

# Brandywine Zoo

## Volunteer Manual

Updated: June 2017



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# The Brandywine Zoo Mission Statement

It is the purpose of the Brandywine Zoo to professionally exhibit specific species of animals and provide a comprehensive program of conservation, education and recreation for the citizens of the State of Delaware and the Brandywine Valley.

The mission and goals of the Brandywine Zoo can be attained only through the joint efforts of the public and private sectors. The Delaware Zoological Society provides the opportunity for active citizen participation to insure the integrity of the Zoo as a permanent public resource. The Society fulfills its goals under the terms of the contract with The State of Delaware, which give the Society the authority to collect revenue, receive donations in the name of the Brandywine Zoo, and make capital improvements according to an agreed upon master plan, buy/sell animals, and advise The State of Delaware administration on day- to- day operations. The State of Delaware accepts responsibility for the funding and operation of the Zoo, including staffing and care of all animals, facilities and grounds.

## I. Animals

The Brandywine Zoo features animals primarily from Americas, Australia, and Asia.

\*Note: this has changed and will change in future years.

## II. Conservation

The Brandywine Zoo will maintain breeding groups of animals whenever appropriate. However, special emphasis will be placed on the breeding of endangered species as outlined in the various Species Survival Plan programs of the Association of Zoos and Aquariums. Public awareness of the conservation efforts of the zoological field as a whole will be achieved through conservation education programs.

## III. Education

Professionally administered zoos serve as the last refuge many animal species have against extinction. The future of our world begins with us and education is one of the most powerful tools in this fight. It is the intent of the Brandywine Zoo to be the local educational institution specializing in conservation education. Education Department programs and publications emphasize endangered animals, their habitats, and the reasons for their decline. We urge the public to action providing suggestions, resources, and opportunities to contribute to saving our planet. Brandywine Zoo education programs include: school tours, volunteer training, traveling zoo, zoo camp, teacher training and special events. In addition, our message is carried through newsletters, brochures, exhibit graphics, exhibit design and teacher training packets.

## IV. Recreation

The Brandywine Zoo is a significant and popular recreational resource for the people of Delaware and the Brandywine Valley. Aesthetically designed exhibits, picnic and observation areas are provided to complement the attractive park setting, providing a relaxing and enlightening family experience. Through our on-site educational encounters, our visitors will have fun while learning about Biodiversity and the conservation of local and exotic flora and fauna.

## Purpose

The purpose of the Brandywine Zoo is to stimulate knowledge, awareness, and appreciation of the biological and physical world and to promote an understanding of our relationship to the environment. This is accomplished by providing a variety of living interpretive exhibits and programs that encourage a commitment to the protection and conservation of our natural world and its delicately balanced components.

## Governing Structure And Funding

The Brandywine Zoo is owned and operated by the Delaware Department of Natural Resources and Environmental Control, Division of Parks and Recreation. Funding for day to day operations is made available through this department. The Delaware Zoological Society, a non-profit, tax-exempt corporation is responsible for funding the Education Department. The Zoological Society is also responsible for the operation of the retail center "Zootique" and the management of the admission gates. Funding for the Zoological Society is made possible from monies received through ticket and retail sales, member program fees, educational program fees, solicitation to corporate and private sources, and grants.

## Education Mission Statement

The Brandywine Zoo's Programs enhance and enrich peoples' understanding and respect of the complex relationships among all living things and to inspire wildlife conservation.

## Education Programs

The Brandywine Zoo is accredited through the Association of Zoos and Aquariums (AZA), a nationally recognized professional organization. The Education Department provides informal and formal learning opportunities for our diverse regional community by proudly offering children and adults year-round opportunities to learn about wild animals, their environments, and the importance of protecting them. Our on-site and off-site programs provide participants a unique, informal education setting. The Brandywine Zoo incorporates into programs the conservation messages of the AZA.

## Important Phone Numbers

Zoo Main Lines:

302-571-7747 (information)

302-571-7850

Melody Whitaker – Assistant Curator of Education

302-571-7850, ext. 209

Jacque Williamson – Curator of Education

302-571-7850, ext. 208

Hannah Pretz – School Program Coordinator

302-571-7850, ext. 209



## Zoo Personnel And Departments

**Animal Care Department:** Responsible for acquisition, inventory, and husbandry of all living specimens. Develops and administers all zoological and horticultural collections. Aids other departments in develop educational and interpretive programs and exhibits. Develops and administers animal keeper internship programs. Assist in maintaining visitor services.

Lynn Klein General Curator of Animals

Amanda (Mandy) Fischer Assistant Curator of Animals

Full & Part Time Keeper Staff, Keeper Interns

**Education/Interpretation Department:** Develops and administers school and public programs, special events, outreach programs, formal and informal education experiences for zoo visitors. Works with other department heads to develop educational and interpretive programs.

Jacque Williamson Curator of Education

Melody Whitaker Assistant Curator of Education

Hannah Pretz School Program Coordinator

Seasonal Staff: Zoo Educators, Zoo Camp Intern, Education Interns

### **Administrative/Support Staff:**

Brint Spencer Zoo Director

Sarah Zweigenbaum Administrative Specialist/Registrar

Security Guards, Grounds

### **Delaware Zoological Society Staff:**

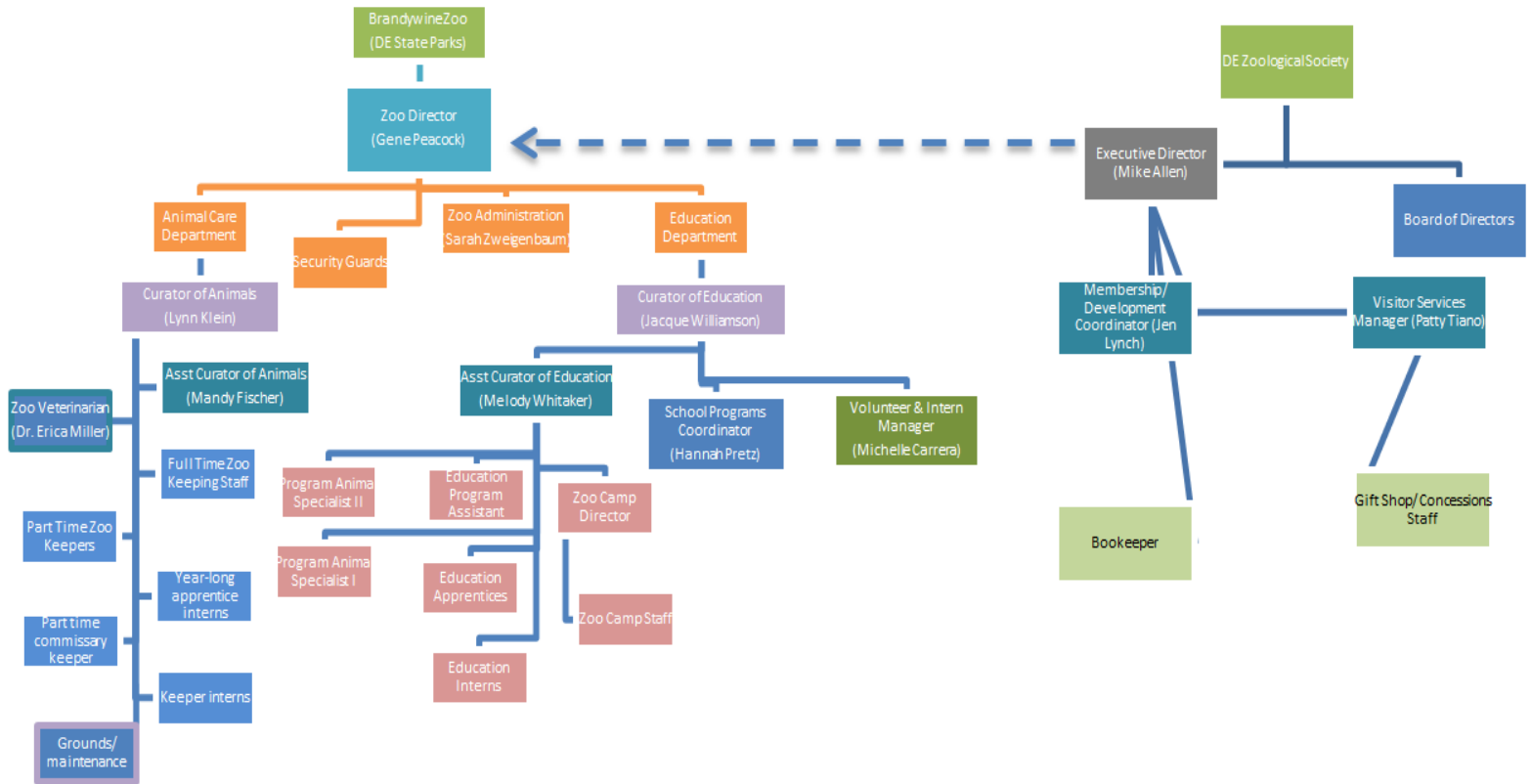
Mike Allen Executive Director of the Delaware Zoological Society

Jennifer Lynch Membership and Development

Melanie Flynn Visitor Services Manager

# Overview Of Staff Hierarchy At The Brandywine Zoo

The Brandywine Zoo is managed by two entities: Delaware State Parks (a division of The Delaware Department of Natural Resources & Environmental Control-DNREC) and the non-profit arm, the Delaware Zoological Society. The Society oversees Zoo Admissions, the Gift Shop (Zootique), concessions, as well as provides oversight to the Education Department. The State Parks oversees Zoo administration, animal care (including husbandry staff) and infrastructure. These two entities work together to create a whole, but provide opportunities for the Zoo both as a state agency as well as nonprofit organization.







When you become a member of the Delaware Zoological Society not only do you get FREE and unlimited admission to the Brandywine Zoo every day for a 12-month period, your individual membership entitles you to these basic benefits:

- Discounted rates on all Zoo **education programs**
- FREE guest passes (3)
- FREE or discounted privileges at 150 other **zoos and aquariums** nationwide
- Invitations to "Members Only" events
- 10% discount on all purchases at our gift shop, **Zootique**
- FREE subscription to the **Zoo News**, our newsletter that contains updates and information on programs, animals and more



Best of all, through your membership, the Brandywine Zoo can continue to offer you and others the chance to experience the wonder of wildlife, expand and improve exhibits and maintain and extend our commitment to wildlife conservation.

**Membership Levels:** <http://brandywinezoo.org/support/membership/>

## ZOO VOLUNTEER PROGRAM

### Volunteer Responsibilities

**ATTENDANCE** - Work on your assigned day unless prior arrangements have been made. Not showing up for your shift without making prior arrangements creates a burden for the rest of the volunteer force and staff and could result in your dismissal. Please be considerate of others and let us know if you are unable to work.

**PROMPTNESS** - Be 15-30 minutes early in arriving for your scheduled shift. Being late disrupts the normal routine and inconveniences staff, other volunteers and our visitors.

**REPORTING** - Report to the designated location in the Education building or main zoo when you arrive for your shift and record service hours before leaving each day. Complete reporting procedures are outlined under "Daily Procedure" in this section.

**APPEARANCE** - If your duty area involves public contact, please remember that your appearance is very important. Please exert good taste in choosing the clothes you wear into the Zoo. Dress neatly and wear the appropriate uniform while on duty. The volunteer uniform consists of khaki pants or shorts, plain white shirt or uniform shirt which may be purchased through the Education Department after our Education Volunteer Training. You will also find that a watch is very helpful.

**GUESTS/CHILDREN** - Please don't bring people with you to the Zoo during your volunteer shift. Any guests may visit the zoo during regular hours/admission.

**TRAINING** - Attend and successfully complete training programs as required. Learn as much as you can about your assigned area so you can do the best job possible.

**FOLLOWING INSTRUCTIONS** - Follow your supervisor's instructions, asking for clarification if or when you are uncertain. Don't be afraid to ask again if you don't remember how to do a specific job. The supervisor realizes that you will not remember all instructions and he/she will gladly repeat instructions for you. If you feel you have a better way to do a job, please let us know. We appreciate your input and welcome your opinions. Don't, however, initiate new procedures without first discussing them with your supervisor.

**MEMBERSHIP** - We highly suggest that all volunteers to become members of the Delaware Zoological Society to develop a sense of pride in the zoo and its programs.

**MEDIA CONTACT** - Our Zoo Director handles all media releases for the Zoo. Since public image is extremely important to the zoo's success, we ask your cooperation in clearing any media contact through the Director. When reporters are visiting

the zoo, we will notify you. The Zoo Director or their designated representative will also escort Media representatives through the zoo.

**BEHIND-THE-SCENES ACCESS** - To ensure our animals' safety and well-being, we ask that you not go into behind-the-scenes areas unless you have permission from the education staff/animal keeper/or Director. Tours of these areas are offered at the Volunteer Training and also at other pre-announced, scheduled times.

**ABILITY** - Volunteers must demonstrate basic ability required for each job. They should be enthusiastic and show pride in themselves and in their volunteer work.

**SUGGESTIONS/COMMENTS/QUESTIONS** - Each volunteer is encouraged to pass along suggestions, questions, or comments on any aspect of the Brandywine Zoo.

**JOB REFERENCES** - After you have volunteered for at least a year, we will be happy to supply written job references to future employers upon request.

**ACCIDENT REPORT FORMS** - Accident report forms are available in the Administration Office. If an accident occurs on your shift, be sure to complete an accident form before leaving for the day. While volunteering at the zoo, you are not covered by Workmen's Compensation and if medical care is required, you will need to make arrangements through your personal insurance.

**PROBLEMS IN WORK AREA** - If you feel there is a problem in your assigned area that cannot be resolved through discussions with your supervisor, please advise the Curator of Education.

**RESIGNING VOLUNTEER POSITION** - If you find that you must end your volunteer service to the zoo, please give at least a month's notice so we will have time to recruit a replacement for you. Please also prepare a brief written statement letting us know why you are leaving the zoo. This statement will be attached to your file. Any items that are assigned for use during your volunteer service should be returned when you leave the zoo's service.

**TERMINATION** – The zoo has the right to dismiss any volunteer whose work fails to meet acceptable standards or when attendance is a problem (after appropriate counseling).

**REMEMBER:**

**YOUR ENTHUSIASM AND KNOWLEDGE WILL HELP VISITORS LEARN MORE ABOUT OUR WORLD BE THE BEST YOU CAN BE!!**

## Daily Procedures

- Please go to your assigned meeting place, either in the zoo or in the education building.
- Check in with the staff member in charge for updates and announcements. Items include changes in routine, daily schedules of volunteers as well as tours for the day, recent publicity about the zoo, animal updates, Education Department programs, special sign-ups, policy changes, social events, etc. It is important you allow 15-30 minutes for review each time you work.
- Store your coat and other personal articles in the appropriate place as designated by the staff member in charge. In the Education Building, there is a coat rack at the base of the stairs as well as cubbies for personal belongings. Please note that storage space can be limited and that we recommend that you bring limited personal items, especially valuables, with you. Also, we strongly advise against leaving anything valuable in your vehicle.
- Volunteers should wear their appropriate uniform (see Uniform Policy). Please note that the Brandywine Zoo retains the right to send improperly dressed volunteers home without allowing them serve or gain credit for their time. Uniform violations will not be tolerated and repeat offenders may be dismissed from the volunteer program.
- Report to your assigned area to begin work.
- SMILE and enjoy yourself!
- **YOU MUST check out with the staff person in charge before leaving!**
- Volunteers should return all items to proper place designated by staff member in charge before signing out. All volunteers should mark their hours in the Education office or Discovery Cart before leaving each day. The daily hours tally is very important. We need this information for our statistics, evaluations, and grant proposals as well as for your recognition. **YOU MUST RECORD YOUR OWN HOURS in YOUR LOGBOOK and VOLGISTICS!**
- Browse through new zoo literature. Take a copy of any new publications with you.
- When leaving the building at the end of the day, please check the door behind you to be sure it was closed properly. Be aware of the gate closing time (4:00 p.m. for Zoo gates, sunset for Park gates) so you are not accidentally locked in.



