

A photograph of two children walking away from the camera through a field of tall, dry grass and wildflowers. The child on the left is wearing a red shirt and blue overalls, and the child on the right is wearing a yellow shirt and blue shorts. They are walking towards a dense forest of green trees in the background. The sun is low in the sky, creating a warm, golden light and a lens flare effect. The overall mood is peaceful and hopeful.

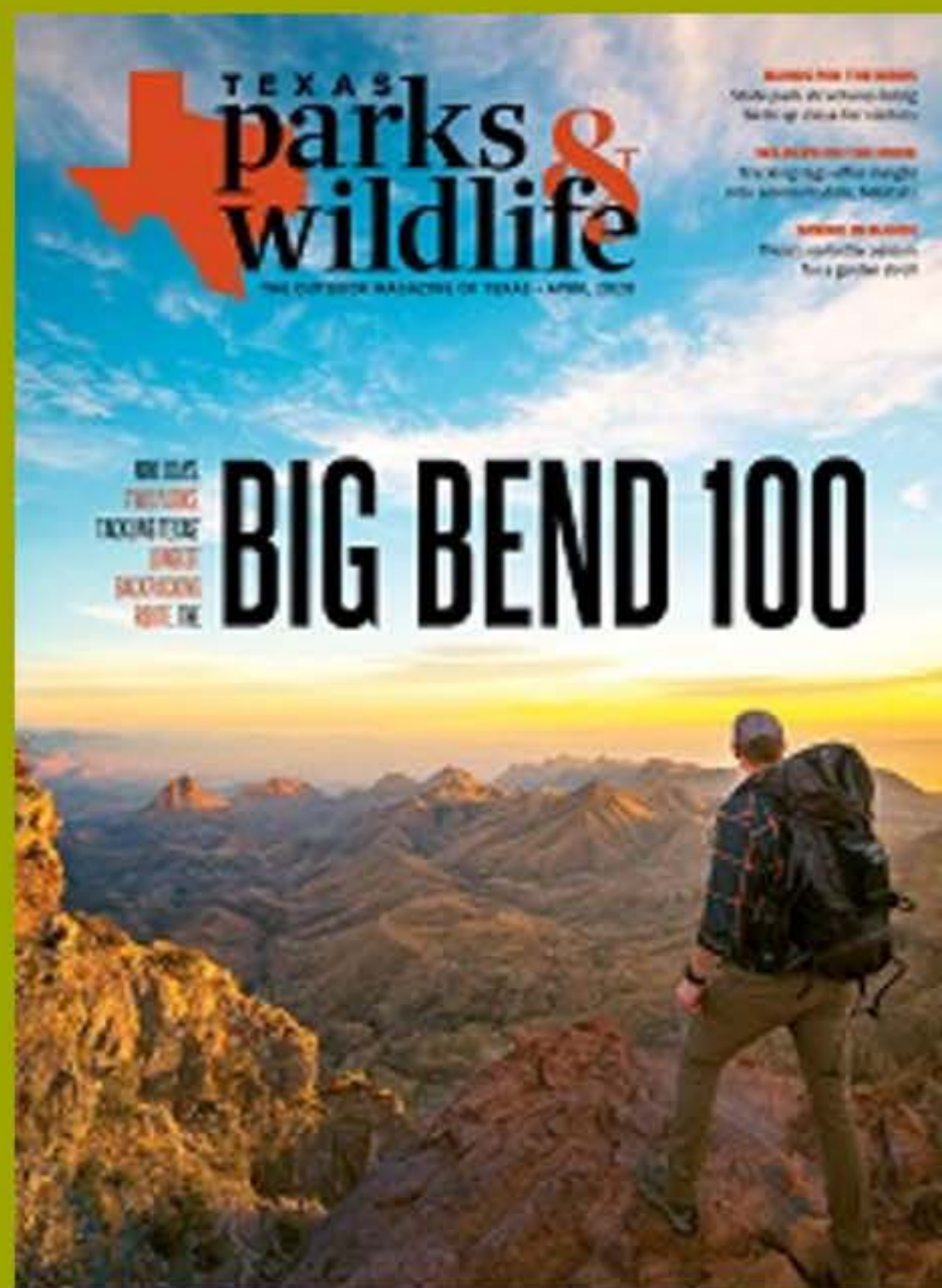
Vision to Action

Mapping a Conservation Movement

2023 Hill Country
Leadership Summit
Ky Harkey



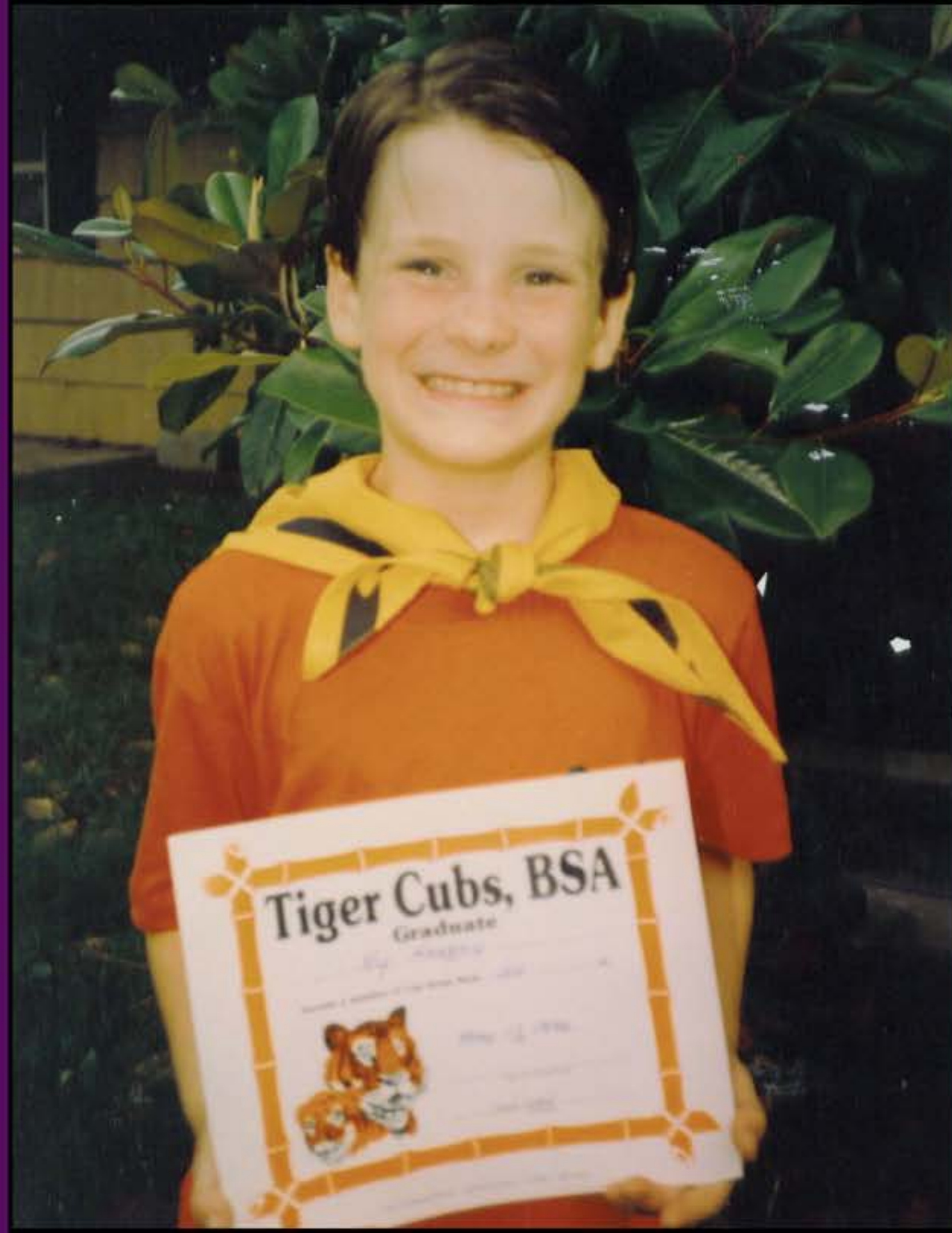










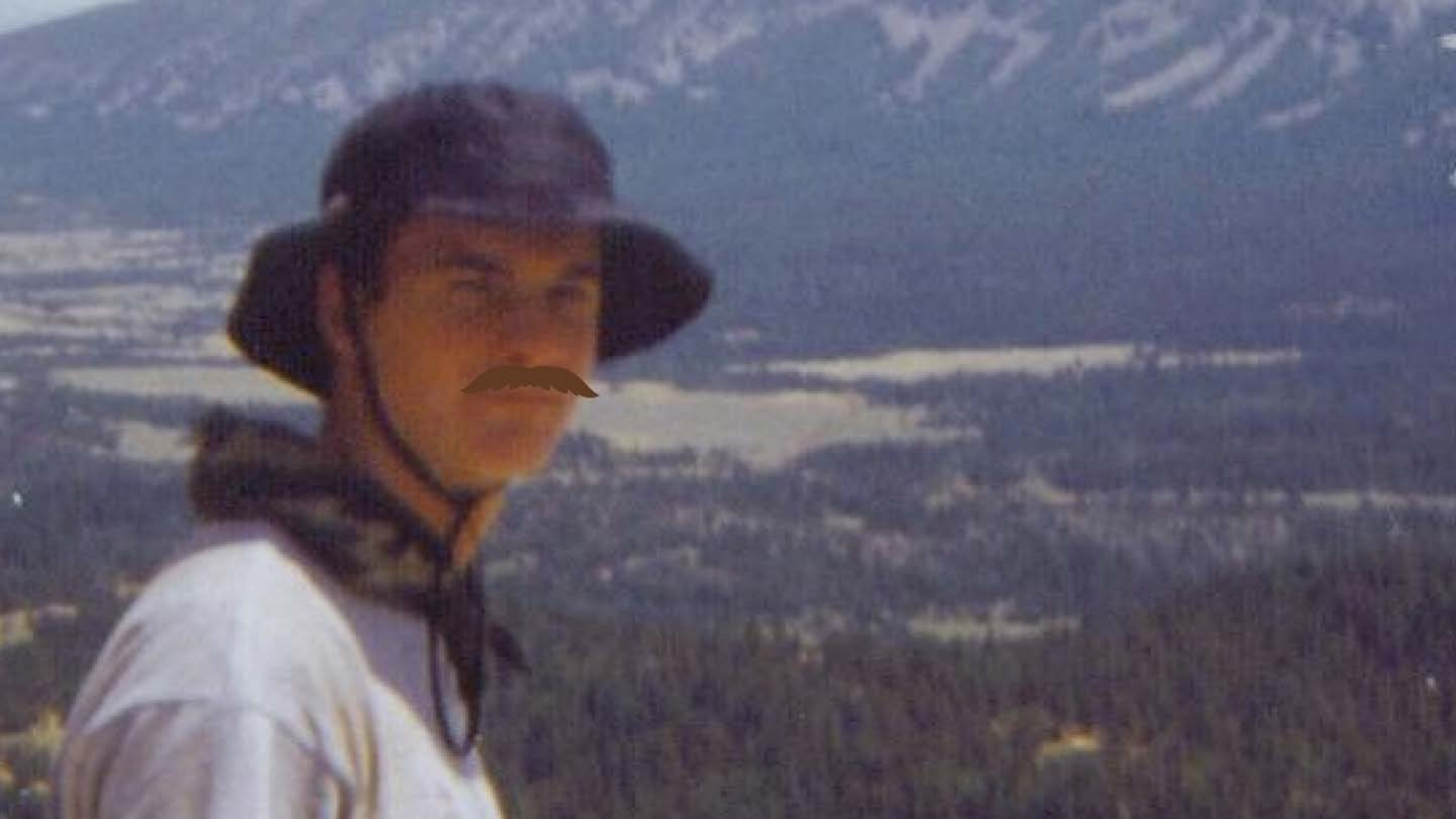








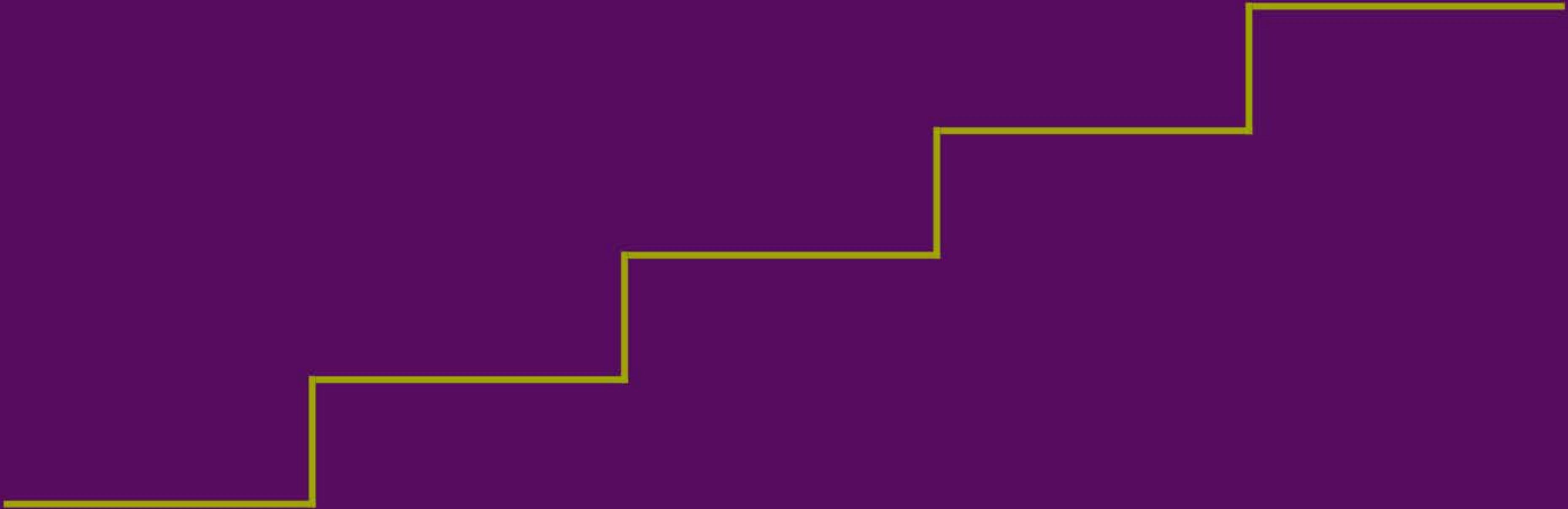






What was your path?

Stewardship



Awareness



A yellow staircase graphic with four steps ascending from left to right. The word 'Awareness' is written in white bold text on the first step.



