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Our Purpose
CELEBRATING THE WONDERS OF NATURE

AUDUBON NATURE INSTITUTE’S
FAMILY OF PARKS AND MUSEUMS
DEDICATED TO NATURE INCLUDES:

Audubon Aquarium of the Americas
Audubon Butterfly Garden and Insectarium
Audubon Center for Research of Endangered Species
Audubon Louisiana Nature Center
Audubon Nature Institute Foundation
Audubon Park
Audubon Wilderness Park
Audubon Zoo
Entergy IMAX® Theatre
Freeport-McMoRan Audubon Species Survival Center
Woldenberg Riverfront Park

Our Community Relations Mission
To foster environmental stewardship and to create a culture of family recreation among minority populations in the New Orleans metropolitan area; to develop an affinity for careers in science among disadvantaged youth in our region.

From the President
RON FORMAN

It all began thirteen years ago, when a group of Audubon board members, business partners and employees came TOGETHER to create a model for community outreach. Today, as a result of our team’s hard work, innovative thinking and sincere desire to “do the right thing,” over 1.7 million minority/underserved individuals have come to celebrate the wonders of nature.

This report offers greater insight on what we have accomplished thus far through our Community Relations program, and provides a glimpse into a promising future. As you review it, you will learn more about specific goals and activities that fuel our community relations efforts and cause this program to stand as a model for others like it across the country.

Whether they take the form of a special admission for Title 1 schools, a Zoomobile visit to a local church, festivals that celebrate Asian and Hispanic heritages, a walkathon to support historical black colleges, an Easter egg hunt for thousands of local children, or a business expo for minority-owned businesses, our community relations outreaches allow minority/underserved populations the chance to develop a lifelong connection with the natural world through our world-class family of parks and museums.

Moving ahead, it is our hope to better position our organization as an agent of cultural change and a catalyst for inclusiveness. TOGETHER with our partners, our staff of dedicated employees, and the cooperation of the community-at-large, success will be our only outcome.

L. Ronald Forman
President & CEO, Audubon Nature Institute
Visitation at Audubon Nature Institute attractions and parks reflects the incredible diversity of New Orleans and the surrounding area. More than 270,000 people from underserved communities were guests at Audubon venues in 2011, enjoying the wonders of nature while learning about conservation. Audubon Nature Institute is committed to reaching out with enriching experiences across communities, giving everyone an opportunity to develop an enduring connection to our natural world.

Community Relations means working together at Audubon Nature Institute. It takes a team to create the scores of meaningful programs aimed at growing access and inclusiveness every day. African Americans, Asian Americans, Hispanic Americans, senior citizens, economically disadvantaged people, and disabled individuals are encouraged to experience Audubon attractions at a deeper level, with the hope that they will take away with them a new appreciation for the wonders of our natural world.

At Audubon Nature Institute, learning is always fun. Whether it’s painting an Asian elephant for the Asian-Pacific American Society Festival, chatting with an inspirational and influential role model for Soul Fest, celebrating Mardi Gras on the riverfront, or sampling exciting new cuisine from south of the border for Celebración Latina, the possibilities for exploring cultures and traditions from around the corner and around the world are nearly endless.

Entertaining and meaningful, more than 40,000 local people from underserved communities enjoy these fun, family-oriented events each year.
It's a dark night, and your guide is leading you down a winding walkway. The sounds of exotic animals surround you, and you're not really sure where you're going. You have to be somewhere far away on safari, right? Well, in a sense because this is Safari After Dark at Audubon Zoo, one of many programs offered by Audubon Nature Institute’s Education Departments.

The Zoo, Aquarium and Butterfly Garden and Insectarium are unparalleled classrooms, where families, day camps and school groups from every part of the city and region bring young people who may otherwise be unable to visit. Programs such as Junior Keepers, Aqua Corps, Junior Entomologists and Zoo Explorers encourage learning about wildlife on a new level.

And Audubon hits the road, with visits by our outreach vehicles to people who may not be able to make the trip to the attractions. Entergy IMAX® Theatre at the Aquarium is so much more than a movie, giving Title 1 students a thrilling big-screen experience they will never forget.

Through Taylor/Audubon Students and Scholars, thousands of the most accomplished students from around the state receive free memberships to Audubon attractions. It’s a nice reward for students who get good grades, letting them know that their hard work in school pays off.

In all, Audubon Nature Institute education programs proudly host more than 120,000 minority/underserved youngsters every year.
It takes a lot to keep Audubon going – from office supplies to construction materials, from fresh produce for Audubon’s animals to crickets for cooking at Audubon Butterfly Garden and Insectarium, it’s an eclectic mix of essentials needed to keep Audubon running.