# Volunteer Incentives

## **Yearly Hours Based Volunteer Incentives (applies to all Levels based upon hours served):**

- 20 hours = Volunteer Shirt
- 100+ hours = Coupon good for 30% off purchase of one item in the Zoo's gift shop
- 150+ hours = Free t-shirt from gift shop and Annual Delaware State Parks Pass\*
- 200+ hours = Individual Membership and Annual Delaware State Parks Pass\*
- 300+ hours = Family/Household Membership and Annual Delaware State Parks Pass\*  
AND 1 hour Zoo Tour with Zoo Director and/or Executive Director of DZS (must be scheduled in advance)  
\*Annual Delaware State Park Pass provided by DSP Office of Volunteerism

## Problems You Might Face

Visitors are not allowed to:

- Bring in pets
- Feed the animals.
- Bring bikes, motor bikes, roller blades or skateboards onto the grounds.
- Wander off the trails.
- Pick the flowers.
- Put hands or other objects into any of the animal enclosures.
- Climb fences or railings.
- Throw objects or food at the animals.

In order to enforce these rules, you will sometimes have to approach visitors requesting their compliance. Please remember that extreme tact is necessary when dealing with the public. Be as pleasant as possible and never argue with a visitor. If you are uncomfortable with this please ask for assistance by the animal keeper staff.

The following suggestions are offered as possible solutions for dealing with some specific problems:

**FEEDING OF THE ANIMALS:** No one is allowed to feed the animals. Please explain that animals are maintained on a special diet and any deviation from that could be harmful to their health. Address the offenders as quietly as possible without embarrassing them unduly.

**PICKING FLOWERS, WANDERING OFF TRAILS:** If you observe a visitor attempting to pick flowers or wander into the landscaped areas, please advise that this is not allowed. You can explain how much time and effort have gone into making the zoo a beautiful place for everyone to enjoy and that we need their cooperation to maintain that beauty.

**HANDS IN EXHIBITS OR TOUCHING EXHIBIT ANIMALS:** Please explain how harmful this is for the animals and for visitors. The outdoor animals are WILD and could bite or scratch anyone infringing on their territory.

**MISBEHAVING CHILDREN:** When students or children are not being properly controlled by parents or chaperones and are threatening to cause problems, please explain to the parents or chaperones that closer supervision is needed. In a firm but gentle manner, explain that with the openness of our exhibits, it is vital that children not be too rambunctious or they could hurt themselves and the exhibit animals. If the children continue to misbehave, please contact the zoo staff for assistance.

**GUIDING TOURS:** If someone should request a tour guide or complain that service is not provided, please refer them to the Curator of Education.

**NEXT SHIFT NO-SHOW:** If your replacement has not shown up at the end of your shift, please give them a few additional minutes if you can. Then, tell the Education staff that you have left your area unattended.

**A QUESTION YOU CAN'T ANSWER:** Don't be afraid to say you don't know when faced with a question you can't answer. It's better to do this than you give out incorrect information. You can offer to direct them to another person who might know the answer.

**GENERAL COMPLAINTS:** If a visitor complains about any aspect of the zoo, be sympathetic, not defensive. Please contact the zoo staff for assistance.

## Attendance

As a volunteer you have agreed to take part in "an activity which involves spending time, unpaid, doing something which aims to benefit a particular organization" (1997 National Volunteer Survey definition of volunteer). Once you have signed up for an activity, you are making a commitment to the Zoo. Although your time is unpaid, if you cannot or do not attend and do not inform anyone, it can have a major impact on the success of the activity in which you are volunteering:

- Staff needs to reschedule volunteers at the last minute.
- If there are fewer volunteers than anticipated, it affects the volunteers who do attend as well as the visitors who are attending the activity.
- An event or activity may suffer due to lack of help, directly affecting the reputation of the zoo.

While we understand that sickness or emergencies happen, if you know you will not be able to attend an activity in which you have signed up for, you will need to contact the zoo as **soon** as you are aware of a scheduling conflict, illness or emergency.

### When you know, who to contact:

Education Dept. at **(302) 571-7850, ext.209**. Please call this extension and leave a message if no one answers! Please do not email us the night before or the day of, as emails go to one person who may not be scheduled to work that day. Please call!

Volunteers who need to withdraw from a shift less than 48 hours prior to that shift are required to call and talk to someone in the education department. Withdrawing from a shift on Lotsa Helping Hands with less than 48 hours prior to that shift without calling to report their need to cancel will be penalized.

## Dress Code

Everyone should look neat and be dressed appropriately at all times. Dress should consist of a *CLEAN UNIFORM SHIRT*, khaki bottoms (shorts, skorts, capri pants, etc are acceptable). Shorts should be no shorter than the point at which the employee's hands touch their legs with arms down at their sides. Closed-toe shoes must be worn at all times. Midriffs and undergarments must be concealed at all times. Zoo staff also discourages wearing excessive jewelry or accessories that may impede certain job tasks. Anyone who is not properly dressed will be sent home for the day without any credit for their time that day. If appearance becomes a reoccurring issue, the Zoo staff reserve the right to terminate your volunteer position.

Uniforms consist of:

- Zoo Volunteer shirt (received once 20 hours of service has been reached) OR Solid plain white shirt
- Photo ID Nametag (after provided)
- Khaki bottoms (shorts, skorts, capri pants, etc are acceptable). Shorts should be no shorter than 3" above the knee or longer than the finger tips, whichever comes first.
- If hats are worn, either zoo logos or no logos, solid colors.
- For safety reasons, open toed shoes or sandals, crocs (or similar "Rubber type" shoes) are not permitted. You must wear closed toe shoes.
- Midriffs and undergarments must be concealed at all times.
- Zoo staff also discourages wearing excessive jewelry or accessories that may impede certain job tasks.
- Tattoos and piercings may not be excessive, offensive, or distracting.
- All clothing must be neat, clean, and in good repair.
- Good personal hygiene must be observed.
- Hair must be neatly combed or arranged and not worn in extreme style/color.

Supervisors and managers retain the right to send a volunteer home if they believe said volunteer's appearance is inappropriate.

## Maintenance Of Personal Data

Each Volunteer is responsible for maintaining their own personal information. Please update your Lotsa Helping Hands account in addition to notifying Zoo Staff of any changes in information. This includes but is not limited to: emails, phone numbers, emergency contacts, etc.

## Leave Of Absence

A leave of absence must be requested in writing and submitted to the Curator of Education or the Assistant Curator of Education. Leaves of Absence may be requested for a period no greater than one year to remain a part of the Volunteer program. Volunteers who take an extended period of leave may be required to re-train or refresh themselves on certain topics and training programs.

## Open Door Policy

Complaints or concerns should be brought to the attention of the staff member in charge the date of the program/event, the Curator of Education, or Curator of Animals. If a complaint or concern is not resolved satisfactorily, it must be submitted in writing to the Zoo Director. All decisions made by the Zoo Director shall be considered final.

## Smoking Policy

Brandywine Zoo and Delaware State Parks are Smoke free environments. There will be no smoking during displays/programs, or while collecting, transporting, or around animals. Delaware State Parks is committed to providing Smoke Free Zones.

Smoking or other tobacco use in these areas is a violation of our rules and is subject to fines or other penalties.

\*At this time, this includes E-cigarettes and therefore E-cigarettes are also banned from use while on zoo grounds, whether volunteering or not.

## Standards Of Conduct

The Brandywine Zoo is committed to conducting business with the highest level of professionalism. Behavior of Brandywine Zoo volunteers must be above reproach. Conduct which brings discredit to the Brandywine Zoo, is offensive to guests and/or employees, or is otherwise unprofessional, is prohibited and may result in termination.

Conduct which is unprofessional includes, but is not limited to, the following:

- Verbal threats, abuse, or harassment of any type.
- Neglecting volunteer duties and responsibilities.
- Bringing children, other family members, or non-volunteer friends to events you are working.
- Being under the influence of intoxicating beverages or illegal drugs while at the zoo or while representing the zoo in any capacity.
- Possession, use or sale of alcoholic beverages, or illegal chemical substances while representing the Brandywine Zoo or while representing the zoo in any capacity.
- Absence from volunteer activities without notice.
- Violating any zoo policy.
- Falsifying reports or records.
- Use of Brandywine Zoo property or customer information for personal benefit.
- Dishonesty, theft, commission of a crime, or attempts to do so.
- Failure to observe safety rules and/or instructions.
- Organizing, operating, or conducting gambling activities.
- Abuse or misuse of animals.
- Not adhering to the established dress code.

### **Professional Expectations**

Every person working within the Brandywine Zoo, whether they are an intern, volunteer or staff member, paid, stipended or unpaid, is considered a team member and therefore is held to the same standard of conduct. It is important to remember that one of the things that make our team so great is the diversity of the staff and animals. No one should ever feel uncomfortable working among colleagues, for any reason. Our team works with the greatest respect between team members and is expected to maintain open communication when working through challenges of the operation. If you ever find yourself in a situation where you are uncomfortable or need help resolving a problem, we encourage you to speak to someone with whom you are most comfortable discussing these issues.

It is also important to note that we are a major tourist attraction for Wilmington, Delaware, and we hold a high standard in hospitality toward guests and, of course, our interns. Whenever you are on Zoo property, you must be in correct uniform and create an environment of hospitality. This means prioritizing guests' needs over tasks and understanding that they are here to have an engaging and inspiring experience.

In addition to the Brandywine Zoo's outlined policies and expectations in the Intern Guide, we expect the following professional expectations of Team Members:

- Safety & Security
  - All Team Members are required to adhere to all Brandywine Zoo safety and security standards
- Courteous and Welcoming Posture
  - We create a welcoming and positive atmosphere that is indispensable as we strive to create memorable guests experiences
- Professional in Uniform and Grooming
  - We look the best we can to ensure we are delivering nothing less than professional hospitality and customer service
- Acknowledgement of the Guest
  - We recognize it is exceptional service that will bring our guests back and it begins with a greeting that shows we are approachable and eager to assist
  - Use the 20:10 rule- Make eye contact and smile when guests are 20 feet away, say 'hello' or otherwise engage them within 10 feet.
- Anticipation of the Guest

- We are ready to provide exceptional service to our guests through well-prepared, confident Team Members
- Teamwork
  - We understand we have one chance to make a good first impression and it takes the efforts of all of us to guarantee this happens
- Knowledge of the Zoo
  - We will meet and exceed our guests' expectations when we have knowledge about the Brandywine Zoo and its collection
- Ownership of Responsibilities
  - We take pride in our Zoo by being accountable for our actions and the guests' perception of the facility
- Thank the Guest
  - We realize the way to seal our relationship with our guests is to show our appreciation through common courtesy

## Termination

In the event a volunteer violates the standards of conduct, disciplinary action up to and including termination may be issued by the Zoo Director, Curator of Education, Curator of Animals, Assistant Curator of Education, Assistant Curator of Animals or another senior staff member.

## Time Keeping

The information concerning volunteer hours may be used to apply for board reports, grants, and other funding sources; therefore, it is necessary that all Volunteers record their volunteer hours.

All hours are to be recorded in your folder, labeled with your name, within the Volunteer Log binders AND in Volgisitics. These binders will be located in the Education Building. It will be your responsibility to REMEMBER to sign in and out every time you volunteer, recording your own hours. You may not be allowed to start your service until signing in the Volunteer Log binders. If you are unable to locate the binders, need a new record sheet, or anything else – please immediately inform the staff member in charge that day. They are there to help you 😊

## Scheduling

Volunteers are responsible for scheduling themselves. The primary way to accomplish this is through our online community calendar with Lotsa Helping Hands at <https://www.lotsahelpinghands.com/>. You will be added to our community through an email that will look like the following:

You have been added as a Member of our Community web site, **Brandywine Zoo Docents**, powered by Lotsa Helping Hands.

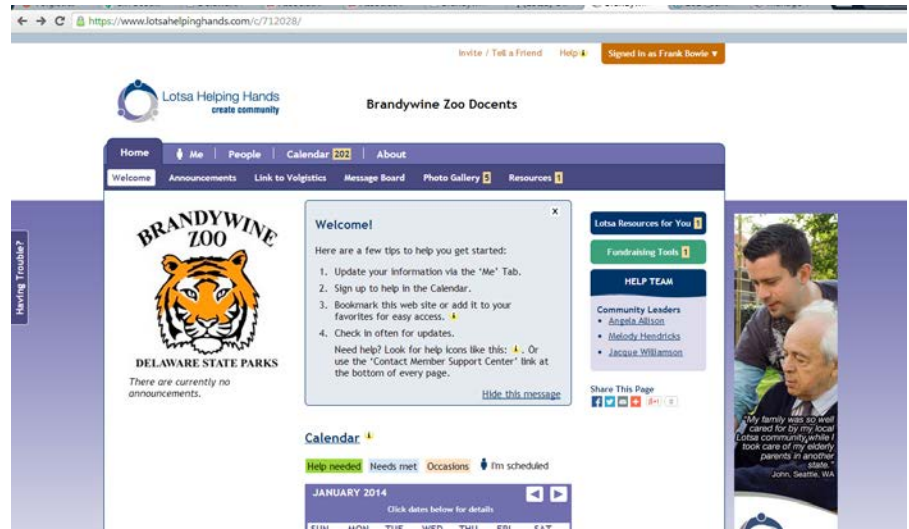
To sign in and join the Community go to the address below to set your password.