Awareness

Belonging

BELONGING

SAFETY FEELING

PHYSIOLOGICAL NEEDS

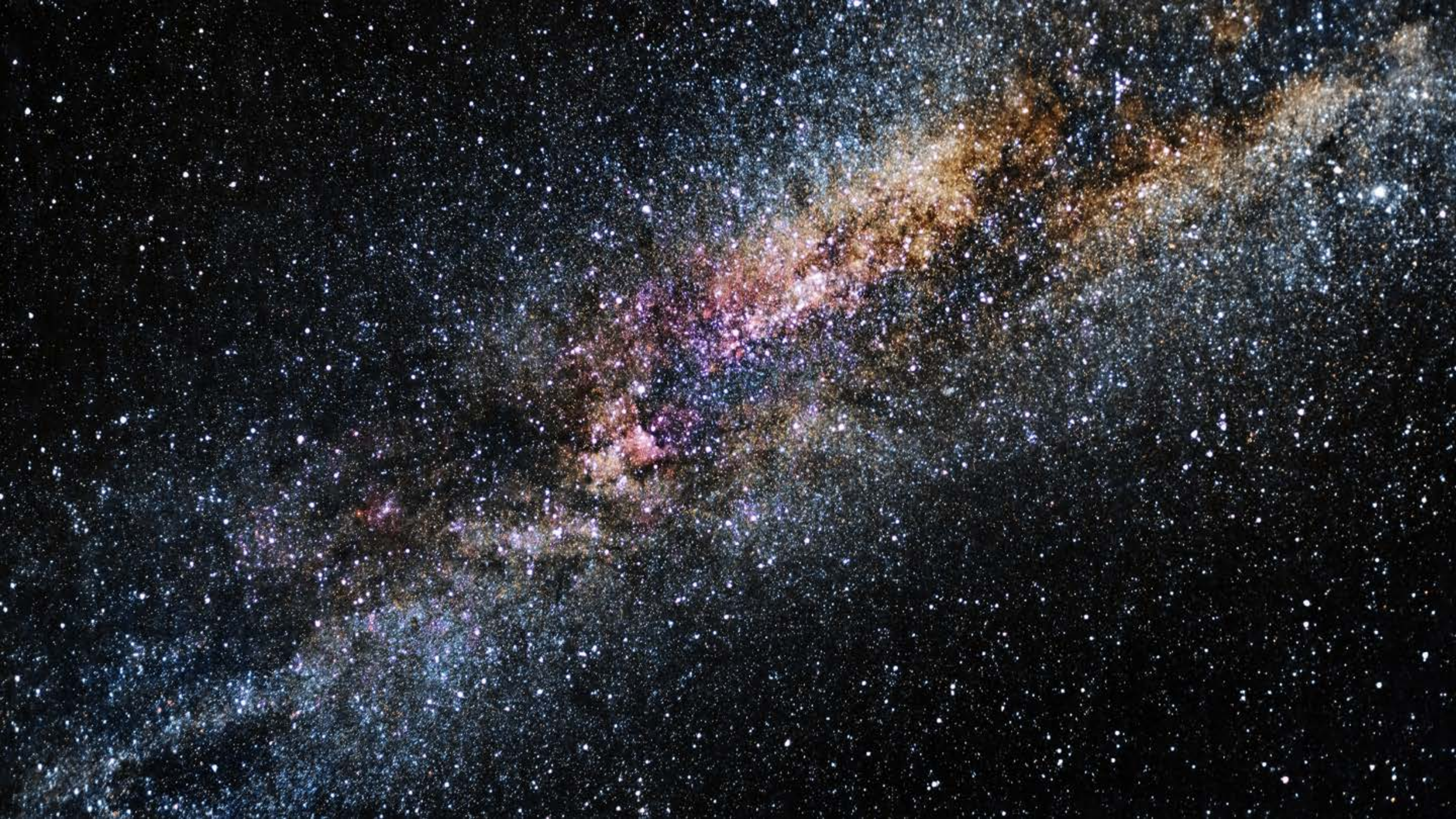


Awareness

Belonging

Joy

Love





**“...connecting with the Universe through
Starry Night skies.” -Rachel Lindsey**



Awareness

Belonging

Joy

Love

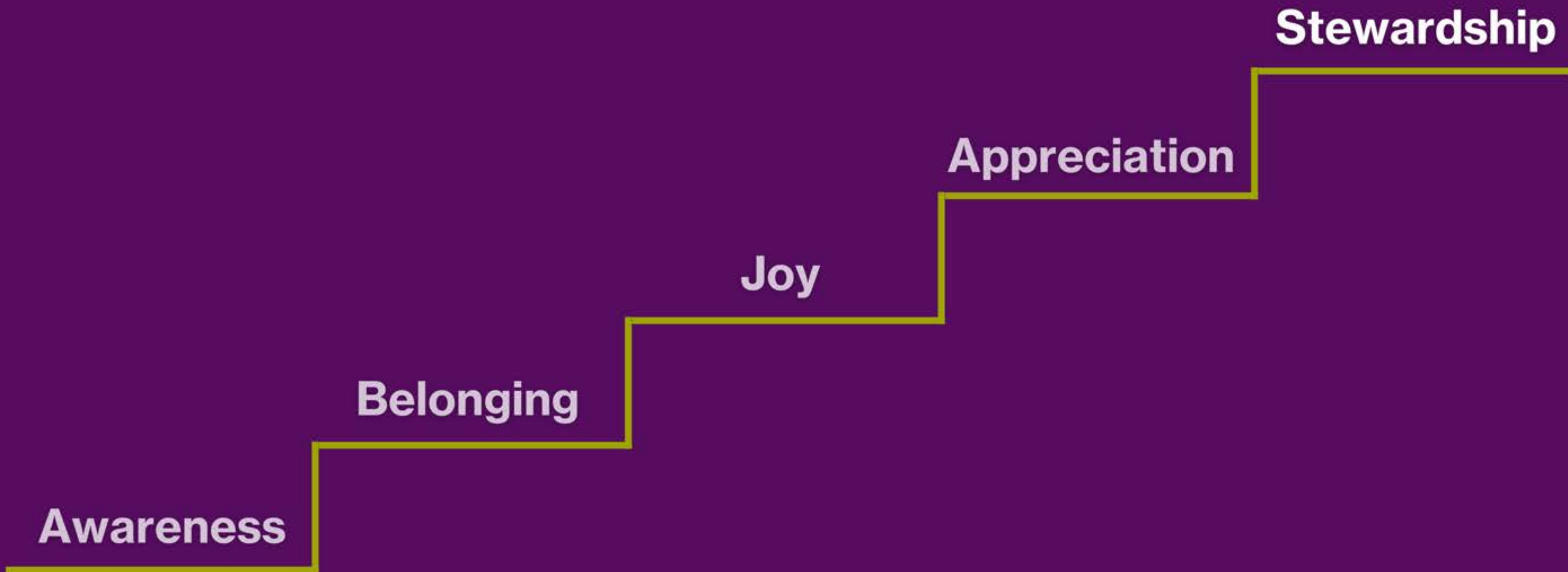


Awareness

Belonging

Joy

Appreciation



the visitor experience

Stewardship

Appreciation

Joy

Belonging

Awareness



The diagram is a staircase with five steps, each labeled with a stage of the visitor experience. The steps ascend from left to right. The labels are: Awareness (bottom step), Belonging (second step), Joy (third step), Appreciation (fourth step), and Stewardship (top step). The staircase is drawn with a yellow line.

A few examples

**"...a friend suggested we go to
Garner State Park. I never
expected that weekend to hug
my soul the way it did. This
was to be my first adult
connection to Nature 'my
happy Place'."**

**Josie
Gutierrez**





“...my favorite holidays and summer vacations were spent visiting grandparents in Wimberley - splashing around on the Blanco River, searching for fossils, and listening to birds.”

Leah Cuddeback





“I remember my initial terror during some of my first times in a rowboat. It was the patience and calm that both of my parents showed that finally made me feel at ease, and I developed a love for paddling.”

A photograph of two young children standing in front of a large tent. The tent has a yellow upper section and a green lower section. The child on the left is a girl with curly brown hair, wearing a light blue jacket with white ruffled trim and blue jeans. The child on the right is a younger child with blonde hair, wearing a white hooded jacket with pink trim and dark pants. The background shows green foliage and trees.