At Audubon Nature Institute, opportunities abound for women-owned and minority-owned businesses. Whether exposure for a family-owned restaurant at Soul Fest or a substantial contract for an established vendor, an association with Audubon can be just the jumpstart a fledgling business needs!

In 2011, Audubon invested $3 million dollars with MBEs and WBES, broadening opportunities for disadvantaged businesses via business expos, matchmaker sessions, business seminars and online certification. Working with Audubon is easy and profitable for women-owned and minority-owned businesses.

Audubon’s commitment to diversity gets noticed! The Louisiana Supplier Diversity Council recognized Audubon Nature Institute and Purchasing Director Cecillie Halliwill for their commitment to WBE/MBE enterprises. The goal? To create more opportunities for disadvantaged businesses with Audubon. The result? Beyond expectation, with more than a dozen new DBE suppliers in 2011.

When people get together, the ambiance is key. When the gathering is at an Audubon attraction, an easy magic happens, making the party more than memorable. Whether it’s a family picnic under Audubon Park’s ancient oaks, a wedding in front of Audubon Aquarium’s Gulf of Mexico Exhibit, a reception at the elegant Audubon Tea Room, or a professional meeting overlooking Audubon Golf Course, a get-together at Audubon always amazes.

Audubon Nature Institute proudly creates attractive and affordable private events for clients in the minority community, offering the expert advice of our events specialists along with quality service. Each year, more than 2,000 minority/underserved guests receive customized attention from Audubon’s Special Events Department – including cuisine created by the award-winning Audubon Catering, one of the most prestigious culinary teams in town.
Human Resources

AUDUBON’S PEOPLE MAKE AUDUBON SPECIAL

A diverse workforce strengthens Audubon. With a talented employment pool full of people who grew up loving Audubon Nature Institute, Audubon staffs its venues with the brightest workers who reflect the population of our region.

Clearly stated goals for minority employment and job support ensure success. The focus is on enriching our community while training employees to expand skill sets, build a sense of initiative and make ever-increasing contributions to the Audubon family. The potential is limitless!

Audubon’s commitment to diversity is evidenced in the recruitment and training strategies implemented by our Human Resources Department and reinforced by Audubon Vice President of Human Resources Toni Mobley, who was the 2012 recipient of the Multicultural Leadership Award. Toni was cited by the National Diversity Council for her successful efforts to coach, develop and mentor women and diverse leaders throughout the entire State of Louisiana.

2011 GOALS

20% of all hires/promotions at $30,000 and higher are minorities

2011 RESULTS

14% of all hires/promotions at $30,000 and higher were minorities

Spirit Shines

AUDUBON PARTNERS THROUGHOUT THE REGION

CORPORATE PARTNERS

HCA/Tulane Medical Center
WellCare Health Plans
New Orleans Black McDonald’s Operators
Stone Center for Latin American Studies
Tabasco® Brand Products
BP America, Incorporated
Jefferson Financial Credit Union
Pan-American Life Insurance Group

CHURCH PARTNERS

Franklin Avenue Baptist Church
Mary Queen of Vietnam Roman Catholic Church
Life Center Cathedral
Watson Memorial Teaching Ministries
Household of Faith Family Worship Church International
Greater St. Stephen Full Gospel Baptist Church

COMMUNITY PARTNERS

Asian Pacific American Society
Catholic Charities
Habitat for Humanity
Hispanic Apostolate
Latin American Civic Association of Louisiana
McFarland Institute
Miss Louisiana Black USA Pageant
New Orleans Hornets
New Orleans Public Library
Puentes/LatinNola
Salvation Army
Second Harvest Food Bank
Sheriff Marlin Gusman
Tulane University Center for Public Service
UNCF
Vietnamese American Community
West Jefferson Hospital

VP of HR, Toni Mobley

Greater St. Stephen Full Gospel Baptist Church; Miss Black LA USA
Audubon Nature Institute Community Relations hosts a number of events and engages the community at large.

Hornets Day at the Zoo
Greater St. Stephen Full Gospel Church
Household of Faith Family Worship Church
WOW Jam Evangelical Outreach
James Bunche Career Day
Franklin Avenue Baptist Church
JP Morgan Chase Central City Outreach
Gusman Easter Hunt
Vietnamese Awards Day
St. Dominic Heritage Fest
Senior Day (Co-hosted with WellCare)
UNCF Walk for Education
Salvation Army Emerge Christmas Party