<https://www.lotsahelpinghands.com/c/712028/login/reset/>

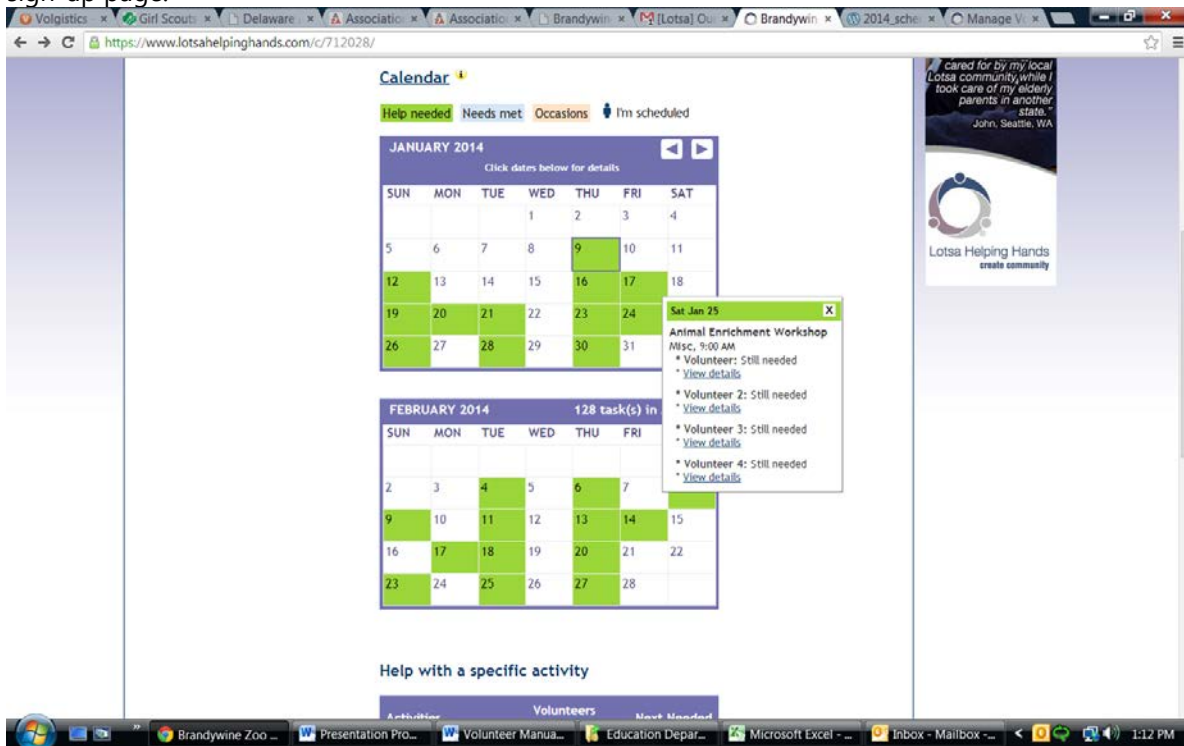
If you need any help using the site, you can contact [Lotsa Helping Hands](#).

First, please click on the hyperlink or copy and paste into your browser. Once logged in please set your password. Then an email will be sent to the zoo, you will be awaiting approval. The zoo will then approve your pending status. Once approved, you will be able to access our community calendar and sign-up for upcoming programs and events. Most likely you will be able to access the online calendar immediately after entering your password.

Your home screen will look like this:

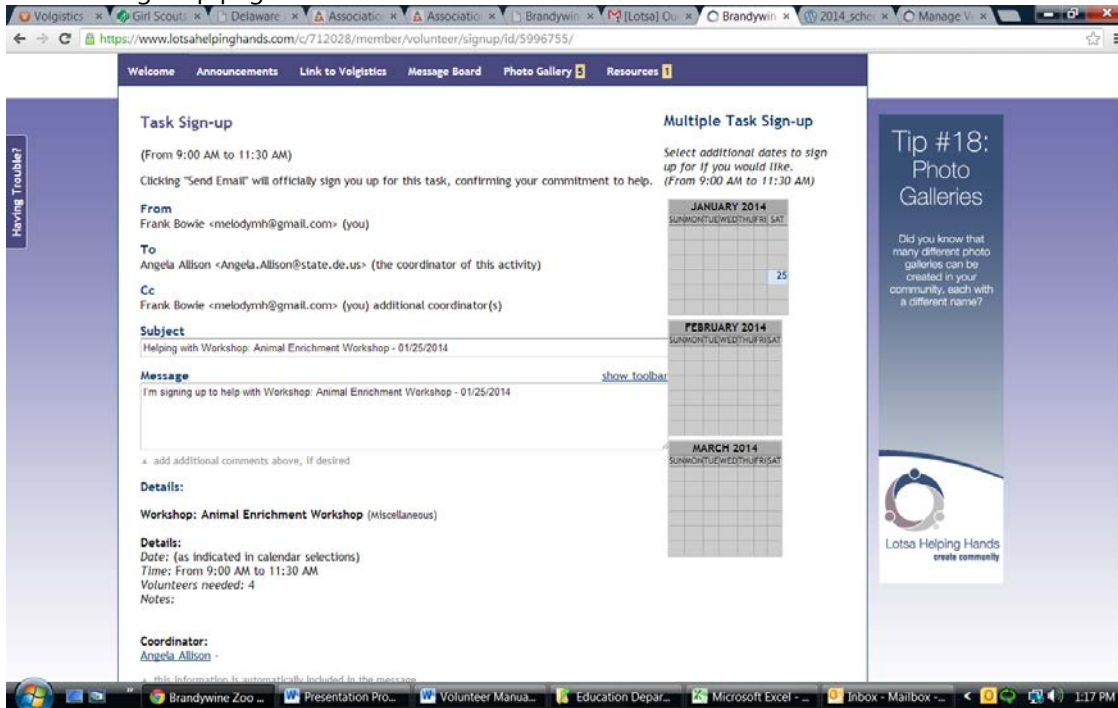


The calendar will look like the following. When you click on a green highlighted date, you will see a box pop up, click on "View Details". This will take you to the sign-up page.

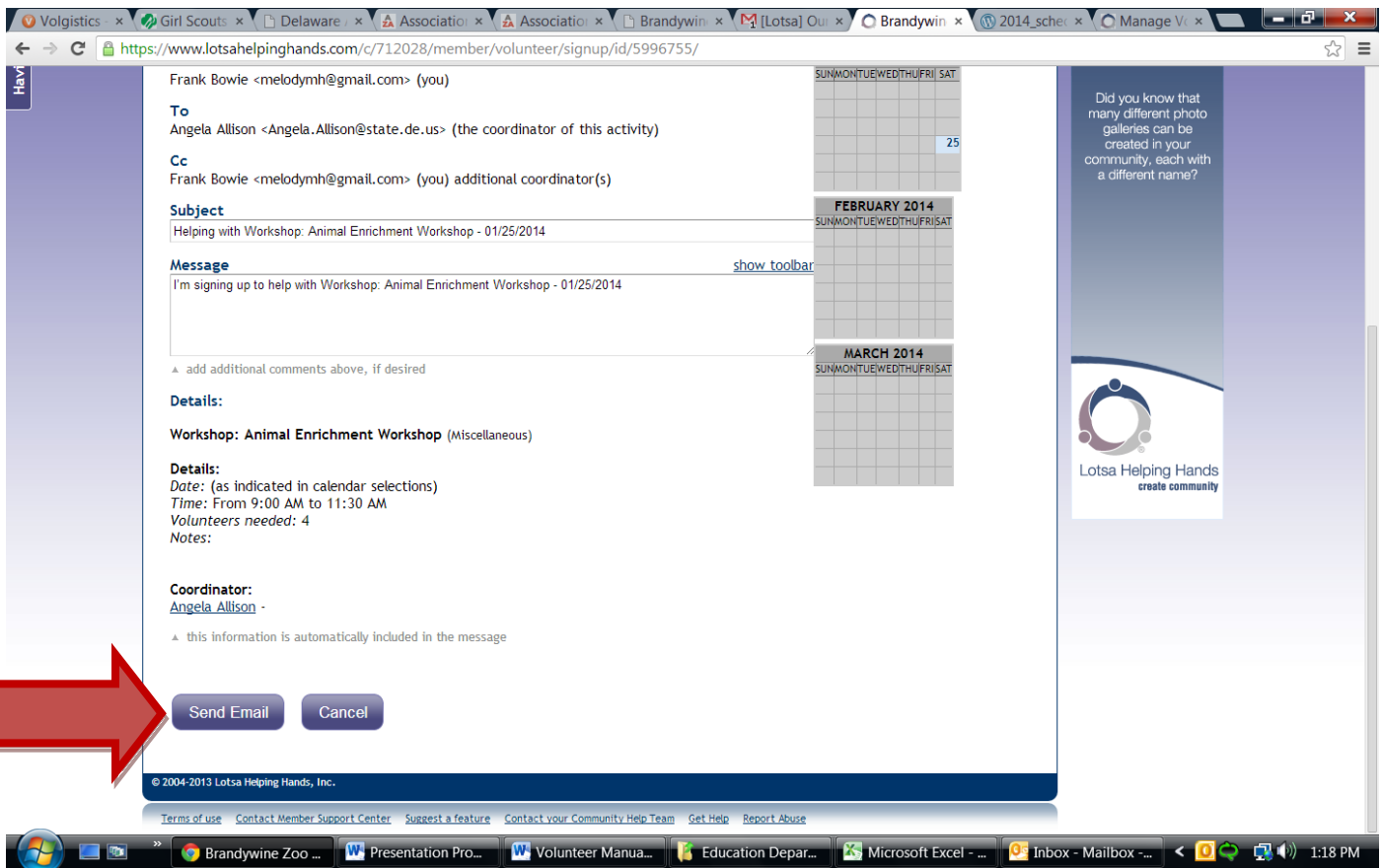




The Task Sign-Up page will look like this:



Please scroll to the bottom and click on "send email". You may also personalize or edit the message. Clicking "Send Email" will officially sign you up for this task, confirming your commitment to help. **BUT ONLY IF YOU CLICK "SEND EMAIL"!**



# INTERPRETATION

## Interpretation is....

"an educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experiences, and by illustrating media, rather than simply to communicate factual information." (Tilden 1977)

## Lighting a Spark...

- Know your audience and their interests
- Move beyond providing information to reveal deeper meaning and truth.
- Be informative, entertaining and enlightening!
- Inspire and provoke people to broaden their horizons.
- Present a complete theme, not just facts or pictures. People remember themes, but forget facts.
- Passion is the essential ingredient for powerful and effective interpretation.
- Avoid "fact vomit"!

## Why Interpretation? Benefits To The Zoo: Interpretation As A Management Tool

- Decrease depreciative behavior (vandalism, poaching, littering, other destructive behaviors)
- Enhance visitor safety
- Enhance public support and cooperation = Increased Revenue!
- Better Educational, Recreational, and Inspiration experiences = Satisfied Guests!

## Why Interpretation?

- **Benefits to Individuals**
  - Provide comfortable environments, health and sanitation needs. Teach how to be comfortable and how to meet personal needs in natural settings.
- **Safety and Security:**
  - Interpret zoo policies and safety measures and follow them consistently.
  - Provide psychological security
  - Interpret real dangers and also disprove myths
- **Love and Belonging:**
  - Call visitor by name
  - Go to the people, visit where they gather, initiate contact
  - Strive to include everybody.
  - Express your pleasure in working with visitor and with the individual.
- **Esteem:**
  - Give positive feedback
  - Give visitors responsibilities on tours, programs or events.

## Why Interpret for the Zoo?

- To encourage public support for the zoo and its mission
- To encourage public cooperation and compliance w/ rules and policies.
- To provoke curiosity and enthusiasm about our world.
- To encourage stewardship by offering values which bring people in harmony with their culture and their natural world.
- To enrich lives through education, recreation, and inspiration.
- To strengthen society through cultural growth.
- To help society make enlightened decisions
- To create healthy citizens, strong families, and united prosperous communities.
- To help individuals see beauty in themselves and their surroundings
- To help individual become more fully human and alive!

## Components Of Quality Interpretation

### **UNDERSTANDING INTERPRETATION**

#### **What does interpretation do?**

- Represents the past, present and future of the zoo.
- Gives everyone access to information and experiences.
- Provides experiences that strengthen people's connections to wildlife and conservation (recognition, enjoyment, understanding, appreciation, preservation).
- Allows people to develop their own thoughts and feelings about wildlife, wild places, and conservation.

#### **What is the purpose of interpretation?**

- The purpose of interpretation is to help people make connections between the physical and concrete resources of the zoo and the relationships and concepts that are important for conservation. Then people can answer the questions "So what?" and "Why do I care?"

Key = Interpretation facilitates a connection between the interests of the visitor and the meanings of the resource.

### **UNDERSTANDING RESOURCES: What are my resources?**

- Physical and concrete resources: exhibits, buildings, biofacts, and animals.
- Concepts and relationships: people, ideas, values, and historical events.

#### **How do I use my resources?**

- Have broad knowledge of the resources.
- Seek quality information from other team members.
- Clarify multiple meanings about wildlife and wild places because resources have different meanings for different visitors.
- Have an understanding of multiple view points of the visitors.
- Give factual information and avoid exaggeration or elaboration.
- Use language which helps visitors to see the animals as "wild" and not as "pets".
- Use sound science and biology when answering questions.
- If something is controversial, always use the words "research suggests" or "according to data."
- Steer clear of political discussions

#### **How do I check my resource information?**

- Is my information accepted - would other zoo staff agree with this information?
- Is my information accurate?
- Is my information current?
- Have I covered all the important aspects of this topic?
- Is the information free from bias – is it objective?

### **UNDERSTANDING THE AUDIENCE**

#### **Why do people visit the zoo?**

- Some people come for entertainment and fun.
- Some people come for a social event or outing.
- Some people visit the zoo to learn about wildlife and conservation.
- Some people come because they love animals and want to connect to wildlife.

#### **How do I interact with the audience?**

- Consider visitors' reasons for coming to the zoo.
- Be sensitive to visitor's uniqueness – age, gender, special needs, ethnicity, etc.
- Not every visitor wants an in-depth experience, but a few do!

#### **What is the Visitor's Bill of Rights?**

- Receive respect for their privacy and independence.
- Be allowed to express their own values.

- Be treated with courtesy and consideration.
- Receive accurate, unbiased information.

## UNDERSTANDING APPROPRIATE TECHNIQUES

### What are some best practices to consider?

- Develop your own interpretive technique and style.
- Have a good attitude and be enthusiastic.
- Assess audience – age, previous knowledge, expectations, etc.
- Reach out to the varied view points of the audience.
- Be prepared to adapt and change the way you are sharing knowledge.
- Motivate audiences and facilitate discussion when appropriate.
- Be professional and represent the zoo's policies and positions at all times.

### What is an effective communicator?

- Listen to what the visitor really wants to know and answer that question.
- Ask "does that answer your question?" or "do you have any further questions?"
- Remember you may be the only teaching contact a visitor has.
- Use appropriate language, tone of voice, and inflection.
- Be aware of non-verbal communication including (but not limited to) body language, personal space, eye contact, and clothing.
- Don't hesitate to say "**I don't know**, but I'll find an answer for you"  
Offer to look up the answer or direct them to someone who knows.

## UNDERSTAND THE INTERPRETIVE OUTCOMES

### What is effective interpretation?

- Interpretation should have a short term and long term effect.
- Visitors may not be immediately affected by the knowledge that you share with them.

### How do I evaluate the interpretation?

- Did I demonstrate that I really like what I'm doing?
- Did I demonstrate that I care about the animals and the species they represent?
- Did I show the visitor that I cared about them as a learner?

Remember: **KNOW, FEEL, DO!**

What do you want your audience to KNOW?

What do you want your audience to FEEL?

What do you want your audience to DO?