**Katherine
Romans**

the visitor experience

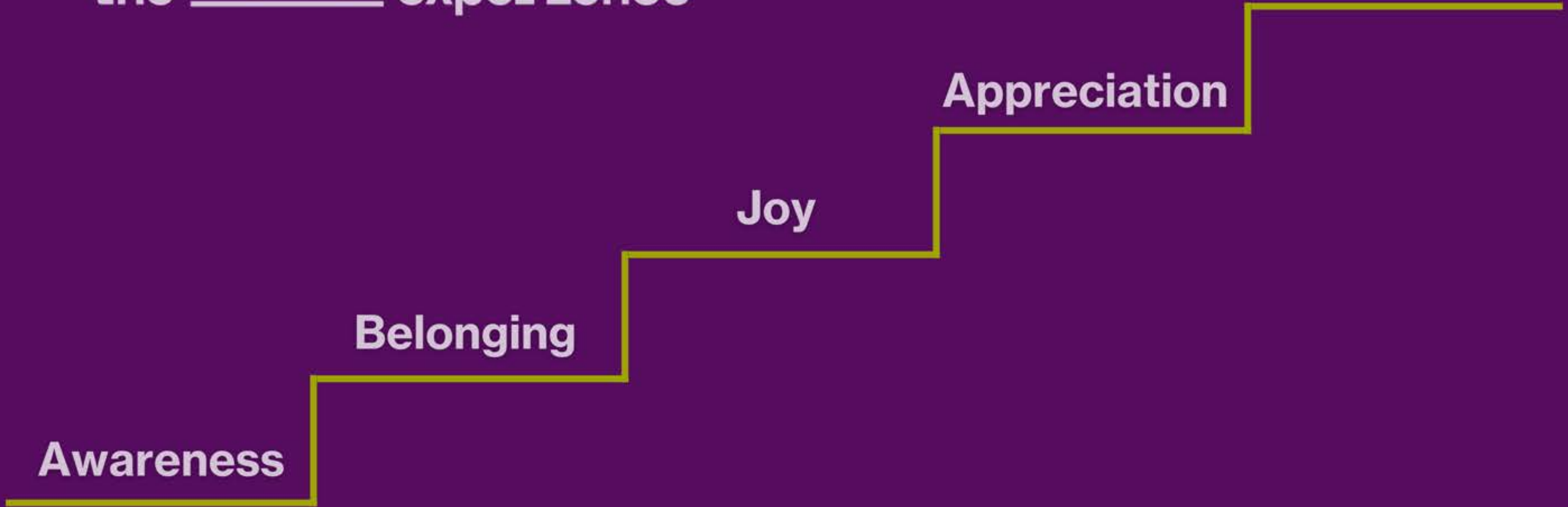
Stewardship

Appreciation

Joy

Belonging

Awareness



Vision



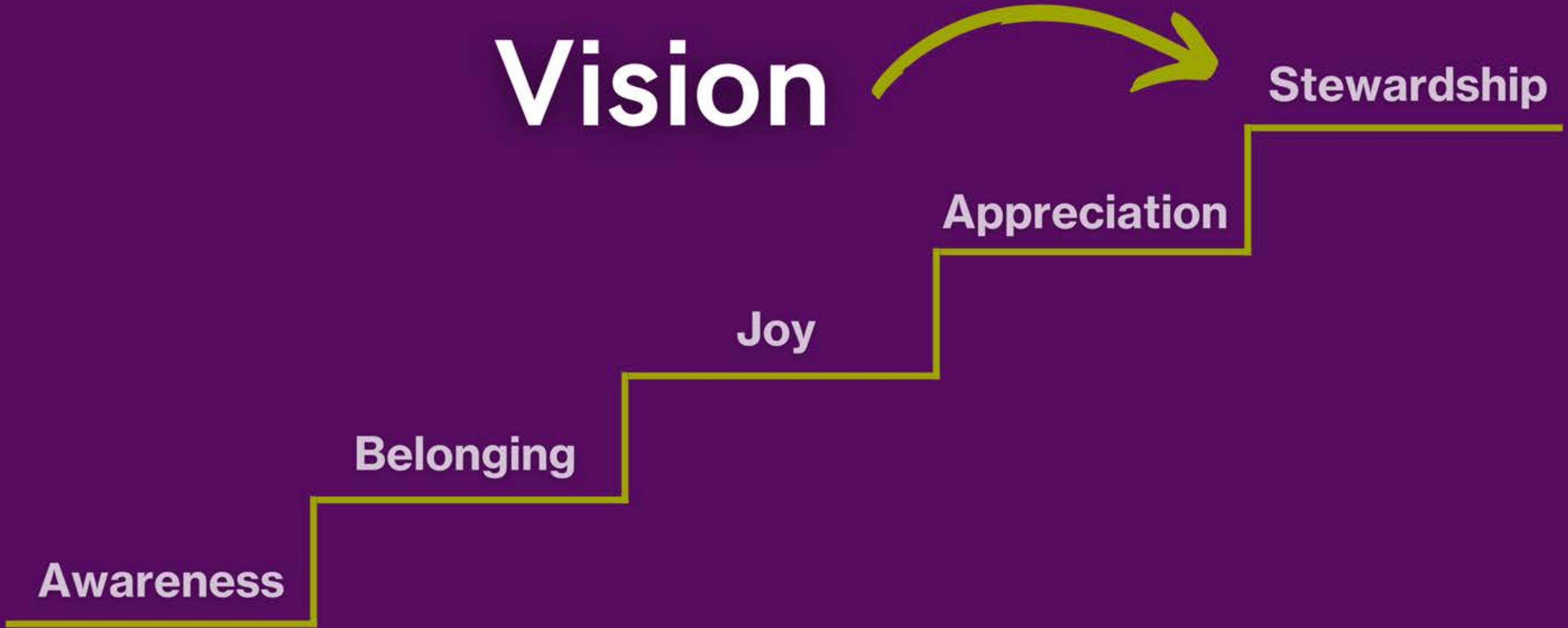
Stewardship

