](#)

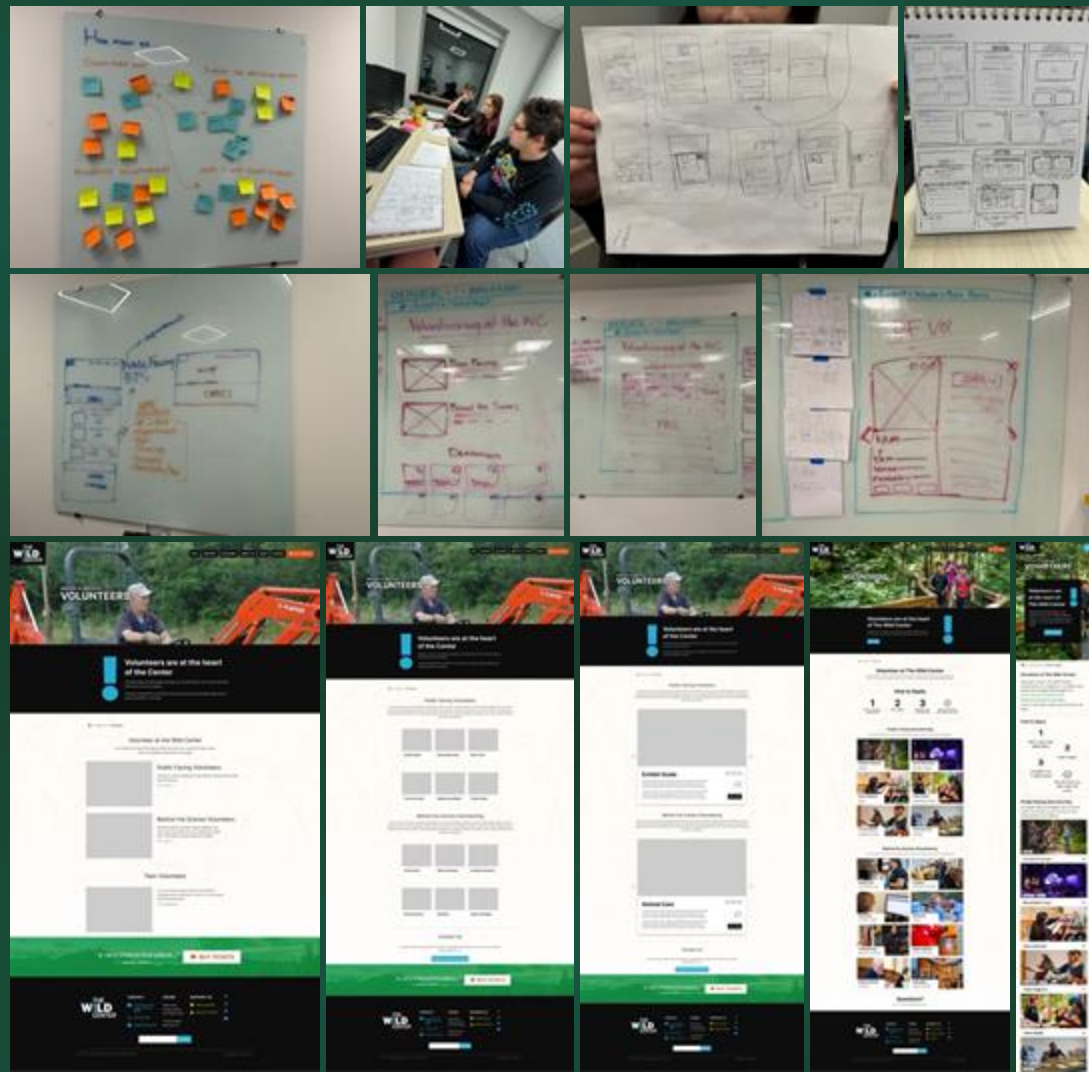
Previous Design

Feedback:

- Hard to access the apply button
- Unable to toggle between different types of opportunities
- Outdated photos

Design

- How can we show more info?
- How can we make applying faster?
- How can we target a younger audience?
- How can we make volunteering at The Wild Center look exciting?



Final Product



Final Product



Tinker Studio

Training Required

Science

Tinker Studio

Training Required

Science

Tinkering Studio Volunteers help engage visitors in building, testing and playing while exploring concepts of climate solutions. Activities include wind turbines, animal homes, and upcycled crafts. Duties include cleaning, refilling supplies, and providing demonstrations/instructions for visitors.

Ongoing

Education Department

APPLY NOW

Support > Volunteer

Volunteer at The Wild Center


Members support The Wild Center's operations and programs in countless ways. Check out our opportunities below in [Public Facing Volunteering](#) and [Behind the Scenes Volunteering](#) to find a role that matches your interests and skills.

How to Apply

- 1**
Pick a volunteer opportunity
- 2**
Complete the 15-minute form
- 3**
We will email you more info soon


Public Facing Volunteering

As a public-facing volunteer, you'll make an impact by interacting with visitors on the museum floor and outdoors.




Outdoor Programs

[Outdoors](#)




Planet Adirondack

[Technology](#) [Science](#)




Store Assistant

[Retail](#)




Tinker Studio

[Training Required](#) [Science](#)



Trunk Programs

[Art & Exhibits](#) [Science](#)



Visitor Services

[Community](#)

Volunteers will take the Museum's Deck at the heart of the visitor to ensure safety, answer questions, and provide program information and guidance.


[Training](#)


[Background Requirement](#)

[Apply Now](#)

Behind the Scenes Volunteering

As a behind-the-scenes volunteer, you'll make an impact by helping with organizational and logistics departments.





STEP THREE

Marketing Campaign

Brainstorm



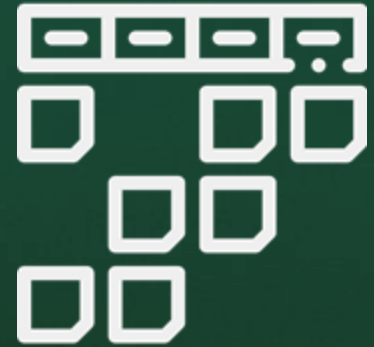
Strategizing

Goals & Pillars



Ideating

Content Concepts



Categorizing

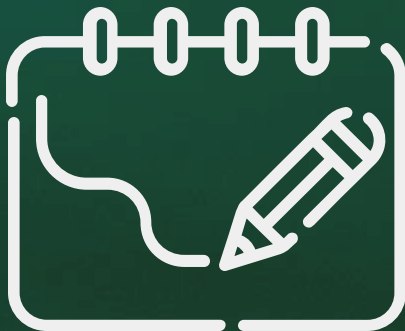
Clusters & Alignment

Graphic Design



Sketch

Rough Sketches



Iterate

Drafts & Feedback



Produce

Finals & Mockups

Identity Assets



Poster & Banner



Second Site Visit



Goals:

- Film and photograph TWC
- Record formal interviews
- Assess internal needs

Road Bumps:

- Audio & video recording
- Seasonal images



STEP FOUR

The Future

Handoff

Sharing the Deliverables:

- Website
- Branding
- Design Assets
- Long-form Videos
- Social Media Content
- Further Marketing
- Survey Results



Thank You!