## Conservation Messages

### Conservation Messaging

The Education Department provides informal and formal learning opportunities for our diverse regional community by proudly offering children and adults year-round opportunities to learn about wild animals, their environments, and the importance of protecting them. Our on-site and off-site programs provide participants a unique, informal education setting. The Brandywine Zoo incorporates into programs the conservation messages of the AZA which help us to fulfill our overall Education Mission to "*enhance and enrich peoples' understand and respect of the complex relationships among all living things and inspire wildlife conservation.*"

### Conservation Messages

- **All life on Earth, including human life, exists within an ecosystem. Healthy animals start with healthy ecosystems.**
  - a. Ecosystems are made of interdependent relationships between groups of living things (biodiversity) and their physical environment.
  - b. An impact on any element of an ecosystem has ramifications throughout the ecosystem.
  - c. Human activities within ecosystems affect these systems

- **Healthy ecosystems provide many essential services and benefits that sustain and improve human lives.**
  - a. Natural systems maintain a habitable planet by regulating climate and by cycling water, oxygen and carbon dioxide and soil nutrients.
  - b. Humans are provided with essential ecosystem services that sustain life on Earth: fresh air, clean water, soil and oceans that can produce food.
  - c. Biological diversity provides a multitude of natural resources used commercially for food, shelter, medicines, fiber, and other products on which people depend.
  - d. Healthy ecosystems underpin healthy human economics and sustainable nature systems support sustainable human communities. Many jobs depend directly on protecting natural ecosystems (fishing, farming, etc.).
  
- **Emotional connections to nature generate empathy for wildlife and ecosystems. Experiences in nature or zoos enrich our lives and inspire our choices for future generations.**
  - a. Developing deep connections with animals and nature starts at an early age. Solidifying those bonds can lead to a lifetime of environmentally responsible behaviors and caregiving toward nature.
  - b. These connections can be stimulated through natural places to play and recreate, explore, places be creative, to learn and enjoy both as individuals and with our friends and families. Or, those connections can be made through interactions with wildlife in zoos- learning the names of the animals and facts, experiencing them up close, or cultivating a feeling of commitment and responsibility.
  
- **Human beings are responsible for dramatic changes to ecosystems at a rate unprecedented in Earth's history.**
  - a. The growth of the human population coupled with the increased consumption of resources by individuals will increasingly impact the planet's finite resources.
  - b. The primary human-caused threats to the environment are climate change, habitat destruction, invasive species, and overuse and exploitation of individual species, such as elephants, rhinos or pangolins, and natural resources, such as palm oil, fisheries, or mineral deposits, have led to the collapse of entire ecosystems or species.
  
- **We have a responsibility to care for the Earth, to leave healthy ecosystems for our families and future generations.**
  - a. Due to the unprecedented changes humans are causing to the planet, we must often intervene to save wildlife.
  - b. Many decisions involved with caring for the Earth are extremely complex and must take into account both human and animal needs.
  
- **Through informed actions, we can positively impact ecosystems. These actions include:**
  - a. Making appropriate lifestyle decisions reflective of environmentally responsible behaviors.
  - b. Actively participating in impactful public decisions and discourse.
  - c. Sharing our knowledge and feelings about wildlife and wild places.
  - d. Making room for wildlife in our backyards, locally and globally.
  - e. Supporting conservation organizations, including AZA zoos and aquariums.
  - f. Being "informed" means considering multiple points of view.
  
- **Responsible zoos and aquariums strive to conserve ecosystems and promote care and positive action for the natural world.**
  - a. Responsible zoos and aquariums share knowledge, ideas and projects that empower people to take conservation action.
  - b. Responsible zoos and aquariums are active partners in the conservation community and help further conservation efforts worldwide by seeking workable and realistic solutions to conservation problems.
  - c. Responsible zoos and aquariums provide animal and nature experiences that engender a sense of wonder and empathy for wildlife and ecosystems as well as inspire environmentally responsible actions.
  - d. Responsible zoos and aquariums disseminate valuable information about animals and the ecosystems they inhabit.
  - e. Responsible zoos and aquariums model caring by being leaders in animal care.

- f. Responsible zoos and aquariums commit to serving diverse segments of human society and provide a forum for exploring and communicating different perspectives concerning the natural world.

Tips, Tricks, And Suggestions:

- Remember to smile! "If you smile, the world will smile with you!" I know this sounds "cheesy" but when you smile you actual sound more pleasant and you look more approachable.
- Focus on what you *can do*, not what you can't.
- Make sure you are prepared each day. This will help you to feel better and more confident about what you are doing.
- Remember to be patient with people, especially little kids.
- Don't be afraid to say "I don't know." It is better to tell the truth than lie and make an answer up.
- It is key to be enthusiastic and engaging! The more excited you are, the more excited and engaged your audience will be.
- When in doubt, ask for help! That's what we are here for!



# Volunteer Commitment Contract



The Brandywine Zoo's Volunteer Program is limited to serious, enthusiastic applicants. All accepted applicants must be committed to perform the duties required of them with both responsibility and accountability. Volunteers must report for their assigned dates/times on a punctual and consistent basis to perform your job to the best of your ability.

It is important to understand that your performance is subject to review and evaluation by Brandywine Zoo Education Staff supervisors. If your performance is unsatisfactory at any time, your position may be terminated as a volunteer.

Zoo Volunteers must agree to all the rules, regulations, and responsibilities presented to them during Orientation, in the Volunteer Manual, and as dictated by staff.

*Volunteer Name (please print)* \_\_\_\_\_

*Volunteer's Signature/Date* \_\_\_\_\_

*Volunteer Trainer's Signature/Date* \_\_\_\_\_

*Volunteer Manager's Signature/Date* \_\_\_\_\_

# Biofact Handling & Presentation Policy

Zoo volunteers, interns, and staff interpreters may receive biofacts, interpretive artifacts, to help enhance their programs and visitor experience. Many of these artifacts are one of a kind, very expensive, or irreplaceable. Interpreters are responsible for biofacts under their care and may be held responsible for replacement costs if handled negligently.

## Biofact Check Out, Packing, & Storage Policy

### Check Out & Packing

- All biofacts should be packed in bubble wrap, either using a sheet to roll the item or a bubble wrap mailing bag.
- Items are then carried in a larger bag. Reusable grocery bags are available in the biofact storage area.
- Record the items you use on the Biofact Checkout and Return sheet. Use the example below as an indication of how items are to be filled out.
  - List your name, the date, the items you are checking out and the time you are checking out. If you need more items than will fit in one line, you can continue listing items in the next row. Use an arrow to indicate you're continuing to that row.
  - Upon return, complete the "Time Returned" section. In the example below, Emily still has items checked out to her.

### Biofact Check Out and Return Sheet

Checked out by	Date	Item(s)	Time Out	Time Returned
Hannah	6/12/2017	Otter pelt, otter skull	10:15 AM	11:30 PM
Julie	6/14/2017	Condor skull, condor egg	9:45 AM	12:00 PM
↓	↓	Condor tail & wing feather	↓	↓
Emily	6/16/2017	Sea turtle comb, sea turtle leather	11:30 AM	
↓	↓	cobra belt, tegu skin, caiman boot	↓	
↓	↓	tortoise shell, turtle carapace	↓	

### Storage

- Biofacts should be returned to their original location when checked out.
- Protective bags and bubble wrap returned to its original location.
- Biofacts should be stored on appropriate shelf or in appropriate tub or bin where it will not be damaged or broken with gentle use.
- They should be clearly marked/displayed or labeled as to what animal it came from.

## Biofact Presentation

### Table Presentation

- When biofacts are presented on a walk-by table, typically multiple items are displayed.
- The interpreter should ensure that items are not at risk of being knocked off the table
- When interacting with guests, do not allow guests to pick up and hold items. Instead, pick up the item of interest and hold and present the item to the guest. If the item is touchable (most of our artifacts are), direct them how to appropriately interact (gently, with two finger touches).
- Never leave biofacts unattended at a table. If you need to step away, please radio a staff member to relieve you.

### Roving Interpretation

- When roving with biofacts (walking or stationed somewhere without a table), keep biofact bag over your shoulder. This is especially important if you have multiple items in the bag and will prevent the bag from being stepped on.
- Only use one item at a time to avoid dropping or breaking items.
- Never leave your biofacts unattended at any time.
- Do not set biofacts down on a wall or ledge to avoid dropping/breakage.
- Hold object securely in your hand- never hold a small item in an open-faced hand to avoid it being knocked out of your hand accidentally or dropped.

### Large Groups

- Whether you're roving or at a station, sometimes large groups may come up to you because you have fun objects they want to see!
- Don't allow the group to overwhelm your station. You can control this by stating that we're not picking up objects, but you'll hold items for gentle touching.

## Usfws Confiscated Items

Some of the items in our collection are real artifacts that were confiscated by US Fish and Wildlife Services. Their reasons for confiscation are unknown to us, but typically due to illegal procurement, intent on sale/trade/distribution, or otherwise are items illegal to own or distribute in the United States. Most often, this is because the item comes from a protected species, but sometimes it is from a species that, while plentiful in the wild, may have specific regulations regarding its collection for human use and may have been illegally collected.

- Some of these items are extremely rare or invaluable and may come from endangered species such as elephants, pangolins, sea turtles, and more.
- These items are technically on loan to the Zoo from the USFWS repository. The mistreatment, damage, or loss of one of these items may result in criminal charges.
- If you are not okay with the responsibility of using one of these objects (like elephant ivory), please let your supervisor know if/when asked to do so.

# BIOFACT HANDLING & PRESENTATION POLICY RECEIPT FORM

In signing this form, you are indicating that you have received and read the Biofact Handling & Presentation Policy, and agree to adhere to the terms of these policies. You are also stating that you understand that disciplinary action may be taken if any of these policies are breached, ignored, or broken.

If you have any questions about the information provided in these policies, please contact the Volunteer Coordinator/Intern Program Manager or Curator of Education.

Yes, I received and have read the Brandywine Zoo Biofact Handling & Presentation Policy

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Name (Please Print)

---

Date

---

Signature

# CHRONOLOGY OF THE BRANDYWINE ZOO

- 1883 In March, the Delaware State Legislature passed a law forming the Wilmington Board of Park Commissioners. Ten unpaid men were appointed to the Board to plan and build Wilmington parks. Eventually their effort yielded Brandywine, Rockford and Canby parks. The Commissioners hired Frederick Law Olmstead, the famous landscape architect to find the best places to house these parks.
- 1886 Frederick Law Olmstead goes to work designing Brandywine Park, which the Brandywine Zoo is part of.
- 1904 Dr. James H. Morgan came to the Board of Park Commissioners with the idea of starting a zoo in Wilmington. He was able to donate some animals if the Commission would pay for the shelters and fences. The boundaries of the zoo were much different than they are today. The main area of the zoo was the area of the old bear pit (across from the current Andean Condor exhibit) and the Exotic Animal House, and extended down the river. Ducks and geese, Belgian hares, a sea turtle, and a sea gull were among the original collection.
- The residential area behind the zoo was considered Washington Heights and its civic association helped to manage the zoo.
- 1905 The organization changed its name to the Wilmington Free Zoological Association, and the Wilmington Zoo was born.
- 1921-1928 The Zoo had donations of eleven elk, three buffalo (bison), two eagles, five monkeys, goats, two black bear, ducks, parrots, two raccoons, one groundhog, and three alligators.
- The bison lived on the field at the top of Monkey Hill, on what is today recreational baseball fields.
- 1928 The old bear pit was filled in and three new bear cages were built. They still stand today in the Main Zoo, next to the Administration Building.
- During this time, the comfort station (Exotic Animal House) was changed into a monkey house with big wire cages housing mangabees, macaques and squirrel monkeys among others.
- 1950 The next big change happened in 1950 when the Society decided to build a Children's Zoo. The children's area was to be built on a storybook theme with aquariums, little houses and a bird sanctuary. R.R. Carpenter raised funds by donating the profits from family night at the Philadelphia Phillies professional baseball game.
- 1952 Ground is broken for the new Children's Zoo. The Wilmington Lions Club was also a major fund-raiser on the project. There were eleven little buildings, each centering on a different Mother Goose character. All of the exhibits were brightly painted and housed farm animals collected each spring from area farmers willing to donate them. This area was located up in the far section of the zoo where the capybara and otters are now kept. In the first year of the Children's Zoo there were 46,000 visitors. The themed section survived until the late 1970's in its original fashion.
- 1963 The main zoo falls into horrible disrepair and was forced to close while the Children's Zoo remained open.
- 1970s The Monkey House (Exotic Animal House) is altered from a 'comfort station' to exhibit space.
- 1971 New Castle County took over the zoo and hired Hans Rosenberg as "Zoo Supervisor." He added to the zoo collection but kept the Monkey House closed to the public even though animals were still housed there.
- 1979 Tom Skeldon took Hans Rosenberg's place and developed the Delaware Zoological Society. During this time the Administration Building with offices and a kitchen were built. The tiger exhibit was built where an old duck pond had been.
- 1981 Nancy Falasco became Zoo Director.
- During her time, a new master plan was conceived and put into action. The old Children's Zoo facades were torn down and new exhibits were developed. A North and South American and Temperate Asian theme was adopted.
- Capital improvements continued with the construction of the new animal hospital, new exhibits and new restrooms.

- 1981 The Brandywine Zoo became accredited by the Association of Zoos and Aquariums (AZA) and has maintained the accreditation to present-day.
- 1987 The Education Building is constructed across the street from the main zoo, next to the Exotic Animal House.
- 1990 Construction of the Zoo's centrally-located animal hospital. This building contains three animal holding rooms, a clinic and surgical area and storage for the Zoo's quarantine and medical equipment.
- 1996 The zoo creates a binturong exhibit by renovating one of the former 3 bear exhibits. The binturongs are housed on the left of the three exhibits, next door to the cougar.
- 1998 Delaware State Parks takes over management of the Brandywine Zoo from New Castle County on May 1, 1998. Transferred through state legislation from the county to the state were Rockford Park, Alapocas Woods natural area, Brandywine Park and the Zoo.
- For the first time, the zoo hires a secretary to answer phones.
- 1999 Construction begins on a \$900,000 renovation gives the zoo a facelift. The new admissions entrance, gift shop (Zootique), DZS administrative offices, Arthur A. Carrota Education Pavilion, new restrooms and commissary and an 110,000 cu.ft. Andean condor exhibit are constructed.
- After construction, the admissions/ticket window to the zoo moved from on North Park Drive to instead face Monkey Hill (Van Buren Street). Construction is completed in 2000.
- 2001 Renovations are made to enclose the duck exhibit, located in the Otter Circle.
- 2005 The Brandywine Zoo marked its 100th anniversary.
- A new addition is added to the tiger exhibit.
- 2007 The Brandywine Zoo unveils its new Master Plan. A new overarching theme is developed focusing on 'Water' to organize the collection and educational messages. Arrangement of exhibits would be in biomes that represent habitats from around the world that contain varying degrees of water in their ecosystem. The four biomes are Drylands, Wetlands, Tropical Forest and Temperate Forest.
- 2013 Gene Peacock became Zoo Director and Bill Montgomery became Director of the Delaware Zoological Society after the retirement of Mrs. Falasco.
- 2013 A 36,000 pound tree falls onto the Exotic Animal house, forcing an emergency evacuation of all animals to safety and the closure of the building. While some animals were relocated permanently to other zoos, a few select families of monkeys remained at Brandywine.
- 2014 Renovation of old binturong exhibit takes place, allowing the zoo to add red pandas to its collection. A new monkey exhibit is constructed inside the zoo grounds. Bill Montgomery leaves as Society Director.
- 2015 The Exotic Animal House is demolished.
- 2016 Eagle Ridge constructed. New reptiles go on exhibit in Admin building windows.
- 2017 Brint Spencer becomes director of the Zoo.