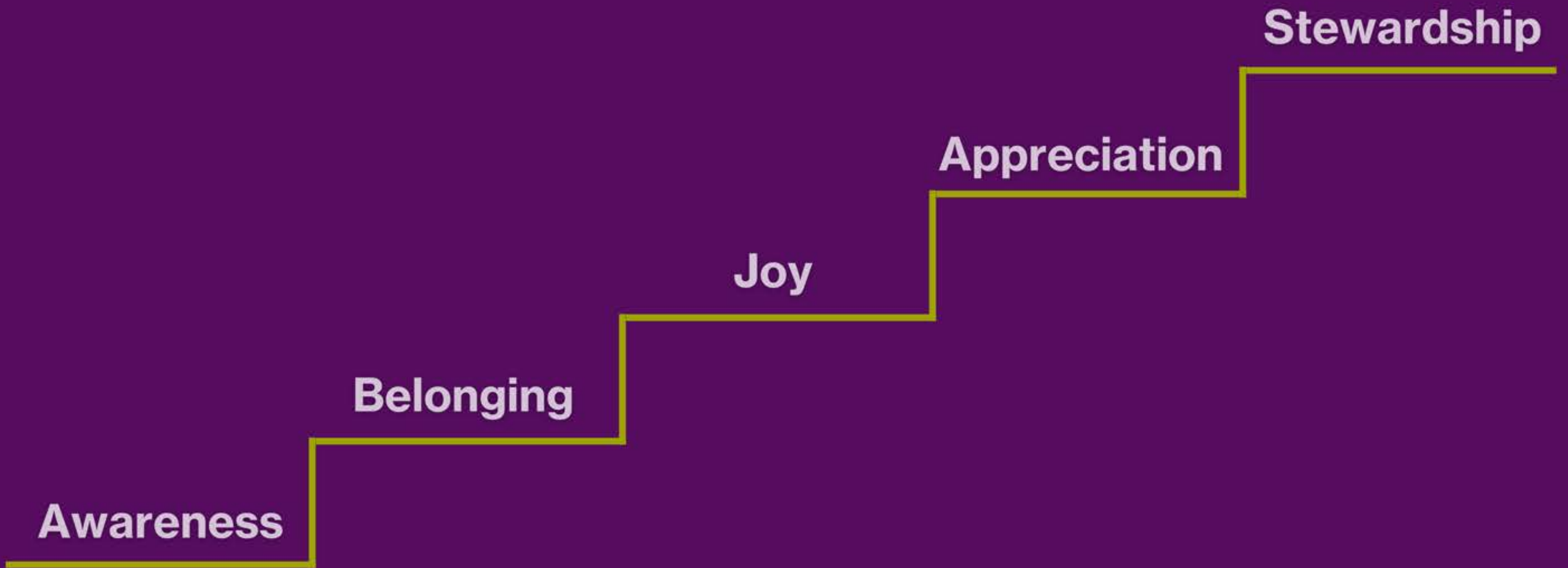
Appreciation

Joy

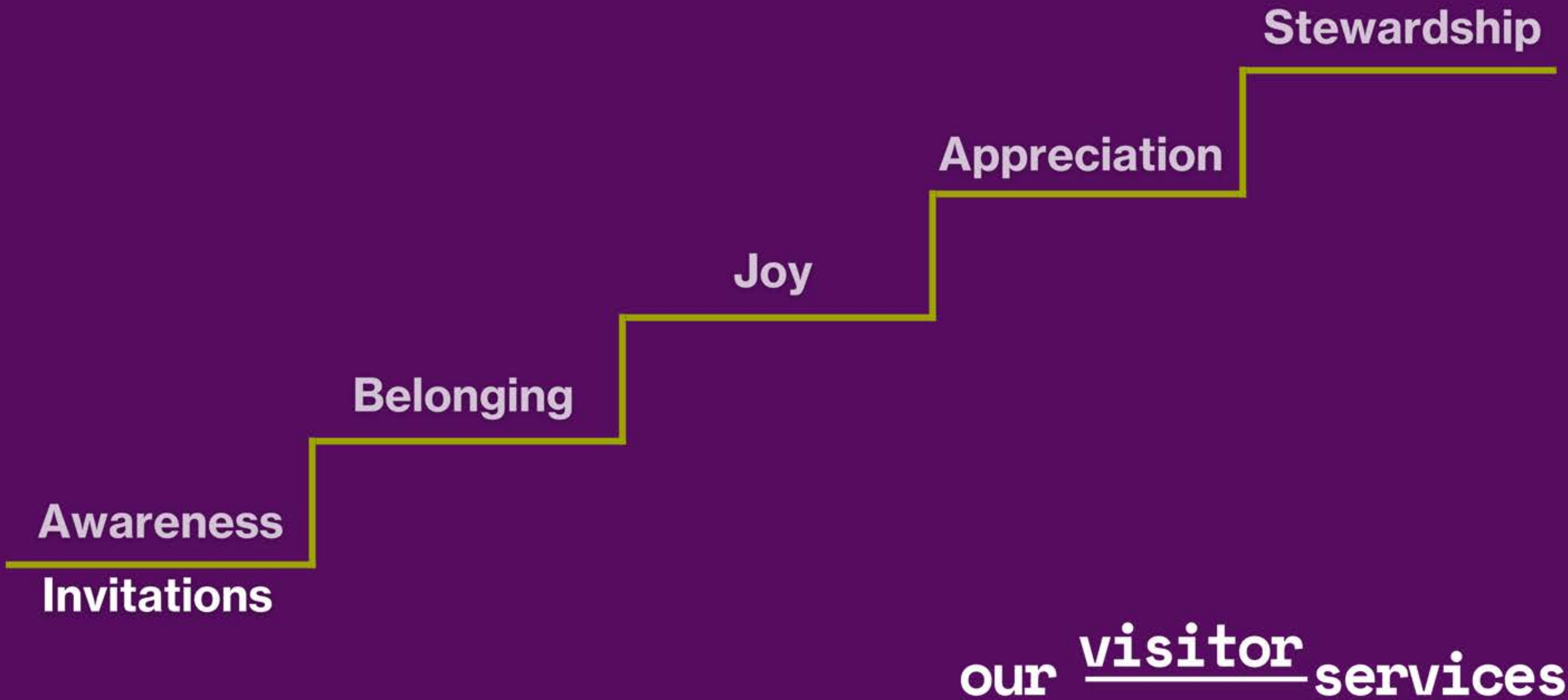
Belonging

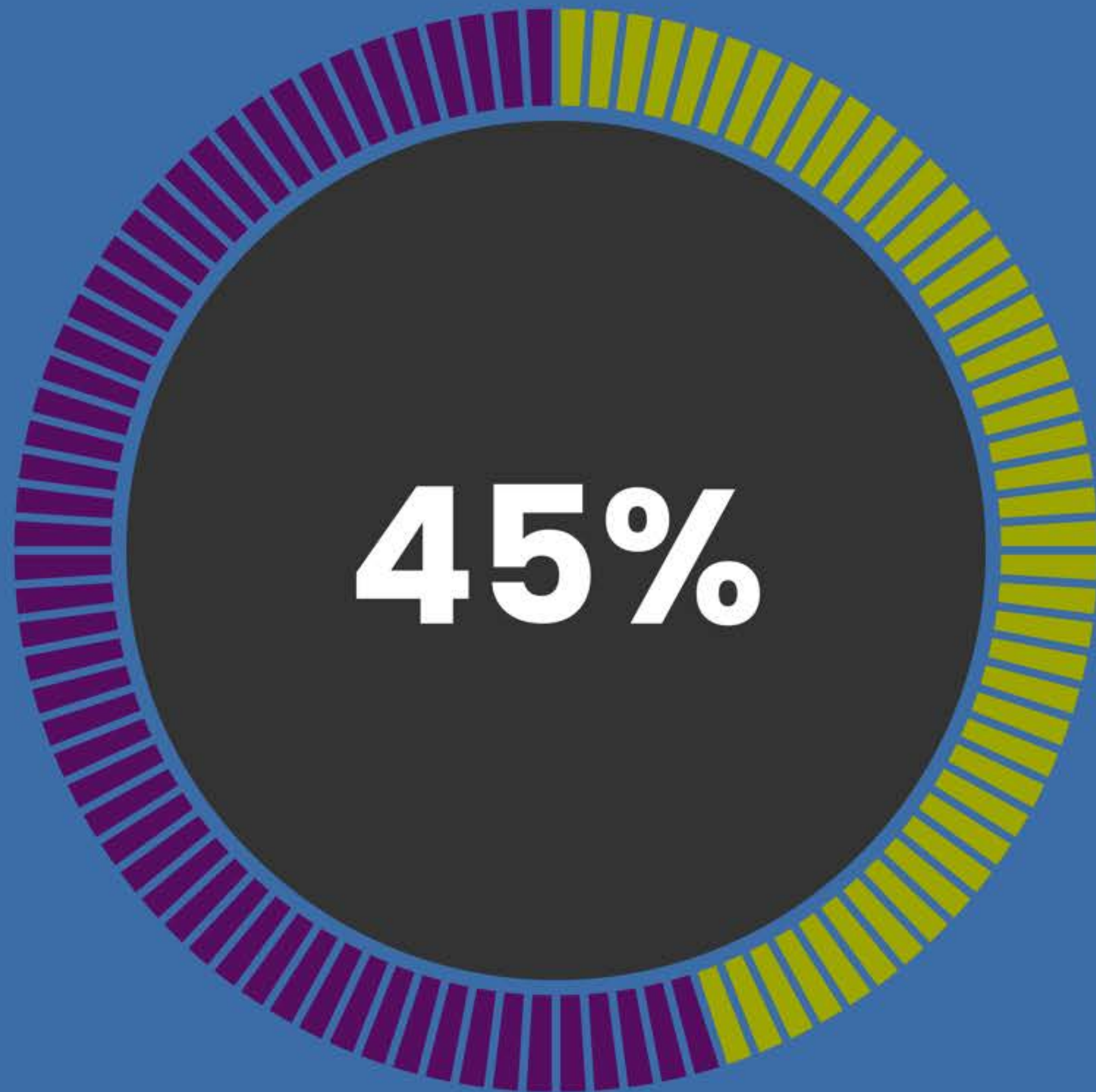
Awareness

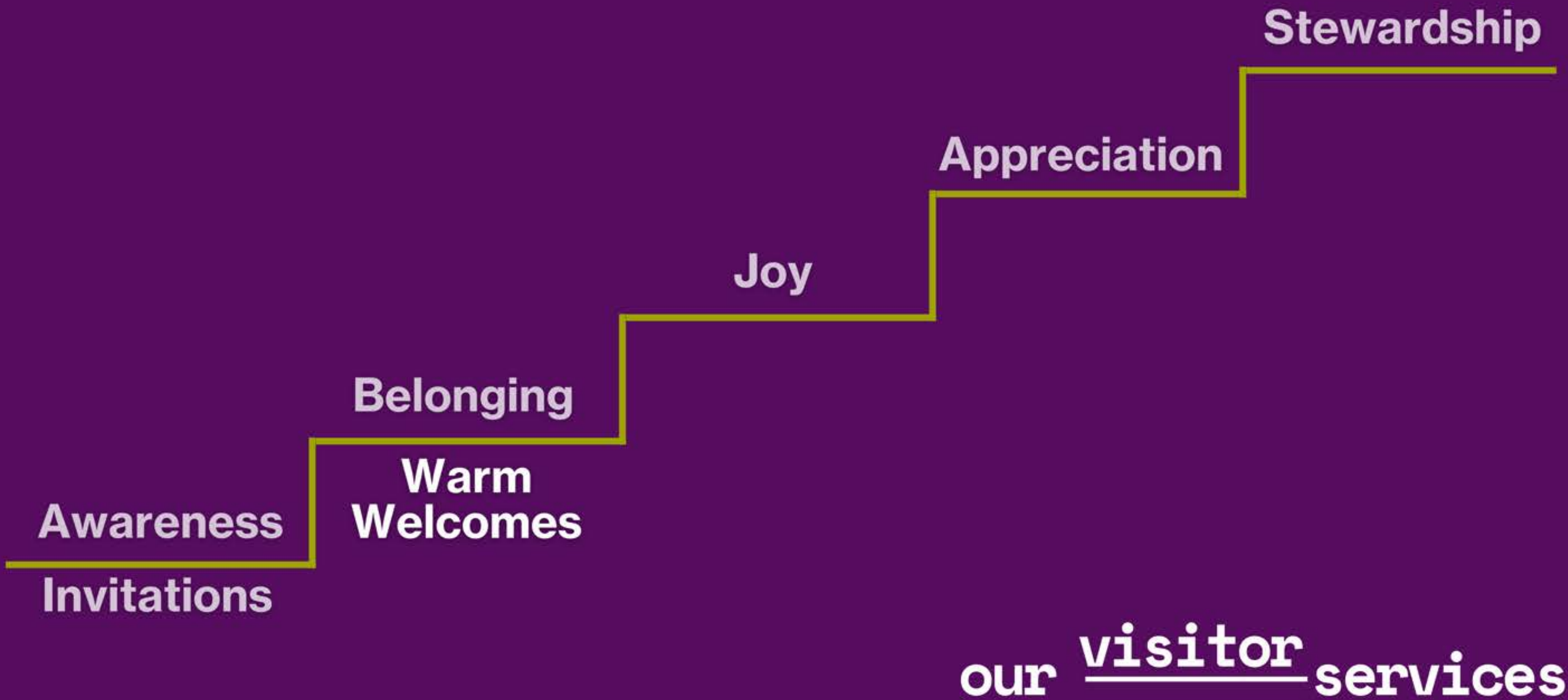




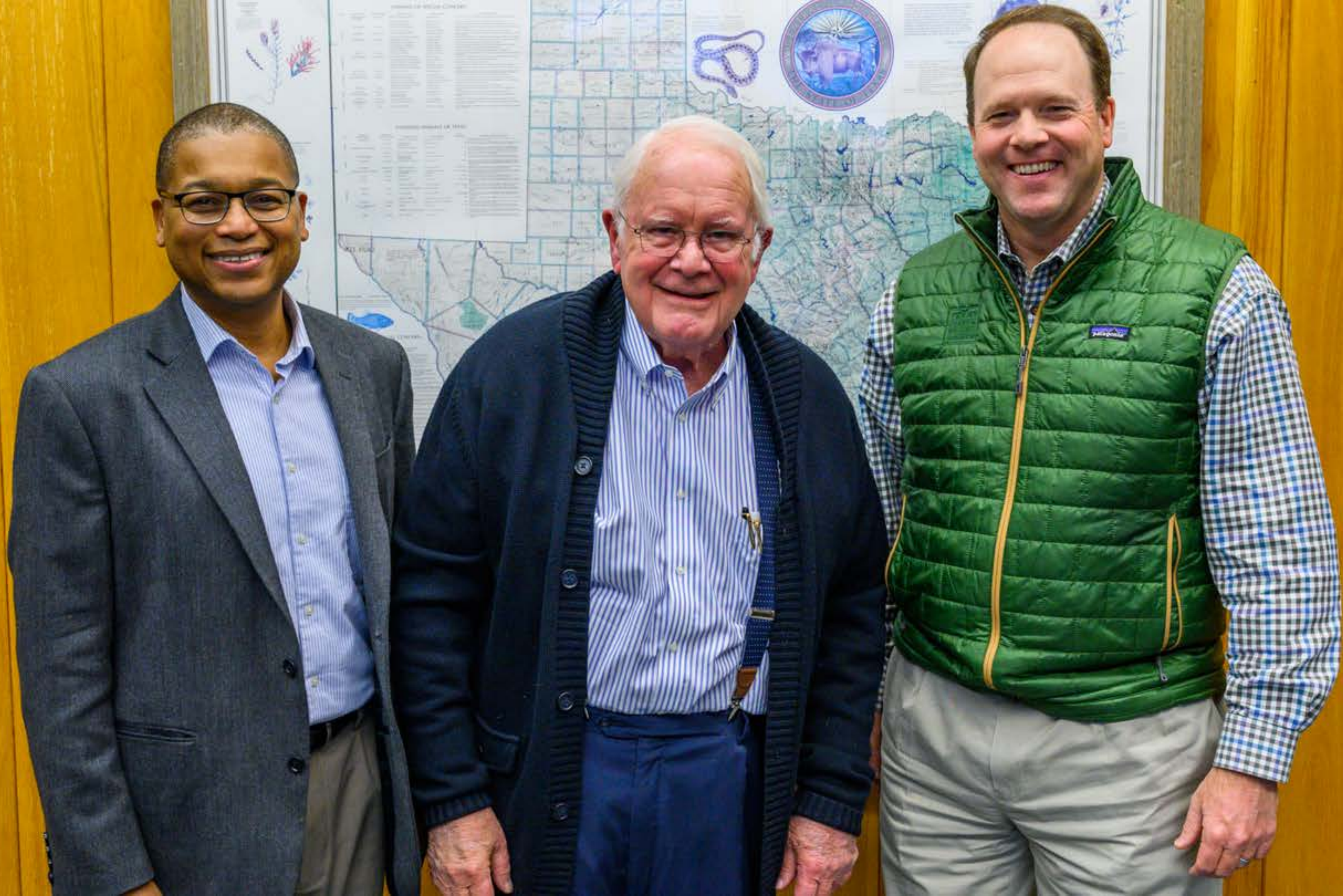
