Volunteer Opportunity Description: Visitor Marketing Assistants (2 Volunteers Needed)

Description/Purpose
- Help track visitorship traffic patterns
- Help track usage of admission coupons and vouchers

Responsibilities/Tasks
- To assist in tracking visitor count (looking at security camera images) on Minnewashta Parkway Trail; and Three-Mile Drive (images of vehicle, pedestrian, other traffic separate from electronic people-counter including bicyclists and dogs)
- To assist in tracking visitor coupon and voucher usage by month using Excel spreadsheet; work with another temporary volunteer to count passes by month; track by type

Required Skills
- be familiar with or be trained in viewing electronic images on computer screen
- be familiar with or be trained in use of Excel spreadsheet on computer
- be organized in tabulating various coupons or vouchers by type and month

Time Commitment and Schedule Details
- Ongoing on weekly basis for 2 to 4 hours per week
- Flexible days and hours AND can work from home once project training is completed
- Training with marketing and IT staff as needed

Benefits/Impact
The impact on visitorship planning will be very beneficial as the gathering of this data will guide decisions on Minnewashta Parkway trail usage and spillover impact on Three-Mile Drive and other trails. The tracking of usage of various coupons and vouchers will influence decisions on whether to renew, extend or end various promotions and partnerships.

Volunteers can be involved in discussions on visitorship planning and promotions if desired. Also, experience will be useful in marketing planning if they have always been curious or interested in marketing and promotions.

Work Environment:

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<th>Indoors</th>
<th>Lifting</th>
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<td>Outdoors</td>
<td>Working individually</td>
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<td>Standing</td>
<td>Working as part of a team</td>
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Minnesota Landscape Arboretum Volunteer Department
How to Apply for this Opportunity
If you are currently an Arboretum Volunteer and would like to apply for this opportunity, please contact the supervisor and set up an interview.

Staff Supervisor & Contact Information

Judy Hohmann
Marketing & Communications Manager
johohmann@umn.edu or 612-301-1839

To apply for this volunteer opportunity, you first need to become a registered Arboretum volunteer. To find out more and get started, please visit our website and check out the How to Volunteer page.