## EMERGENCY CODES AND PROCEDURES

This document is meant to provide insight and protocols during specific emergency procedures. For emergencies not specified in this document, please resort to using your best judgment and alerting the Manager on Duty as soon as possible. For clarification or questions, seek assistance from Curators.

### During ALL emergency situations ALL STAFF should:

- Know your role and responsibilities for each Code (ex. Veterinary staff, recapture team, educator, Lead keeper, animal keeper, intern/volunteer, etc.). See individual Know Your Role sections of each type of emergency situation below.
- In most emergencies, the MOD will assume the role of Incident Commander. They are the point person and responsible party for seeing the emergency through to resolution.
- Know the quickest and safest exits from the zoo and from individual buildings.
- Know places to seek shelter for various situations. Not all areas of shelter are appropriate for all scenarios.
- Know the evacuation meeting location respective to the department you are in (Education, Animal, Visitor Services)
- Remain calm. Use common sense.
- Act in the best interest of safety for all involved.
- Switch to and/or remain on Channel 1 of your radio
- Maintain radio silence unless called upon to respond/assist or you have pertinent information that will aid in resolving the emergency
- Keep radio transmissions brief and to the point
- Use proper code colors and radio etiquette
- Use discretion when relaying sensitive information. Be aware that visitors can overhear radio transmissions and local media stations often scan our radio frequencies.
- Make sure maintenance/contractors, volunteers and guests are aware of the situation if necessary i.e. evacuations.
- Remember that a code has not ended until the Incident Commander/MOD clears the code over the radio

## NON-CODED ISSUES

ANIMAL HAZARDS: If anything is thrown or dropped into open exhibits, it could be harmful to the animals or need retrieval for the guest. OR an animal may be in a potentially dangerous situation if they broke something within their exhibit or found something the keepers did not intend for them to have. Radio for a zoo keeper to meet you at that exhibit, but that it's not an emergency (unless ingestion by the animal seems imminent). Ex. **'Can a keeper please meet me at the otter exhibit to retrieve an item for a guest?' or 'Area 2 keepers, I received a report that the condors have an item that they shouldn't.'** Stay at the exhibit with the guest, or to inform the keeper of what you saw. A keeper will retrieve the item from there.

INAPPROPRIATE BEHAVIOR: Examples: smoking in the zoo (including eCigarettes), pets in the zoo, bikes/roller blades/skateboards etc. in the zoo, harassment of the animals, harassment of guests or staff, uncontrolled children. In the event you are witness to any inappropriate behavior among guests, please address the offender immediately to cease the behavior. However, if you do not feel comfortable addressing them yourself, immediately call the MOD on the radio. Ex. **'Lynn I need immediate assistance with a visitor at the zoo entrance.'** If dealing with a minor, locate the adult in charge of the group to advise them of the incident; then contact the MOD to report the incident and/or individual/group involved. This is especially important in the event animals are injured or property is damaged. **The MOD can always choose to call KentCOM or 911 if the situation warrants.**

POWER FAILURE: If there is a power failure, you should make an announcement to the MOD informing them of the outage. If you are indoors with a group of people, inform them to stay where they are standing until the lights go on again. Sometimes power failures are isolated to one area of the zoo, but often power goes out to the whole zoo all at once.

**In case of prolonged power failure, the Zoo is equipped with 6 portable generators that provide power to the following locations:**

- **Commissary**
- **ER/Admin**
- **Travelling Zoo**
- **Hospital**
- **Macaw/SPA**
- **Gift Shop (least concern)**

- Zoo Director and Curators must be knowledgeable on generator function and how to execute a full power switch over from main.
- During after-hours power outages, the Zoo Director should be the first point of contact for security to notify of the emergency and will assume the role of Incident Commander.
- Curators followed by Lead keepers would be the next staff members called in to assist with the emergency at the discretion of the Zoo Director. In the absence of the Zoo Director, the General Curator assumes the role of Incident Commander.
- Generators should be tested 2-4 times per month for function and fuel level. All staff should be trained on generator start up for testing purposes.
- Areas of most concern during an outage include: tropical animal heat, reptile heat sources, Travelling Zoo building, animal food and drug coolers/freezers, otter pump.
- Once power is restored, be sure to check the function of otter pump, tropical animal/reptile/TZ heat, and animal food and drug coolers/freezers. \*Hospital may have certain life support systems running for critically ill animals and should be checked as well.
- If any animal heat sources or coolers/freezers are not functioning once power is restored, attempt to plug in to a generator via an extension cord. This is not possible for hardwired fixtures without a plug (walk in cooler/freezers) and accommodations must be made to move food items or add supplemental space heaters to animal areas in need.
- If otter pump loses prime during a power outage, you may turn off the pump completely in order to avoid burning up the motor or melting the filter basket.

- If the Education Building Reptile Room loses power for a prolonged period of time, provide a 40 hour heat pack for each animal which requires it. Defer to Director or Curators for more information. At this time, due to security concerns, it is not feasible to provide generator power to the Education Building.
- Zoowide timers of misters, heat and cooling may need to be readjusted.

## Medical Emergency: Human

### Code Blue Human

Definition: Serious medical issue with a zoo guest, volunteer, intern or staff member, such as a heart attack, unconscious person or anything requiring immediate medical attention.

If you are first on the scene:

- Radio call: 'Code Blue Human'. State location and what type of assistance might be needed clearly and calmly. Repeat twice.
- **Example: 'Code Blue Human. Code Blue Human-Otter Circle, first responder needed,' OR 'Code Blue Human. Code Blue Human-Condor exhibit, unresponsive guest. call 911.'**
- Stay CALM. Relay information for 911 (unresponsive adult male, choking child, etc) and wait for assistance from Zoo Staff. Do your best to reassure the victim if possible. Do not leave the victim until medical assistance arrives.
- On-site first responders may ask additional follow up questions over the radio until they get to you.
- Visitors should be kept away from the problem site-other staff may help with this or this may be you, once first responders arrive.

#### **Know Your Role:**

- MOD assumes role of Incident Commander. They will relay information as needed to all zoo staff.
- Listen to the conversation over the radio carefully, but do not interject unless you have pertinent information.
- Generally, the zoo admin (Sarah) will call 911 if requested.
- Staff trained and current in First Aid should provide medical attention. (ex. CPR, AED, etc.)
- Staff, interns, apprentices, volunteers who are NOT trained in first aid should assist with crowd control, manning all gates into the zoo and escorting emergency services to the victim.
- Keep guests calm and out of the way.
- Maintain respect for the victim and remind other guests to do the same, particularly regarding cell phone camera usage.
- The MOD will announce when the Code has been resolved.

MINOR INJURIES: Calling a radio code is not necessary for minor injuries (scraped knee, bee sting, bruise, etc.). If there is a minor accident, the injured party should be directed to the closest office for access to a basic first aid kit. **Immediately notify the MOD and/or first responder on duty (currently Lynn Klein is the only trained first responder on staff within the Zoo). An incident report must be completed by the MOD or first responder.**

# Medical Emergency: Animal

## CODE BLUE ANIMAL

Definition: Serious medical issue with a collection animal requiring immediate veterinary intervention. Includes presumed deceased collection animals requiring confirmation of death by veterinary staff.

### If you are first on the scene:

- Radio call 'Code Blue Animal'. State location and what type of assistance might be needed clearly and calmly. Repeat twice.
- **Example: 'Code blue animal. Code blue animal- capybara holding. Candace is unresponsive. I need a vet tech immediately.' OR 'Code blue animal. Code blue animal-panda exhibit. Gansu is stuck in an enrichment device. I need gloves and a net.'**
- If you are not part of the animal department and first on the scene, do not attempt to assist the animal. Call for immediate help from an animal department staff member.
- If you are an animal department intern or apprentice and first on the scene, do not risk personal injury in an attempt to assist the animal. Depending on the situation, you may need to remain hands off until a staff member responds and directs you in a safe way to assist.
- See below Know Your Role for further information.

### **Know Your Role:**

- **Vet staff, Curator staff and the Area Lead Keeper should always respond to any Code Blue Animal.**
- Listen to the conversation carefully but do not interject on radio unless you have pertinent information.
- Depending on the severity of the call and type of problem, ALL animal care staff in the area should close up their areas and quickly proceed to the location bringing appropriate equipment with them (gloves, nets, carrier). Relay that you are on your way and what you are bringing when radio traffic allows.
- If animal care staff is unsure if they should respond, proceed to the location anyhow. If your assistance is not needed when you arrive on the scene, assist with crowd control and answering questions for the public.
- Animal keepers who are fully trained on how to work with the individual animal involved should be the preferred staff members addressing the issue with veterinary staff and/or Curators.
- Animal keepers not trained on the animal should respond to the scene from a safe distance and be available for assistance if requested of them.
- Depending on the severity of the code, whether the zoo is open and the species of animal, Education staff not trained on the animal should still respond to assist with crowd control and interpretation (if the animal is on exhibit) or to observe and assist if requested (if the animal is a program animal).
- Interns and apprentices (education OR animal department) should never risk personal injury during an animal emergency. Their role is to learn and assist if directed by a staff member.
- Visitor Services staff should continue with their current job duties, but be available to assist if called upon.
- The MOD will announce when the Code has been resolved.

# FIRE

## CODE RED

**Definition:** fire or smoke observed anywhere within the zoo or a zoo building. OR if a fire alarm is sounding within a zoo building.

\*\*\*Note: the only buildings with fire alarms monitored remotely by an emergency service are the Education Building, The Gift Shop, the hospital and the Administration Building.

**Know the locations of fire extinguishers and alarm pull stations BEFORE an emergency occurs.**

If you are first on the scene:

- Radio call 'Code Red' followed by location. Repeat twice. If you see smoke and/or flames, relay this as well as 911 will be called immediately either by Admin (usually Sarah) or the MOD will delegate that responsibility.
- **Example: 'Code Red hospital. Code Red hospital. Flames visible in office. Call 911' or 'Code Red gift shop. Code Red gift shop. The alarm is going off, no fire visible yet.'** In the second scenario, if deemed safe by you to investigate, attempt to find a cause of the alarm sounding. The MOD will also respond to investigate.
- If an alarm is sounding but no fire is visible, still evacuate the building as if it were an actual emergency.
- If the alarm is not yet sounding in one of the above mentioned monitored buildings, and fire is observed, pull the alarm lever.
- To the best of your ability, assist in evacuating people out of the building and away from the scene. Always ensure your safety and the safety of others first. If animals are present, see how to respond below in the Know Your Role section.

Fire Extinguisher Use:

- Only use a fire extinguisher if properly trained and the fire is no larger than the size of a 50 gallon trashcan

**Know Your Role:**

- Always treat fire alarms and smoke detectors as if there is a real emergency until cleared by the fire department.
- MOD will assume role of Incident Commander
- Maintain radio silence unless you have pertinent information to the emergency.
- All staff should assist with evacuating visitors.
- All staff should assist with manning the perimeter gates to allow entry of Emergency Services and to evacuate.
- All staff should assist with crowd control.
- All staff should assist with monitoring that no one re-enters the building.
- Relay your location and duty to MOD when radio traffic allows.
- Due to the small size of the zoo, you may be able to check in with your manager in person to notify them of your safety.
- Know the location of the nearest exits and safest places to direct visitors away from a fire. If you are unsure of this, ask your manager. NOW.
- Know the location of fire extinguishers and pull stations. If you are unsure of this, ask your manager. NOW.
- Managers will orchestrate head counts and check ins of their staff, volunteers and contractors during evacuation. This may be done in person or via radio.
- Be aware of maintenance, contractors, volunteers, etc. working in your area. Ensure they are aware of the emergency and evacuate.
- Attempt to keep visitors out of the way of approaching Emergency Responder vehicles.
- If there are animals present: Curators, vet staff and animal department staff should ensure human safety first. However some situations may allow for animals to be quickly placed in safe containment devices and be evacuated, or to be given access to an outdoor or neighboring exhibit (ex: tamarin building, capy could be

allowed into llama holding). The MOD will make the call on whether or not this is a safe option. Once Emergency Services arrive, all staff will be expected to abide by their instructions.

- Interns and apprentices regardless of animal training level are NOT to participate in animal evacuations within a compromised building. There may be circumstances in which the MOD feels an intern or apprentice could assist in other safer ways.
- Once Emergency Services arrive, all staff will abide by their instructions. The emergency is not resolved until the fire department deems the area safe and the MOD announces the resolution over the radio.

# THREATENING WEATHER

## CODE GREY

**Definition:** Imminent storm requiring immediate action to either shelter or evacuate visitors and animals. For the region of the Brandywine Zoo, this will most likely manifest as a severe thunderstorm. \*Can also be a long term code meaning impending hurricane, blizzard, heat wave, etc. that will require hours or days of preparation.

If you see severe weather approaching:

- Radio call 'Code Grey' followed by the type of weather. Repeat twice. The MOD will respond with the appropriate action required.
- Example: "**Code grey. Severe thunderstorm is approaching. Code Grey. Severe thunderstorm is approaching.**" MOD may respond with "**All staff, secure animals and shelter in place.**'

### **Know Your Role:**

- MOD should monitor the weather daily and alert staff to potential weather threats.
- MOD should be aware of areas of concern within the zoo prone to freezing, flooding, exhibit collapse under snow, generator function and switch over.
- MOD should be aware of emergency plans for all animals on grounds, including animal evacuations to other facilities. If longer preparation is called for (ex. Hurricane approaching) meetings with all staff should take place to ensure emergency procedures are executed accurately.
- MOD should direct a staff member to make an announcement over the PA system if warranted.
- Animal care staff should be familiar with the emergency plan for the animals in their care. Which animals should be locked in dens or holding? Which animals should have access but not be locked in? Which animal enclosures should be moved away from windows and potential debris? Which animals should be crated and evacuated elsewhere? Which exhibits are in danger of flooding resulting in injury or loss of animal life? If you cannot answer these questions, ask a manager NOW.
- Visitors Services and non-animal care staff should immediately begin informing guests of impending weather and direct them to safety. Once animal care staff secures animals, they should assist in alerting visitors as well.
- MOD may direct staff to allow guests to exit the zoo through the 'Llama Gate' on a case by case basis.
- All staff should be aware of safe locations within the zoo to direct guests, Zoo campers, contractors, volunteers, etc. in the event of an emergency shelter in place situation. Currently these locations are:
  - o Gift Shop
  - o Administration Building
  - o Large Restrooms
  - o Small Restrooms
- On a case by case basis, the following spaces may be offered to non-zoo staff if human life is at risk. Request permission from a manager if time allows:
  - o Education Building
  - o Education Building bathrooms
  - o Area 1 shed
  - o Concession stand
  - o Enrichment Room
  - o Animal Commissary
  - o Animal Hospital
  - o Tamarin Building
- Managers are responsible for verifying the safety of staff, volunteers and contractors in their areas.
- If guests are unwilling to seek shelter, inform the MOD and seek proper shelter for yourself.