our visitor services





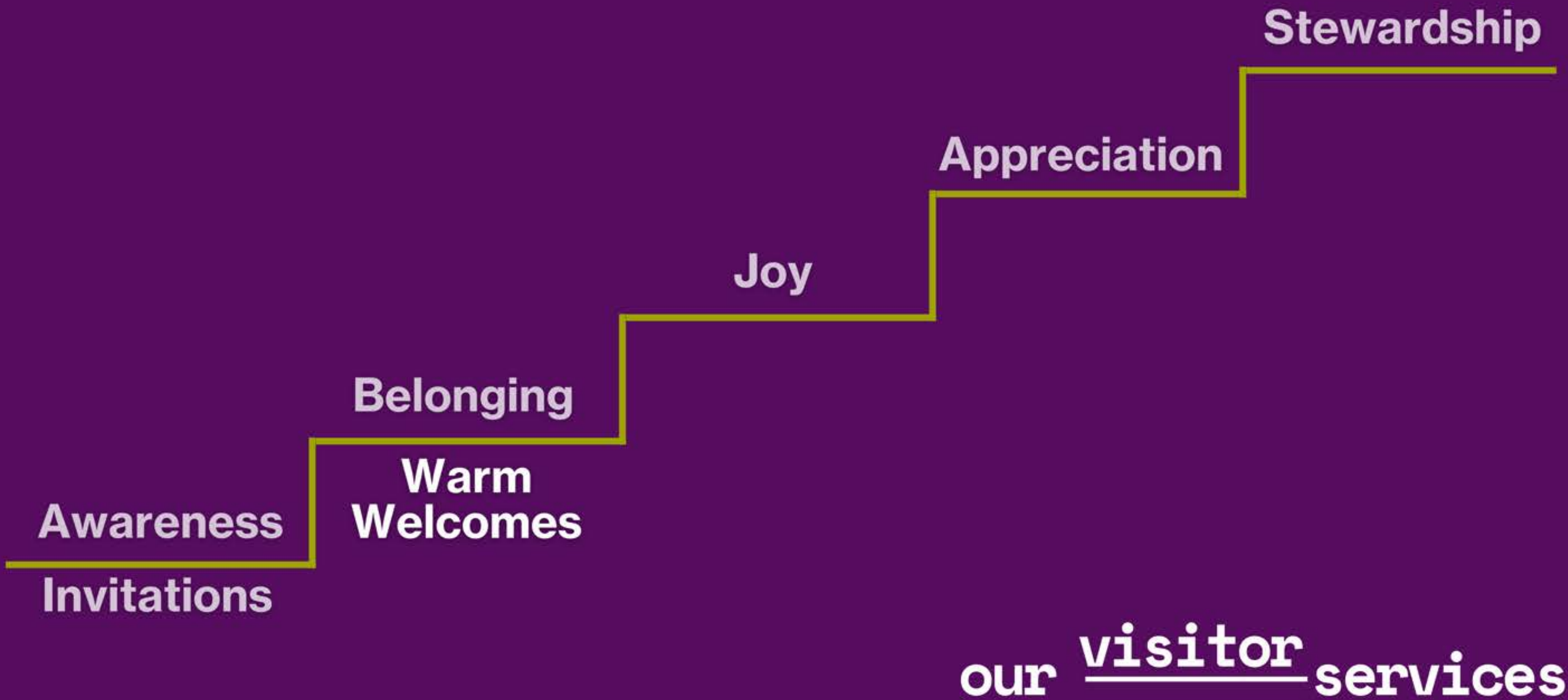






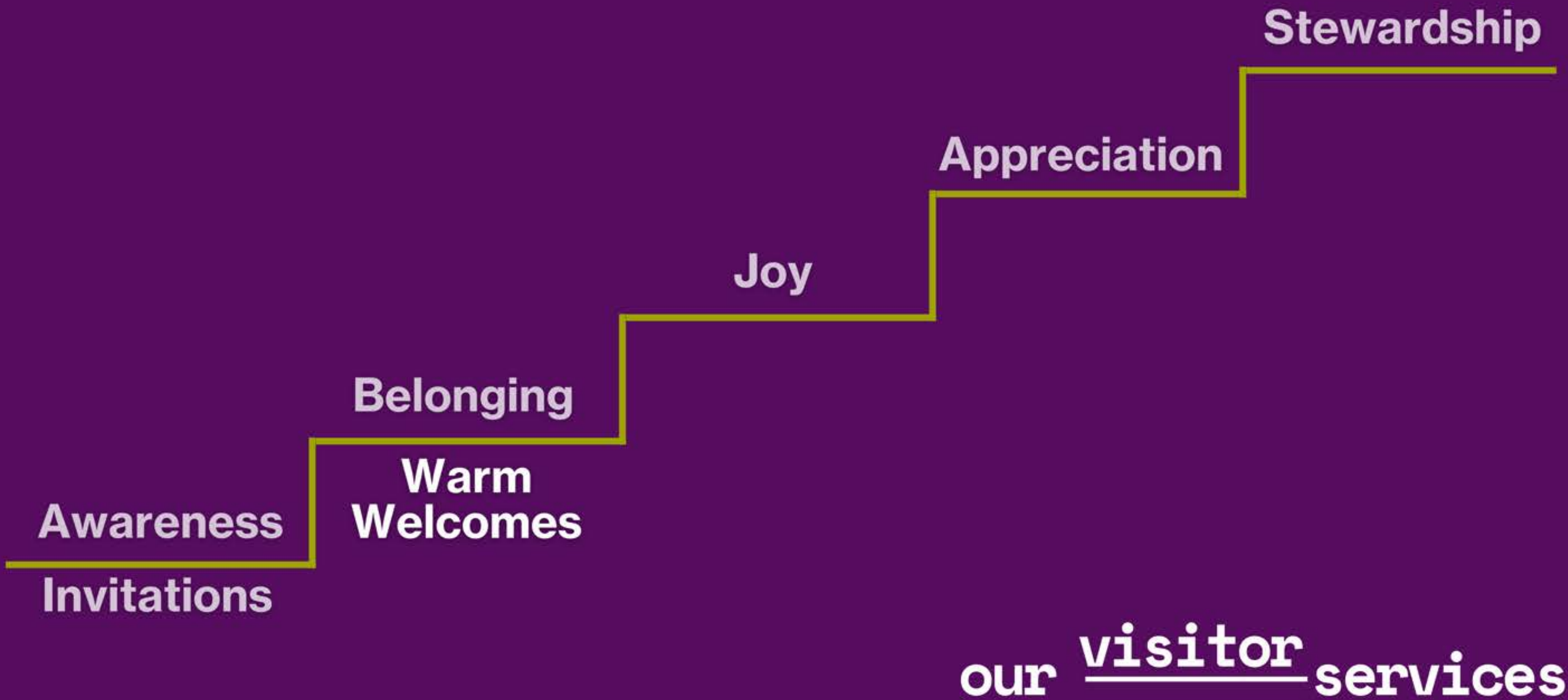
Barriers

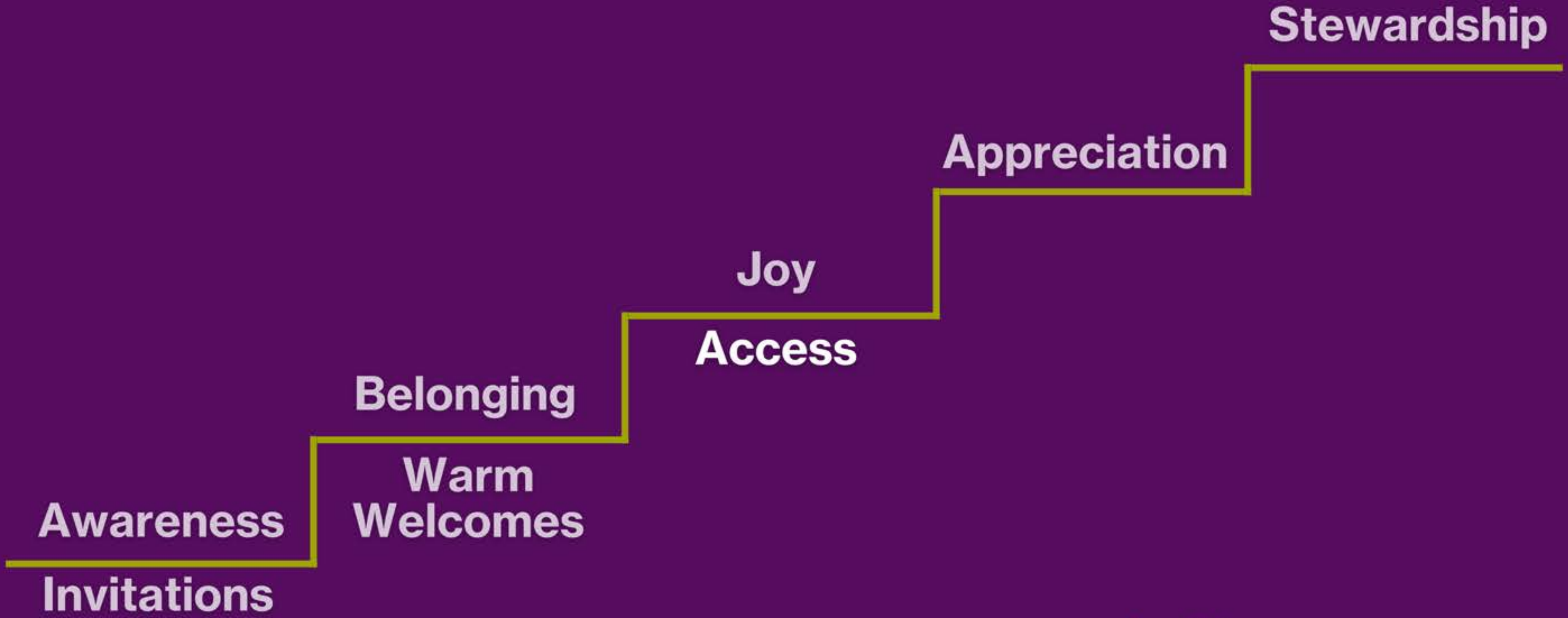




Inclusion is an *Action*