## ESCAPED ANIMAL

### CODE BLACK

**Definition:** ANY animal not properly contained in their enclosure or transport carrier (excluding purposeful animal exercise in designated areas)

**\*\*Every escape is unique and will require a unique response based on numerous variables. Have discussions with team members on a regular basis to plan for various scenarios.\*\***

#### If you FIND an escaped EXHIBIT animal:

- Radio call 'Code Black' followed by any of the following information that is known: species, gender, name, location. Repeat twice. Ex. **'Code Black. Pygmy goat, male, in the Otter Circle. Code Black. Pygmy goat, male, in the Otter Circle.'**
- Do not approach the animal.
- Maintain sight of the animal from a safe distance.
- Secure your safety if the species is capable of inflicting harm. (Note: Animals that are out of their familiar environment can be unpredictable and abnormally aggressive)
- Await instruction from the MOD.
- See below for details regarding animal recapture details.
- **\*\*\*Exception: in the event the animal is safely contained in secondary containment (tamarin in the keeper space of the Tamarin Building) you may call a Code Black to alert staff of the escape but follow up with information on if assistance is truly needed. No one should enter secondary containment of any animal unless they verify it is safe to do so.**

#### If you FIND and escaped PROGRAM animal within TZ or Reptile Room:

- These escapes are less emergent, however they still require notifying managers and vet staff.
- Radio call 'Code Black' followed by species, gender, name, location. Repeat twice. Ex. **'Code Black uromastyx Carol in the education kitchen. Code Black uromastyx Carol in the education kitchen.'**
- If you are trained on handling the animal and it appears in good health, put back in its enclosure.
- If you have concern on their health and it appears safe to do so. Leave them be until vet staff can arrive to assess. It is always possible that an animal had fallen during escape. Handling can worsen an injury.
- Vet staff should already be in route to assist, but they should assess the animal as soon as possible regardless of length of time out of enclosure.

#### If you find and EMPTY EXHIBIT:

- First ask area keepers via radio if the animal is off exhibit for a known reason. 'Area 2 keepers: are the pandas currently off exhibit?' If the response is 'no' and you are concerned of possible escape, you may request assistance to verify the location of the animal.
- Only if the animal is unable to be located should a code Black be called.
- Radio call Code Black and state the species and animal name if known along with any other pertinent information. Repeat twice. Ex.: **"Code Black panda. Gansu is missing. Code Black panda. Gansu is missing.'**
- **Wait for the MOD to respond that they copy. Animal recapture procedures should then commence.**

#### **Know Your Role (specific to exhibit animal escape):**

- Every escape is unique and will require a unique response based on numerous variables. Have discussions with team members on a regular basis to plan for various scenarios.
- Remember to maintain radio silence unless you are relaying pertinent information to the Code.
- MOD assumes role of Incident Commander. If the MOD is not a member of the Animal Recapture Team, they should still be overseeing the operation in terms of guest and employee safety, as well as facilitating other needs of the Recapture Team.

- Vet staff, Curators and Lead Keepers are the Animal Recapture Team
- Animal Keeper staff should always respond to an animal escape, taking direction from the Recapture Team.
- Keeper staff will bring species appropriate recapture equipment with them to the scene. If you are unsure of which equipment to use for which animals, ASK.
- Do not attempt to use recapture equipment if you have not been trained on its use.
- Animal care interns and apprentices should be available to assist with recapture if asked to do so by the MOD, but they should not be responsible for the actual recapture of an animal. Netting, darting, catch pole, manual restraint should all be executed by paid permanent Animal Department staff only.
- Education and visitors services staff should man the exits of the zoo perimeter, closing the gates as soon as possible to prevent further animal egress.
- All staff should keep eyes out for the animal if location is unknown.
- All staff should assist with evacuations or shelter in place of guests if requested by the MOD and if not critically needed for animal recapture.
- All staff should be aware of safe locations within the zoo to direct guests, Zoo campers, contractors, volunteers, etc. in the event of an emergency shelter in place situation. Currently these locations are:
  - o Gift Shop
  - o Administration Building
  - o Large Restrooms
  - o Small Restrooms
- On a case by case basis, the following spaces may be offered to non-zoo staff if human life is at risk. Request permission from a manager if time allows:
  - o Education Building
  - o Education Building bathrooms
  - o Area 1 shed
  - o Concession stand
  - o Enrichment Room
  - o Animal Commissary
  - o Animal Hospital
  - o Tamarin Building

# LOST CHILDREN

## CODE PURPLE

**Definition:** a child is separated from their parent or guardian. This could be a found child separated from their adult or an adult separated from their child.

### If you FIND a lost child:

- if the child is verbal, ask them their name, age and if they know their adult's name. **Refrain from announcing the child's name on the radio.**
- Radio call '**Code Purple. Code Purple. I have the child with me. 5 year old male found near the Otter Circle.**'
- MOD should respond that they copy. If you know the adult's name, request that it be broadcast over the loudspeaker system.
- Do not release the child to the adult until the MOD is on site. You may walk the adults and child to meet the MOD if needed, but the MOD should be the one to assess that the child is truly reunited with the correct parent and call the end of the code.

### If you have a REPORT of a lost child:

- Do your best to calm the adult and get the following information: age, gender, clothing, last known sighting. **Name is also important, but refrain from announcing the child's name on the radio or loudspeaker.**
- **Radio call 'Code Purple. Code Purple. We are looking for a 3 year old female. Pink shoes, blue jeans and yellow shirt. Last seen at the Condor Exhibit.'**
- MOD should respond that they copy. They may ask you to repeat the description.
- Stay with the adults until the child is found or the MOD dismisses you.

### **Know Your Role:**

- All staff should immediately respond to a Code Purple.
- Refrain from announcing the name of the child over the radio or the loudspeaker. It is easy for a predator to use that information for abduction.
- Man the nearest gate and close it. Report this to the MOD. Explain to guests that we have a missing child and are trying to locate him/her. Guests may be allowed to enter or exit if they are not with a child matching the description of the Code Purple. Call for backup to your gate if you need it.
- If not manning a gate, start searching the zoo for the child. Bathrooms, woods, keeper areas, etc.
- Remember to maintain radio silence unless relaying pertinent information.
- Often times, children are found quickly and unharmed. Our goal is to work quickly and effectively together.
- The MOD will be responsible for clearing the Code once the child and adults have been reunited. Routine can then return to normal.

## PEST ON SITE

### Code Yellow

**Definition:** non collection animal within an animal exhibit or within the Zoo's perimeter fence that may cause harm to collection animals or guests. Exceptions: squirrels, song birds, mice unless they are injured or visibly ill in an animal area.

#### If you see a pest animal:

- Radio call '**Code Yellow. Code Yellow. There is a raccoon above the Reserve Cages.**'
- MOD should copy they hear the code.
- Await further instruction.

\*\*Reports of injured wildlife outside the zoo do not fall into our jurisdiction. Immediately notify the MOD if the public requests assistance with a wild animal or animal outside of the zoo. Assistance will be provided on a case by case basis. MOD will be able to provide contact information for rescue organizations in certain circumstances. Often times, wild animals recover on their own and human intervention is unnecessary and possibly harmful.

#### **Know Your Role:**

- Most Code Yellows are easily resolved by shooing the animal away from the exhibit, however await instruction from the MOD and/or Animal Department on how best to address each individual situation.
- Curators and Vet staff should respond to all Code Yellows.
- If the MOD is not a member of the Animal Department, they may delegate Code Yellow response to Lead Keepers and Vet staff.
- Code Yellows within an animal exhibit are more serious than one elsewhere on zoo grounds. Coordinate with Curators and Vet staff.
- Sick or injured wildlife in an area where the public can access them should be called as Code Yellow regardless of species. (Exception: small pests in traps or small animals that can be safely removed from the area. Still report these cases to Curators and vets for further guidance.) Ex. '**Code Yellow in the Otter Circle. Injured squirrel. I'm bringing it to Area 2 for assessment.**'
- Sick or injured wildlife should NOT be brought into the animal hospital in order to prevent cross contamination. You may bring it out of the public pathway to separate from visitors, but not into a building.
- If you are not rabies vaccinated, you should stay away from the Code Yellow animal.
- MOD may request gates be manned in order to herd the animal out of the zoo.
- Do not attempt to capture a Code Yellow unless instructed to do so by the MOD or Curator/Vet/Lead Keeper staff.



# FREQUENTLY ASKED QUESTIONS

**A QUESTION YOU CAN'T ANSWER:** Don't be afraid to say you don't know when faced with a question you can't answer. It's better to do this than you give out incorrect information. You can offer to direct them to another person who might know the answer, or offer to try to find out.

**ACCESSIBILITY:** The Brandywine Zoo is fully accessible to wheelchair visitors, with the exception of the bridge over the Otter Exhibit. Entry to the zoo is by way of the main entrance on Monkey Hill.

**ATM:** There is no ATM located in the Zoo, the nearest one may be in Trolley Square, approximately 1 mile away.

**AZA ACCREDITATION - THE ASSOCIATION OF ZOOS AND AQUARIUMS:** The Brandywine Zoo is a non-profit, state-run zoo. We are operated by Delaware State Parks (keepers, animal care, and administration) and the Delaware Zoological Society (gate/tickets, gift shop, concessions, membership/development). The Education Department operates as contract staff of DSP, but are paid by DZS. The Brandywine Zoo is accredited by the Association of Zoo and Aquariums (AZA)-since 1981. Look for the logo whenever you visit a zoo or aquarium as your assurance you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. With its more than 200 accredited members, AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats.

**BIRTHDAY PARTIES, EVENTS & MEETINGS:** Birthday parties can be held in the Party Tent in the zoo during warm weather, and the Education Building during cooler weather for a rental fee. Contact Jen Lynch, Membership & Development coordinator, or the Birthday Party coordinator. For other event rentals or for meeting location rentals, contact Jen Lynch.

Birthday Party Fees:

**\$350 for BZ members/ \$410 for non-members Peak Season (May-September)**  
**\$300 for BZ members/\$360 for non-members Off season (October-April)**

**COMPLAINTS:** Visitors are often concerned with animal behaviors. While sometimes unpleasant to watch, many of these behaviors are normal. However, if a behavior is clearly in need of attention, contact zoo keeping staff. Assure guests concerned with an animals' behavior (such as 'repetitive pacing') that our keepers are always the **first** ones to become aware of changes in their animals' behaviors and are doing everything in their power to correct them (if they're a problem behavior-keep in mind that the behavior may be typical for that species, however weird it may seem, too). Additionally, our animals receive a multitude of stimulus, training and toys (as part of a rigorous enrichment and training schedule), more so than the typical house pet, that are both physically and mentally challenging. Encourage guests to attend a Keeper Talk, if one is scheduled.

Visitors are also concerned about the animals' exhibits (often comments may be made about the size of exhibits). The Zoo and its staff works extremely hard to provide clean, healthy, natural habitats for all our animals, many of which are endangered. Additionally, we're accredited by the AZA, which means we meet or exceed all standards of care for each species we exhibit in our zoo. Though we're not the size of some of our neighbor zoos that allows for hugely expansive exhibits, and different zoos have different resources, accreditation still insures that the standard of care is no different between different size zoos. We also have a master plan to continue to improve, and even expand, the zoo. Guests should be encouraged to donate to the 'Zoo Improvement Fund,' which was started after the destruction of the Monkey House in 2013.

Some visitors may complain that they cannot see animals in exhibits, or that the animals were 'all sleeping.' **OUR ANIMALS ARE ALL GIVEN PLACES WHERE THEY CAN HIDE OR RETREAT FROM THE PUBLIC IF THEY CHOOSE-IT'S ONE ASPECT OF 'FREEDOM OF CHOICE' WE CAN OFFER OUR ANIMALS THAT HELPS TO REDUCE STRESS. SOMETIMES, DURING THE HOTTEST PARTS OF THE DAY, ANIMALS MAY RETREAT TO THESE PLACES TO RELAX AND DIGEST BREAKFAST WHILE AVOIDING THE HEAT. THE BEST TIME OF DAY TO VISIT ANY ZOO IS FIRST THING IN THE MORNING, SINCE THE ANIMALS ARE TYPICALLY MORE ACTIVE OR ARE JUST RECEIVING THEIR BREAKFASTS. MOST OF OUR SPECIES, AND MANY ANIMALS IN GENERAL, ARE LESS ACTIVE DURING THE MIDDLE PARTS OF THE DAY. OUR CATS, IN PARTICULAR, JUST LIKE A HOUSE CAT, CAN SLEEP 18-20 HOURS PER DAY! THIS ANALOGY OFTEN HELPS CONNECT GUESTS AND RELIEVES THEIR COMPLAINT. ENCOURAGE GUESTS TO ATTEND A KEEPER TALK, IF ONE IS SCHEDULED, SINCE THESE OFTEN INCLUDE KEEPER INTERACTION WITH OUR ANIMALS AND PROVIDE GUESTS AN OPPORTUNITY TO HAVE QUESTIONS ANSWERED.**

**OTHER COMPLAINTS:** If a visitor complains about any other aspect of the zoo, be sympathetic, not defensive. Please contact the appropriate zoo staff for assistance.

**CONCESSIONS & GIFT SHOP:** Concession and the gift shop are open during zoo hours daily, except December through February, weather permitting. The gift shop is typically open for the weekends prior to Christmas in December. Zoo concessions offer a range of snacks such as pretzels, hot dogs,

pizza (?), popcorn, ice cream and other desserts, chips, drinks. Vending machines are also available at the front the zoo, including a 'healthy choices' vending machine.

Nature related books, gifts, and collectibles are available for purchase in "The Zootique," the zoo's retail center. Many items sold in the store are educational (relating to animals or plants that are found in the zoo or referring to programs presented).

**DONATIONS, FUNDRAISING & SUPPORT:** The Zoo is always most grateful for financial contributions of any amount. Visitors can make small donations at the gift shop or concessions, and funds will go toward the 'Zoo Improvement Fund.' Larger donations, which are tax deductible, can be made by contacting the Delaware Zoological Society's Director or Development coordinator. For more information on making a financial contribution to the Zoo, please visit the 'Support' tab of BrandywineZoo.org.

There are many different ways to support the Zoo, including:

- o Contribute through the capital campaign for the NEW Rainforest Building
- o Make a memorial gifts with recognition on benches and other locations
- o Adopt an Animal
- o Rentals, such as birthday parties, support the Zoo
- o Corporate sponsorships of our events
- o Memberships
- o Unrestricted contributions
- o Make a contribution in the gift shop
- o Donate a used cell phone or ink cartridge to the Cell/Cartridge recycling program
- o Purchase an enrichment item for our animals from our Amazon.com wish list, or during the holidays, from our gift-giving tree (more info on our website).

**DROPPED ITEMS IN EXHIBITS:** Occasionally visitors will accidentally drop items (hats, pacifiers, toys, etc.) into exhibits where they cannot safely retrieve them. Please alert the zoo keeping staff via a radio and a keeper will retrieve the item. Provide a description of the object and tell them which exhibit is involved. Instruct the visitor to return to the exhibit.