Inclusion is an *Action*
Belonging is the *Outcome*





our visitor services





Which are you more likely to help protect?



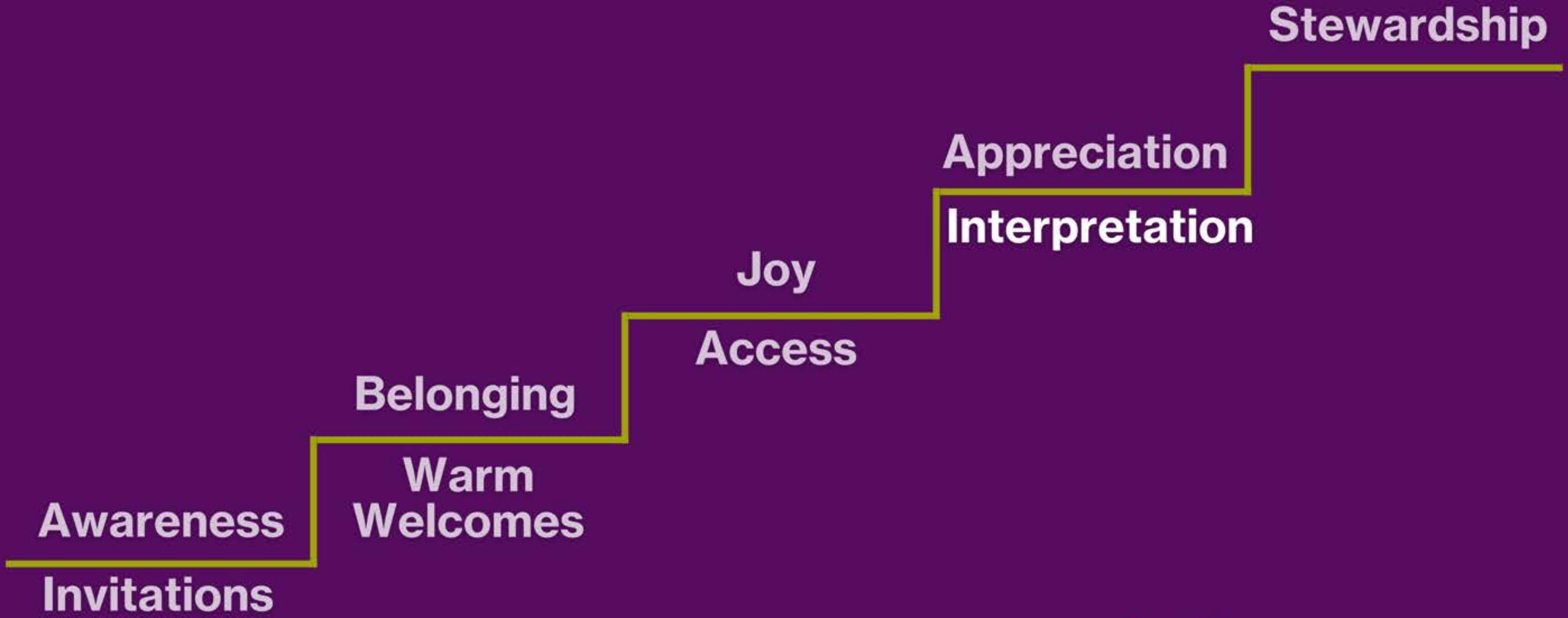


**What are things
you notice?**

What do you wonder?

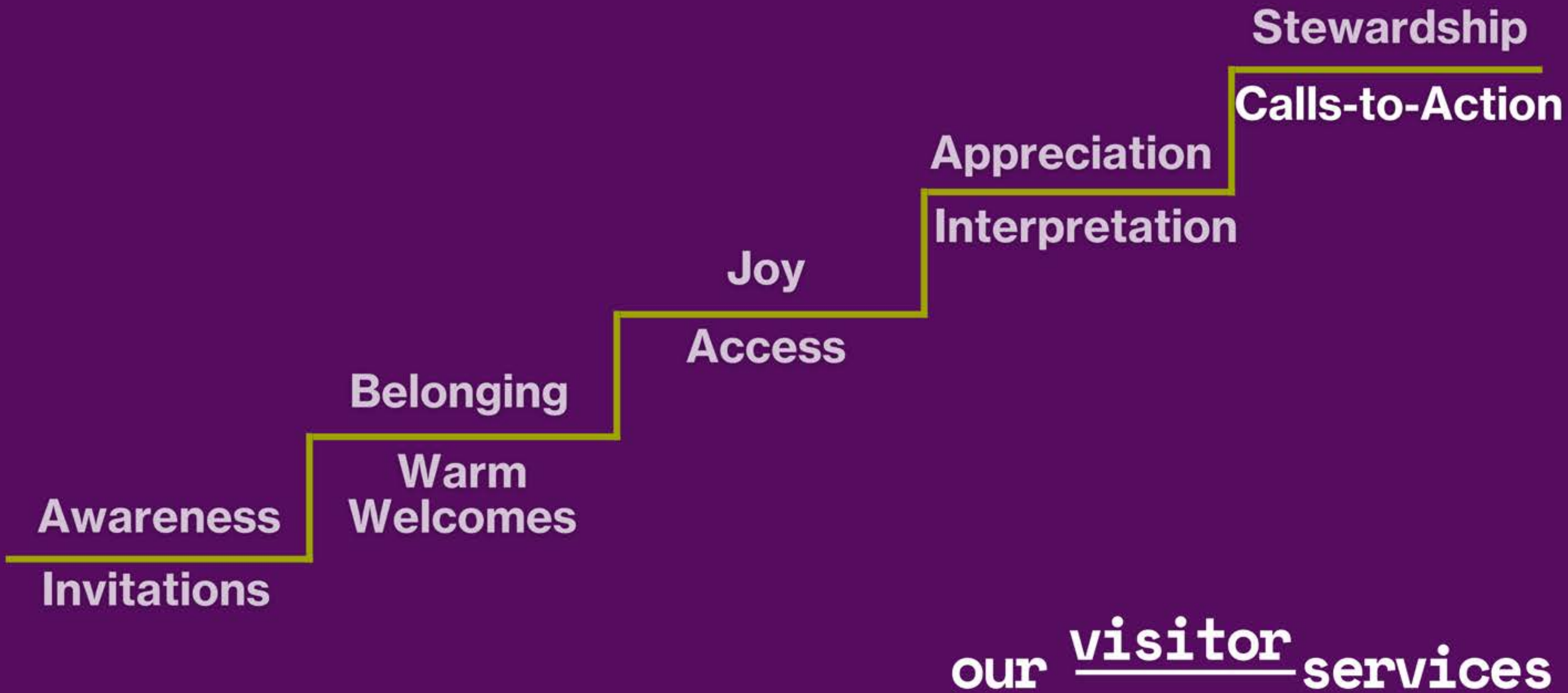
**What does it remind
you of?**





our visitor services

**Interpretation changes
hearts and minds**



Vision



Stewardship

Calls-to-Action

Appreciation

Interpretation

Joy

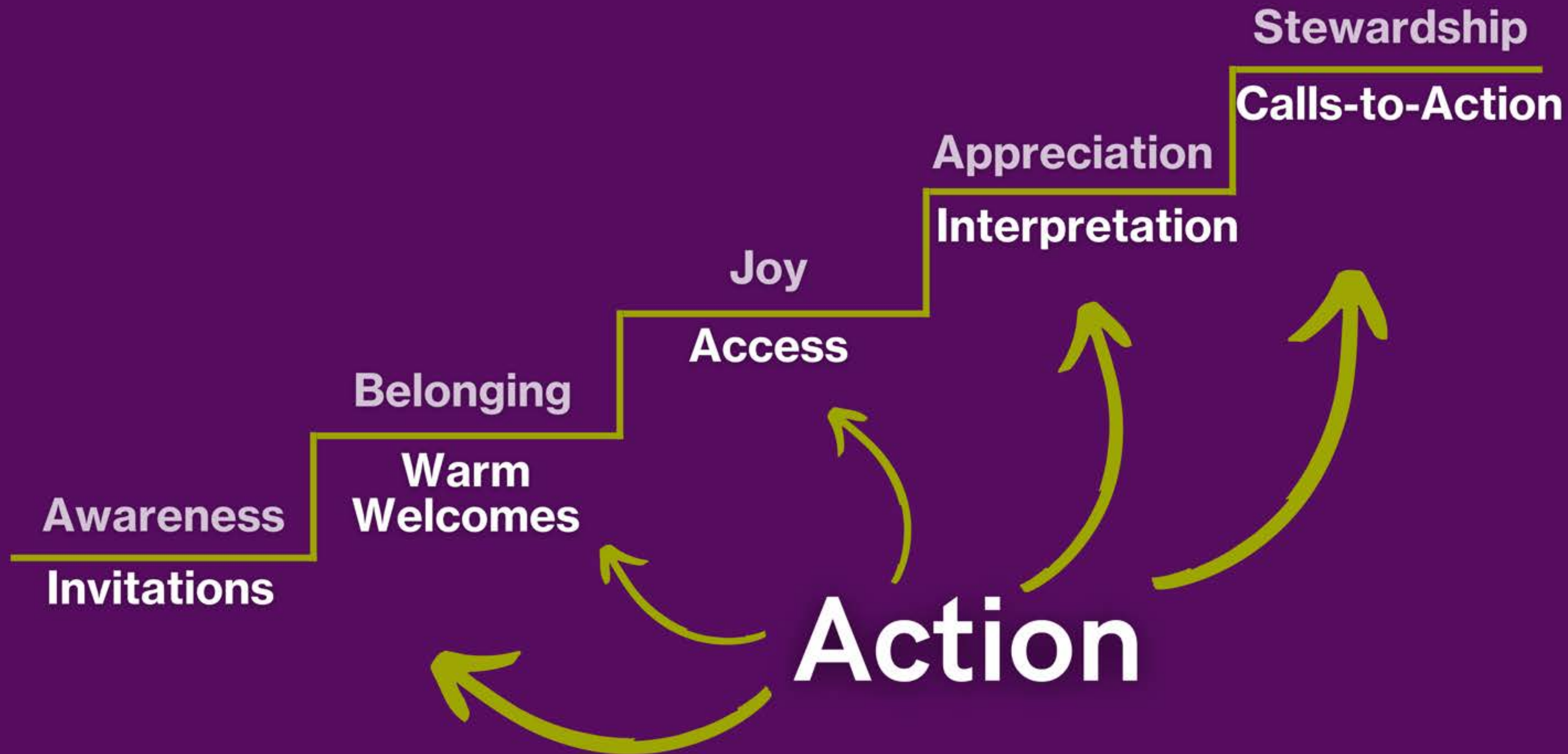
Access

Belonging

Warm Welcomes

Awareness

Invitations



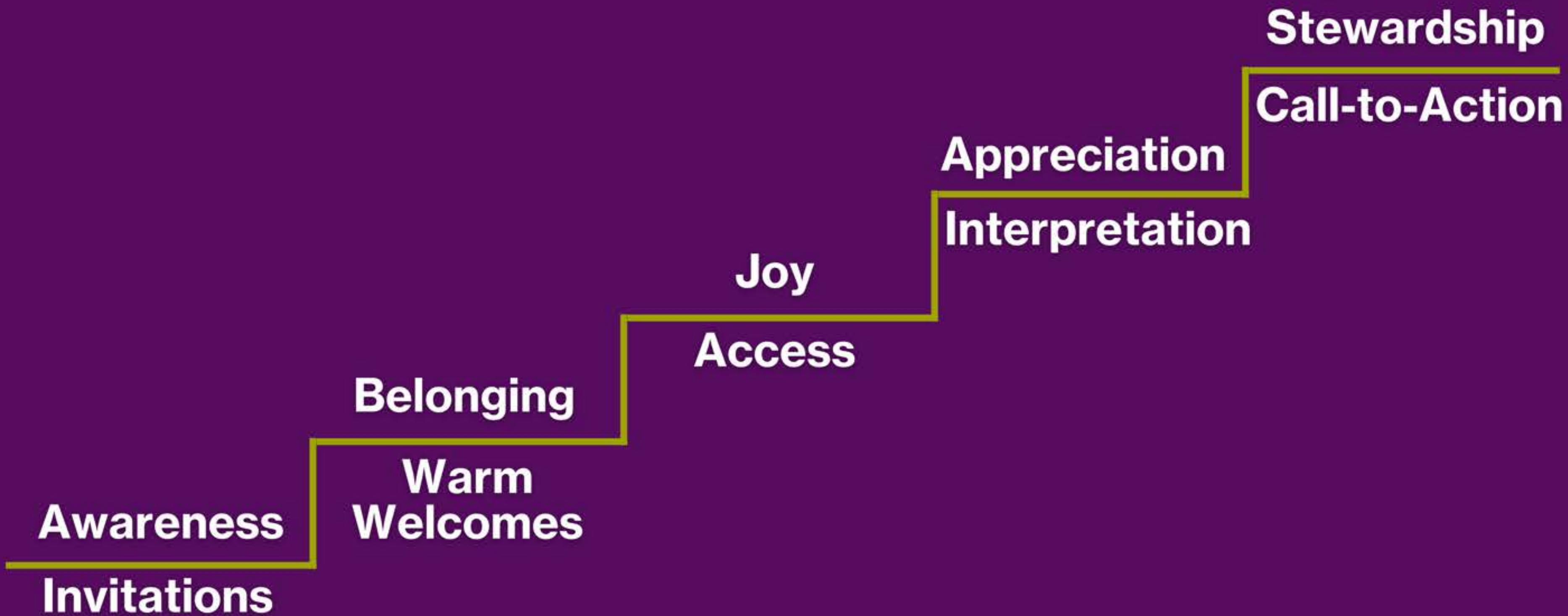
This is Our Map



So What?



The Hill Country Alliance







Thank You.



Thank You!



Stay Connected

Ky Harkey
Ky@TheVisitorExperience.org
The Visitor Experience