**EMPLOYMENT AT THE ZOO:** Anyone interested in seasonal employment or internships at the Zoo, should be directed to our zoo website to view available positions. Encourage interested parties to volunteer at the zoo. As a side note, jobs at Zoos are highly competitive, and most zoo keeping and education staff at AZA zoos have Associates, Bachelors or even Masters degrees in the fields of biology, zoology, ecology, education, psychology/animal behavior or related fields. Those in administration may have degrees in business, nonprofit management or even parks/recreation/natural resource management.

*ENRICHMENT*

- o Purchase an enrichment item for our animals from our Amazon.com wish list, or during the holidays, from our gift-giving tree (more info on our website).

**FAMILY PROGRAMS:** Family programs are held year-round, but most typically held fall through spring. These fee-based programs range from toddler through adult, and are held in the Education Building. Encourage guests to visit our website to look for upcoming educational programs.

**FIRST AID:** See emergency and radio protocols

**HOURS AND ADMISSION RATES:** The Brandywine Zoo is open 365 days per year, from 10 a.m. to 4 p.m. Admission is charged everyday May through September and weekends in April and October. Special rates may apply for events or programs. Rates are as follows:

May 1 to September 30:

\*\$5.00 Children (3-11 years) Children under three are admitted free.

\*\$5.00 Senior citizens (age 62 and over)

\*\$7.00 Adults

October 1 – April 30:

\*\$3.00 Children (3-11 years) Children under three are admitted free.

\*\$4.00 Senior citizens (age 62 and over)

\*\$5.00 Adults

December – February:

Admission is free every day, except select weekends and program dates.

\*Admission rates are subject to change.

*IMPORTANT PHONE NUMBERS & EMAIL:* Brandywine Zoo, main number (302)571-7788. Education Offices (302)571-7850 Ext. 208 or 209. The general Education email address is [Education@BrandywineZoo.org](mailto:Education@BrandywineZoo.org). Please see the zoo contact list for more information or specific contacts.

*GROUP RATES:* Group rates are available for schools and other groups of 15 or more. Group rate discount is \$1/off adult admission. Information on these rates is available on our website, at the admission gates or by calling guest services ext. 214. Groups who would like an education program can find information under the 'Group Visit' page of our website.

*LOCATION:* It's easy to find Delaware's only zoo! The Brandywine Zoo is located just off of I-95. Follow the 'tiger' signs to route 202 south, take the first right (North Broom Street.) take a left at the traffic light (W 18<sup>th</sup> Street) then take the 2<sup>nd</sup> right down Monkey Hill. The main zoo is on the left. The Education Building is on the right. Directions are on our website.

*LOST AND FOUND:* The Zoo receives many lost items every week. If you find an item, turn in any lost and found articles to the zoo administrative office (to zoo administrative assistant or curator of animals). Direct anyone asking for such items to check with them in the Administrative Office Monday – Friday. On weekends they may also need to check with the gift shop staff. If the item can't be located, they can leave a note with their contact information, the date the item was lost and a description of the item and staff will contact them if it is located. Unclaimed items are donated to Goodwill.

*KEEPER TALKS:* Keeper talks occur on weekends during our 'shoulder season' (March-May & Sept & October) and daily during our peak season (June-August). These are pre-scheduled times when keepers may be doing talks about some of the animals living at the zoo, doing a training session, or providing a feeding or enrichment demonstration. Times and locations of these talks are posted at the front of the zoo on a board, as well as at the animal's exhibit, on days they're occurring. However, guests shouldn't hesitate to ask a keeper, educator, volunteer, or other staff a question about an animal or the zoo!

*MEMBERSHIP:* Membership brochures are available at the admission gates, gift shop and zoo administrative office (when open). Membership can be purchased at the admissions window/Zootique, via our website, or through the mail. For more information please direct those interested to our website [www.brandywinezoo.org](http://www.brandywinezoo.org).

**ZOO MEMBERSHIP INFO:**

When you become a member of the Delaware Zoological Society not only do you get FREE and unlimited admission to the Brandywine Zoo every day for a 12-month period, your individual membership entitles you to these basic benefits:

- Discounted rates on all Zoo **education programs**
- FREE guest passes (3)
- FREE or discounted privileges at 150 other **zoos and aquariums** nationwide
- Invitations to "Members Only" events
- 10% discount on all purchases at our gift shop, **Zootique**
- FREE subscription to the **Zoo News**, our newsletter that contains updates and information on programs, animals and more

Best of all, through your membership, the Brandywine Zoo can continue to offer you and others the chance to experience the wonder of wildlife, expand and improve exhibits and maintain and extend our commitment to wildlife conservation.

*MONKEY HOUSE:* In July 2013, a 36,000 lb. tree fell on the Exotic Animal House, also known as the Monkey House. Thankfully, no animals or people were injured in the disaster, but the impact of the tree on such an old, historic building caused it to be condemned. Most of the animals living in that building now have new, permanent homes at other zoos. Some still reside here at the Brandywine Zoo, and are on exhibit in the new primate exhibit, next to administration, or in other exhibits in the zoo. For more information, please see the article "*Special Place, Special People. The Monkey House Story*" by Lynn Klein, published in our Zoo News in Fall 2013. This article is also available digitally on our website, on the 'In the News' page under the 'About Us' tab.

*PETS:* Under no circumstances are pets ever permitted on the zoo grounds, including buildings. If you spot an animal, please report it immediately to the zoo secretary or animal keepers. Service Animals are a separate category and not considered pets.

- **Service Animals:** As pertaining to the Department of Justice's 2011 ruling and clarification of Americans with Disability Act pertaining to service animals, certified service dogs are accepted onto Zoo grounds, but must be on a 6ft., non-retractable leash, tether or harness and must be housetrained. If service dogs prove to be a nuisance, sanitation, health or safety hazard to our animals or other guests, they may be asked to leave. Service dogs are not allowed in the goat contact yard.
- Please note, *emotional support animals are not permitted in the zoo.* Only working service animals trained to perform specific work or tasks relating to their handler's disability are permitted inside Zoo grounds.
- This information is clearly stated on our website.
- The **ONLY** questions you may ask a handler of a service dog are:

- "Is the dog a service animal required because of a disability?"
- "What work or task has the dog been trained to perform?"
- You MAY NOT ASK what disability the service dog is helping the guest with.

**PARKING:** Parking, including buses, on Zoo grounds is free. Most guests should be directed to the Brandywine River lot, as this has ample parking. There is one handicapped spot in the Education parking lot.

**PICNIC FACILITIES:** Picnic facilities are available in Brandywine Park, including barbecue grills and tables. Inside zoo grounds, we have tables and chairs in the Otter Circle for guests looking for a place to sit and eat. Guests are prohibited from cooking on zoo grounds as well as from throwing their own parties in the Otter Circle. If a visitor should ask you about picnic facilities, you might suggest they look into using the Brandywine Park picnic areas or reserving the Monkey Hill Pavilion (please notify the public that outside zoo grounds, Brandywine Park has a carry in/carry out trash policy). These facilities are very convenient to the Zoo.

**RESERVATIONS:** A reservation is not necessary for a general visit to the Zoo. Reservations are required for group rate discounts and for tours.

**PROBLEMS YOU MAY FACE:** Visitors are not allowed to:

- Bring in pets
- Feed the animals.
- Bring bikes, motorbikes, roller blades or skateboards onto the grounds.
- Go into restricted areas off the public paths.
- Pick the flowers.
- Put hands or other objects into any of the animal enclosures.
- Climb fences or railings.
- Throw objects or food at the animals.
- Smoke on zoo grounds.
- Shirts and shoes must be worn at all times.

In order to enforce these rules, you will sometimes have to approach visitors requesting their compliance. Please remember that extreme tact is necessary when dealing with the public. Be as pleasant as possible and never argue with a visitor. If you are uncomfortable with this please ask for assistance by the animal keeper staff.

The following suggestions are offered as possible solutions for dealing with some specific problems:

**FEEDING OF THE ANIMALS:** No one is allowed to feed the animals. Please explain that animals are maintained on a special diet and any deviation from that could be harmful to their health. Address the offenders as quietly as possible without embarrassing them unduly.

**HANDS IN EXHIBITS OR TOUCHING EXHIBIT ANIMALS:** Please explain how harmful this is for the animals and for visitors. The outdoor animals are WILD and could bite or scratch anyone infringing on their territory. If they would like to pet an animal, they can visit the goat yard.

**MISBEHAVING CHILDREN:** When students or children are not being properly controlled by parents or chaperones and are threatening to cause problems, please explain to the parents or chaperones that closer supervision is needed. In a firm but gentle manner, explain that with the openness of some of our exhibits, it is vital that children not be too rambunctious or they could hurt themselves and the exhibit animals. If the children continue to misbehave, please contact the zoo keeping staff for assistance.

**PICKING FLOWERS, WANDERING OFF PATHS:** If you observe a visitor attempting to pick flowers or wander into the landscaped areas, please advise that this is not allowed. You can explain how much time and effort have gone into making the zoo a beautiful place for everyone to enjoy and that we need their cooperation to maintain that beauty.

**PROHIBITED ITEMS:** Guests are prohibited from bringing radios, skateboards, roller skates, 'Heelys' or other wheeled shoes, or roller blades, Frisbees, bicycles and other sports equipment. Firearms and weapons are prohibited on Zoo grounds. Ideally, guests should be stopped with prohibited items prior to entering the zoo, but if you see a guest with a prohibited item, please politely ask them to return the item to their vehicle so as to not pose a nuisance or danger to other guests or the animals. Explain that safety is our primary concern and if they have further questions, seek out management staff.

**RESTROOMS, TELEPHONES & WATER FOUNTAINS:** There are two public restrooms. One located across from the gift shop and another located across from the administrative offices in the main zoo. The Education bathrooms are not generally open to the public. A water fountain is also located in the area and near the North American river otter exhibit (Otter Circle). However, the best place for visitors to receive water is from the concession stand when open. Telephones are available in the office area for emergency calls only.



*SIZE:* The Zoo grounds cover 12 landscaped acres on high ground above the Brandywine River, located in Brandywine State Park, however we have the ability to expand up to about 25 acres in the future.

*SMOKING:* Smoking is **not** allowed in the Education Building, outside of the Education Building or in the zoo! Technically, it is not permitted in Delaware State Parks, and guests must go out to the road to smoke. Please instruct smoking guests to extinguish their cigarettes (or E-cigarettes) and notify zoo staff of any violators.

*SPECIAL EVENTS:* Special events are held on and off-grounds throughout the year to raise money and awareness of the Zoo. Visit our website's 'Special Events' page for more information on upcoming events.

*STROLLERS AND WHEEL CHAIR RENTAL:* Our paths paved, though not always with the 'smoothest,' most 'level' concrete. Strollers and wheel chairs are available to rent at Admissions.

*TOURS:* The Zoo offers educational tours for groups of children or adults, as well as programs for groups simply wanting a guided tour or animal encounter. Visit our website's 'Learn' tab or the 'Plan your visit' (look under *Group Visits* for group tours) for more information on programs and booking info. If someone should request a last-minute tour guide or complain that service is not provided, please refer them to the Curator of Education.

*WEATHER:* Fall, winter and cloudy days are a good time to visit the Zoo because it is less crowded and many of the animals are more active. If you choose to visit on a hot day, try to come early in the day.

- Please note that some of our tropical animals may not be visible on days below 50°F.
- Weather-related closings are typically posted on our Facebook page and our website. We also follow the State of Delaware for weather-related closings (typically snow days).
- You can also call 302-571-7747 and select option #7 for updated information about weather-related closings

*WEBSITE & SOCIAL MEDIA:* Our web address is [www.BrandywineZoo.org](http://www.BrandywineZoo.org). The zoo is also on Facebook and Twitter. Regular updates about the zoo can be found through our Facebook page.

- [www.facebook.com/BrandywineZoo](http://www.facebook.com/BrandywineZoo)
- Twitter: @BrandywineZoo

*VOLUNTEER WORK:* Individuals expressing an interest in the zoo's volunteer program can visit the zoo's website at [www.brandywinezoo.org](http://www.brandywinezoo.org) OR [www.destateparks.com](http://www.destateparks.com) for more information. We appreciate your encouraging anyone who is interested in more information.

# Brandywine Zoo

## RADIO PROTOCOL



The Brandywine Zoo utilizes narrow banded 2-way radios for communication purposes of staff and volunteers. As with any communication device, there are procedures and protocols that need to be adhered to. It is the responsibility of each employee and any volunteer who uses a radio provided by the Brandywine Zoo, to read over and familiarize themselves in the proper use of hand held radios. After reading the following guidelines, you must sign that you have read and understand them and will be held accountable for proper radio use and care.

### Radio Guidelines

- When you carry a radio, you are responsible for proper use of the radio as well as proper communication when speaking on the radio.
- If the radio **you** are using is returned in damaged condition then **you** will be held responsible and accountable.
- Keep your radio on your person; do not set it down unattended.

### Radio Usage

- 1) Hold down the call button on the side of the radio.
- 2) PAUSE 1-2 seconds. You cannot start to speak immediately, there is always a delay.
- 3) Call the person by name; i.e. "Gene"
- 4) PAUSE and wait for a response. Don't re-call the person again immediately, give 30 seconds or so for them to respond.
  - a. The person may be within walking distance of their radio and just need time to get to it.
  - b. They may be on the phone or in a conversation

### Radio DO's and DON'Ts

#### Good Practice

- Keep in mind that everyone in the zoo, as well as monitors from outside entities, can hear what you are saying on the radio.
- Keep your transmissions professional, short, and to the point.
- Always listen before you speak. If there is radio traffic (a conversation in progress on the radio) you should wait until that conversation has ended before speaking. You may interrupt radio traffic for an emergency. Zoo emergencies are outlined in the **EMERGENCY** section of this document.
- When calling someone on the radio you must make sure you have their attention before you make a statement or request.
- If you are called on the radio and can't answer immediately, have someone else answer for you, if possible. Otherwise, try to answer by saying "Please hold on" or "Just a minute" to indicate you've heard the call but will respond when you have the chance.

#### Professional Communication

- Avoid saying anything on the radio that the public may find offensive, such as
  - Pests like "rat", "mouse", "roach" (there is a code for these-YELLOW)
  - Dead wildlife in the zoo: "there's a dead squirrel in the bobcat exhibit" (radio code BLUE, but *state non-emergency*)
  - Bodily fluids or excrement like "poop", "diarrhea", "vomit".
  - Cursing of any kind is NOT permitted
  - Unflattering descriptive (If there is a visitor who may be difficult to work with and needs attention from another staff member, simply call to the intended person on the radio that their attention is needed with a visitor, NOT that "some jerk needs to be dealt with")
  - When in doubt, try to speak to the intended person on the phone or in person if possible. Example, "Are you near a phone?"

#### Extended Conversations

- For extended conversations, you should ask the person you are speaking to, to go to another channel, depending on the department.
  - Keeper Staff go to Channel 2
  - Education Staff go to Channel "3" (on most Education radios, Channel "3" is numbered as "2")
  - Retail Staff do not have an alternate Channel, so please keep transmissions short and to the point

### Examples

- Concession needs a keeper: If a retail staff member needs something at concession they should first call "Patty", wait for her to respond and then state the reason they are calling.
  - ✓ You: "Patty"

- ✓ Response "This is Patty" or "Go for Patty"
- ✓ You: Reason for calling "I need quarters at concession"
- ✓ Response "I will have someone bring you some".
- Security guard has arrived for wand
  - ✓ You: "Keepers, the guard has arrived at the office"
  - ✓ Response: A keeper will respond by radio that they have heard and will come as soon as available.
- General Announcements
  - ✓ You: "Attention all staff, there is a service dog entering the zoo."
  - ✓ Response: keeper staff will respond that they've copied your transmission.

## EMERGENCY Radio Protocol Guidelines

- During an **EMERGENCY**, ALL radios are to remain on Channel 1 and you are not to talk on the radio unless specifically addressed or you have pertinent information that will aide in resolving the emergency.
- Any zoo wide emergency situations will always be announced by their color code.
  - Normal radio traffic can resume when the "All Clear" is announced by the Point Person.
- Point Person will be Senior Staff on grounds at the time in the following order:
  - Zoo Director
  - Animal Curator
  - Assistant Animal Curator
  - Curator of Education
  - Senior Keeper Staff
  - Senior Education Staff
- Senior Staff in Animal and Education Departments have scanning radios that will pick up transmissions from all 3 channels and notify other staff if necessary, what channel they need to be on.

### Emergency Color Codes

- **Animal Escape – Code Black**
- **Fire – Code Red**
- **Medical – Code Blue (Human or animal)**
- **Weather – Code Grey**
- **Pest Animal – Code Yellow (EX – Raccoon, opossum, stray cat/dog)**
- **Lost Child - Code Purple**

### The following subjects constitute an emergency:

- Medical emergency (Staff, Visitor or Animal)
- Fire
- Severe Weather
- Animal Escape
- Impending physical threat from any person or entity with regards to animals, people, or property
- Lost child in the zoo

### Examples for radio call

- Code Grey – a severe thunderstorm warning is issued for our area, please take necessary precautions.
- **Code Red – location in front of Condor exhibit.**
- Code Black – serval, location – area 2 gate.
- **Code Blue Human – person in distress, location – otter circle**
- **Code Blue Animal – animal in distress, location – otter exhibit**

### Animal Emergencies

- In many cases "animal emergencies," both medical and escape, may not be life threatening emergencies due to the nature of the specific animal and/or condition(s) involved.
  - In these cases, you may hear that Animal Keepers only need to respond
- When radioing for keeper assistance, please state the specific request and repeat if you do not receive a reply.

### Examples

- A goat has escaped from the goat pen
  - "Keepers, a goat is in the vestibule." OR "Keepers, code black at goat exhibit." (Use the second if the goat is truly out of the exhibit and is now loose in the zoo, name the exhibit to which the goat is closest to so keepers can respond to the appropriate location).
- Animal escaped from enclosure but not loose due to secondary containment (i.e. a second fenced in area or exhibit inside building)
  - Injury to a keeper or animal in most cases
  - Seizing animal (call for immediate keeper and veterinary attention)

**Brandywine Zoo**

# **Radio Protocol Agreement**



By signing this form, you are indicating that you have read and received the Brandywine Zoo's Radio Protocol instructions and agree to operate your radio according to these guidelines.

If you have any questions about the information provided in these procedures, please contact your supervisor or the General Curator.

I, \_\_\_\_\_, have read, understand and will adhere to the above radio usage protocol for the Brandywine Zoo.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Brandywine Zoo

## Social Media Policy



## SOCIAL MEDIA POLICY

### General Considerations

The Zoo understands that employees and volunteers use Internet communications for personal information. The Zoo respects the right of employees to use social media and other sites for self-expression as long as they do not jeopardize or harm the reputation or business of the zoo, especially as it relates to proprietary zoo business. **These sites may be accessed during non-working times only.**

- What you post on social media can impact your future
- Do not post before your PR department does

### Social Media Policy

Employees, interns and volunteers must take reasonable steps to protect information. Confidential information that is not published or publicly available to persons outside the Brandywine Zoo may not be given, released, repeated or otherwise conveyed without proper authority to anyone not employed by the Brandywine Zoo or to an employee who has no business-related need for such information. Confidential information gained as a consequence of employment or volunteering with the Brandywine Zoo may not be used for the personal benefit of any employee or volunteer.

Failure to adhere to the following guidelines may result in disciplined action.

1. You may not disclose any information that is confidential, a trade secret or proprietary to the zoo or to any third party that has disclosed information to us. This includes, but is not limited to, information on animal health and behaviors, sponsorships and donations, visitor interactions, zoo policies, intellectual property or any other information that you have specifically been asked to keep confidential. If you are unsure if you can share the information, please consult a senior staff member, i.e. Curator of Education or Animals, or Zoo Director.
2. Do not use company trademarks on your site or reproduce Zoo material (including photos that are owned by the zoo) without first obtaining permission.
3. Photos are only permitted to be taken in public areas and are prohibited to be taken in any behind-the-scenes areas, unless permission has been given for zoo business. In the event that a photo was taken with your personal camera in a non-public area it is still considered proprietary and owned by the zoo. You may not make public any photos that are taken in a behind-the-scenes area or of a non-public event.
4. You may not take photos of children under the age of 18 without parental consent. This also applies to children in our zoo camps.
5. Since your site is a public space, we expect you will be respectful to the zoo, our employees, our customers, our partners and affiliates, and others in regards to posting photos and comments. You are responsible for your actions. Even though you may have your settings private, please consider them public.
6. Any questions or requests about the zoo from a member of the media in regards to content you posted must be forwarded to the Zoo Director.
7. Please make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the views of the zoo. To help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar – in a reasonably prominent place on your site: *"The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer."*

8. Persons representing the Brandywine Zoo may not participate in internet communications (such as a blog) for a third party without the expressed written permission of their director.

The zoo does maintain official organizational sites through social media outlets. The zoo reserves the right to use photos of employees or volunteers on these sites as it relates to professional work. Comments to this site by the public will be responded to by the zoo's social media administrators in a timely fashion and employees should not respond to these comments. If you have any questions about these guidelines or any matter related to your site that these guidelines do not address, please direct them as appropriate.

It is important to note, images of the Brandywine Zoo can be found on social networking websites such as YouTube, MySpace, Facebook, Twitter and others. Many of these photos and videos are taken by our Zoo visitors and are in effect promoting the Zoo. We cannot control what our visitor's film or how they use these videos for non-commercial purposes.

Due to the viral nature of these networking websites it is important to remember that whenever we are on duty, we have the potential to be filmed and have our images appear on these websites. It is of the utmost importance that staff and volunteers act in a professional and courteous manner both in public and private service areas of the Zoo.

#### **Brandywine Zoo Social Media Policies and Procedures**

- Brandywine Zoo social media outlets -- including Facebook, Twitter, and blogs -- are managed by the Membership and Development Coordinator as well as the Education Department of the Zoo. Staff ideas and entries are encouraged but must first be approved for editorial content.
- All entries must reflect the mission, policies, and philosophies of the Brandywine Zoo.
- Social media will be used to increase the Zoo's visibility and to present information to the public including but not limited to: promotion of upcoming events, reporting of breaking news, new animals, births, animal care information, education, conservation, and any other topic deemed to be newsworthy.

# SOCIAL MEDIA POLICY RECEIPT FORM

In signing this form, you are indicating that you have received and read the Social Media Policy, and agree to adhere to the terms of these policies. You are also stating that you understand that disciplinary action may be taken if any of these policies are breached, ignored, or broken.

If you have any questions about the information provided in these policies, please contact the Volunteer Coordinator/Intern Program Manager or Assistant Curator of Education.

Yes, I received and have read the Brandywine Zoo Social Media Policy

---

Intern Name (Please Print)

---

Date

---

Intern Signature

# Brandywine Zoo

## Tuberculosis Testing Policy

BRANDYWINE ZOO VOLUNTEERS



In order to protect zoo animals and the individuals that we teach, it has been determined that a policy should be set in place regarding the need for and enforcement of mandatory tuberculosis testing of all volunteers who work directly with and handle Zoo Outreach animals.. This is the same policy that is in place for all zoo keepers and education staff.

Prior to working with any Zoo animals, all volunteers, this includes Docents, volunteers, and student interns must provide proof of a negative TB test performed within the last twelve months. Additional TB testing must be performed on an annual basis. Results of these tests must be provided for recording purposes.

It is the responsibility of the volunteer to arrange for this testing through their own physician or through the provided, fee free services of Concentra. Cost for this testing will be incurred by the volunteer if they elect to be tested elsewhere outside of Concentra.

Thank you for helping us ensure the continued health of our animals

**Concentra location:**

4110 Ogleton Stanton Rd, Newark, DE 19713

**Hours:**

Monday-Friday · 7:30AM–5PM

**Phone:**

(302) 738-0103

Tuberculosis testing is additionally available through the Occupational Health Services, which has locations in Newark and Wilmington. Their number is 428-4250. This testing costs approximately \$25.00



# WHY ZOOS AND AQUARIUMS MATTER

## Assessing the impact of a visit to a zoo or aquarium (excerpt)

Over a three-year period, more than 5,500 visitors and twelve AZA-accredited institutions participated in the studies. We drew on various quantitative and qualitative methods, including written questionnaires, interviews, tracking studies, and Personal Meaning Mapping (PMM), which identified individual changes in visitors' thinking by allowing them to respond to a series of questions prior to and after their visit.

Fifty-four percent of the individuals surveyed offered comments about the elevated awareness of their role in conservation as a direct consequence of their visit. Forty-two percent commented on the important role that zoos and aquariums play in education.

We called a subset of the participants seven to eleven months after their visit to determine the impact of the visit over time. Sixty-one percent of visitors were able to talk about what they learned from their previous visit, and 35% reported that the visit reinforced their existing beliefs about conservation, stewardship and love of animals.

We've learned that visitor demographics by themselves are not that helpful in telling us what knowledge and attitudes visitors bring with them during a visit, and how they might change afterwards. Previous free-choice learning research by Falk and Storksdieck (2005) found that the motivations individuals have for visiting free-choice learning institutions appear to be identity related. Although, in theory, visitors to such institutions could possess an infinite number of identity-related visit motivations, the motivations of the vast majority of visitors appeared to cluster around just a few identity-related reasons.

Based upon these findings, Falk (2006) proposed clustering these identity related motivations into five distinct categories:

**"Explorers"** are curiosity-driven and seek to learn more about whatever they might encounter at the institution;

**"Facilitators"** are focused primarily on enabling the experience and learning of others in their accompanying social group;

**"Professional/Hobbyists"** feel a close tie between the institution's content and their professional or hobbyist passions;

**"Experience Seekers"** primarily derive satisfaction from the fact of visiting this important site; and

**"Spiritual Pilgrims"** are primarily seeking a contemplative and/or restorative experience.

Falk further postulated that these identity-related motivations were multi-dimensional and effectively encapsulated many previously identified important entering-visitor variables such as prior knowledge, prior interest, visitor agenda, social group and prior experience. In Phase I of this investigation we set out to test this hypothesis within the context of zoos and aquariums. To do this, we designed an instrument to measure zoo and aquarium visitors' identity-related motivations. We began by generating 125 items representing the five different identity-related motivational factors. We tested these items and formats at four zoos and four aquariums using traditional methods and statistical techniques of instrument development. At the end of Phase I, we identified several items for clarification and retesting.

## Results and Findings

Our three-year visitor impact study found that a visit to an accredited zoo or aquarium in North America has a measurable impact on the conservation attitudes and understanding of adult visitors.

*Overall, we found that:*

Visitors arrive at zoos and aquariums with specific identity-related motivations and these motivations directly impact how they conduct their visit and what meaning they make from the experience.

Overall, visitors bring with them a higher-than-expected knowledge about basic ecological concepts. A small percentage group of visitors (approximately 10%) did show significant changes in their conservation-related knowledge. However because of the higher than expected entering knowledge of most visitors, there were no statistically significant changes in overall knowledge.

Most visitors (61%) found that their zoo and aquarium experience supported and reinforced their values and attitudes towards conservation.

Visits to accredited zoos and aquariums prompted many individuals (54%) to reconsider their role in environmental problems and conservation action, and to see themselves as part of the solution. Roughly half (42%) of all visitors believed that zoos and aquariums play an important role in conservation education and animal care.

A majority (57%) of visitors said that their visit experience strengthened their connection to nature.

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Why Zoos & Aquariums Matter: Assessing the Impact of a Visit. Association of Zoos & Aquariums. Silver Spring, MD.

# Brandywine Zoo

## Working with Minors



### Working with minors

Interns, volunteers and staff of the Brandywine Zoo will regularly come into contact with minors.

These minors may be accompanied by an adult, or may be alone at the zoo (as is the case with Zoo Camp and some workshops or family programs). All staff, interns and volunteers are required to pass a background check to work with minors.

As a general practice, set yourself up for success to avoid potentially sensitive situations. Even more importantly, consider the relevance of a situation, how it may be interpreted by a minor or their adult when hearing it 2<sup>nd</sup> hand, and make sure to take appropriate precautions. In our highly litigious society, it never hurts to be 'too safe.'

### Contact Policy

It is vital that you be aware of where you are touching a child. It is best to have minimal or no physical contact with the children under your supervision. Keeping in mind to set yourself up for success, inappropriate touching includes, but is not limited to, minors sitting on your lap, chest to chest/face to face hugging, or picking up/carrying children (unless in an emergency situation).

A general rule of thumb is: don't touch a child anywhere between the shoulders and thighs or anywhere a bathing suit would cover (unless under an emergency situation).

Even hand-holding can be questionable-sometimes you may have a particularly direct child who enjoys holding your hand, but it is best to use an excuse to get out of holding hands as quickly as possible. While some younger campers (like 4 year olds) may need their hand held for things like crossing the street or walking through the zoo, it will often set off a chain reaction of everyone wanting to hold your hand. Below are some examples of how to best avoid hand-holding and not hurt anyone's feelings.

**Example:** "I need both my hands to hold this (object)"

"Look at the (animal, object, thing their friend is doing" and point with the hand being held.

"I only have 2 hands-I can't hold everyone's hand so it would be unfair for me to just hold your hand"

"Why don't you hold your friend's hand" – this one in particular works really well with the above mentioned young campers!

### Examples of appropriate contact

Having children sit close to you, next to you.

Holding hands with small children (preschool aged or half day campers)-use good judgment. Is this a requirement to help calm the child or keep them in order? Can you have a fellow camper/friend hold it instead?

### Examples of Inappropriate Contact

Picking up a child (unless emergency situation)

Having a child sit on your lap

Holding hands for an extended amount of time

Bathrooms

When taking children to the Zoo's multi-stall restrooms, it is best practice to stand at the door, with the door open to the restroom, but to not enter. If you have a second adult with you, one person can stand further in the bathroom, but still

within eyesight of each other. If necessary, you may go into the bathroom itself, but not into the stall with them, but don't let the door of the bathroom shut and make sure another adult can see you at all times.

If using the public Zoo restrooms, try to make sure there are no strangers in the restrooms before campers begin using them or be sure to remain in the restroom while campers are present. Also, check for any hazardous or dangerous items/situations before allowing children to enter.

#### 2:1 Rule

At no time should you find yourself alone with a minor.

Use the 2:1 rule

2 minors with 1 adult OR

1 minor with 2 adult. = Best practice!

This is important to remember this rule for Zoo Camp for aftercare.