

**Environment and Natural Resources Trust Fund  
2010 Request for Proposals (RFP)**

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**LCCMR ID: 170-F**

**Project Title:**

Science Cafe: Coffee and Conversation on Minnesotas Environment

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**LCCMR 2010 Funding Priority:**

F. Environmental Education

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**Total Project Budget: \$** \$132,500

**Proposed Project Time Period for the Funding Requested:** 2 years, 2010 - 2012

**Other Non-State Funds: \$** \$0

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**Summary:**

Minnesotans face profound environmental challenges and choices, demanding scientific expertise and community dialogue. In partnership with groups statewide the Bell Museum will present informal research talks, provoking engagement and understanding.

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**Sponsoring Organization:** U of MN - Bell Museum of Natural History

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**Web Address:** http://www.bellmuseum.org

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**Location:**

**Region:** NW, NE, SE

**County Name:** Crow Wing, Olmsted, Polk

**City / Township:** Crookston, Brainerd, Rochester

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_____ Knowledge Base	_____ Broad App.	_____ Innovation
_____ Leverage	_____ Outcomes	
_____ Partnerships	_____ Urgency	_____ TOTAL

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## **PROJECT TITLE: *Science Café: Coffee and Conversation on Minnesota's Environment***

### **I. PROJECT STATEMENT**

In the coming years Minnesotans will face profound challenges and choices related to our environment and natural resources: *How should we, as individuals and communities, respond to the realities of our changing climate? How should our government fund environmental research and create necessary policies and programs? How will our industries and local businesses adapt to the new green economy?*

Responding to these challenges not only demands the best scientific knowledge available, it also requires that we address complex social and moral questions: *How should natural resources be managed? Who is responsible for the future of our environment? How do we make decisions about land and energy use? Who decides?*

Science Cafés—informal public discussions featuring real researchers—have been a hit in cities around the world (<http://www.cafescientifique.org/>). These gatherings allow adults to learn from experts and from one another in an unintimidating social setting, where they are empowered and can build the skills needed to take part in civic activities. The Bell Museum of Natural History has sponsored a successful science café program called *Café Scientifique* in the Twin Cities for five years. In 2006, the Bell Museum helped to establish Science Cafés on the Morris and Duluth campuses of the University of Minnesota. In this proposal, a new model will be adopted for the establishment of Science Cafés in Minnesota communities that do not have an active, local research community related to environmental topics. This expanded *Science Café* program will broaden the conversation on Minnesota's environment to a statewide audience, providing unique education opportunities to adults in cities across Minnesota.

In partnership with community groups in Rochester, Crookston and the Brainerd Lakes Area, the Bell Museum will host a series of *Science Cafes* on topics such as Agriculture, Water Resources, Climate Change and Land Use. These topics will be made accessible and appealing to a broad audience, providing an ecological perspective and a platform for community discussion and dialogue. Not only will this raise the visibility of key environmental issues and possible solutions, it will bring taxpayer-funded University research into communities across the state, where adults of all ages and education levels can learn together and interact first-hand with University researchers.

The goal of this expanded Science Café program is to share knowledge about environmental topics, to spark dialogue between members of communities and to inspire environmentally sustainable choices for Minnesota's future citizens in Minnesota communities distant from active research centers.

### **II. DESCRIPTION OF PROJECT RESULTS**

#### **Result 1: Establish A Network of Science Café Organizers Statewide**

**Budget: \$25,000**

In order to build a sustainable event series that will be culturally and geographically relevant to each of the target communities Bell Museum Staff will identify and organize a small group of leaders and event organizers from across the state.

<b>Deliverable</b>	<b>Completion Date</b>
<i>1. Identify Target Cities and Make Contacts with Environmental Leaders</i>	<i>October, 2010</i>
<i>2. With the Help of Leaders, Identify Location, Sponsoring Organization or Community Group, and Lead Organizer</i>	<i>October, 2010</i>
<i>3. Bring Together Identified Environmental Leaders and Lead Organizers From Across the State for A Day-Long Skill Sharing Conference</i>	<i>October, 2010 and June, 2011</i>
<i>4. Establish a Website for Organizers to Learn More and to Share Skills and Information – inspiring new start-up Café projects elsewhere in MN</i>	<i>October, 2010</i>

**Result 2: Host Science Café Events in Each Identified Community****Budget:** \$93,500

With direction from identified leaders and organizers the Bell Museum will coordinate and host 6 science cafes each year of the project (12 in total in each partner community) in each of the target communities.

Deliverable	Completion Date
1. Rochester Science Cafe	June 30, 2012
2. Crookston Science Cafe	June 30, 2012
3. Brainerd Lakes Science Cafe	June 30, 2012

**Result 3: Comprehensive Survey of Presenters and Audiences to be developed and implemented by Project Manager (cost of deliverables covered in salary line)****Budget:** \$8,000

Using post-event surveys and follow-up calls to Location Coordinators, presenters and audiences, Bell Museum Staff will determine the success of the event series and will gauge interest in future events of this type, and topics of interest. This information will be useful to others in communities across Minnesota who may wish to establish their own Science Café program.

Deliverable	Completion Date
1. Audience and Presenter Feedback Survey	January 30, 2011
2. Follow-up Survey of Audience and Presenters	June 30, 2012
3. Survey of Community Organizers	June 30, 2012

### III. PROJECT STRATEGY

#### A. Project Team/Partners

The statewide Science Café project will be coordinated by Bell Museum staff in partnership with three Location Coordinators. Location Coordinators will establish partnerships with area businesses to host the event, and area community groups to assist with grassroots promotion.

**Community Partners***Continuing Education & Professional Development, UMN-Rochester**UMN Regional Sustainable Partnership, Brainerd Lakes Area**UMN Regional Sustainable Partnership, Crookston*

An Advisory Group for this project will include Bell Museum education and scientific staff, University of Minnesota researchers who have spoken at previous Science Café events, University of Minnesota Extension and affiliated research centers, community and environmental groups.

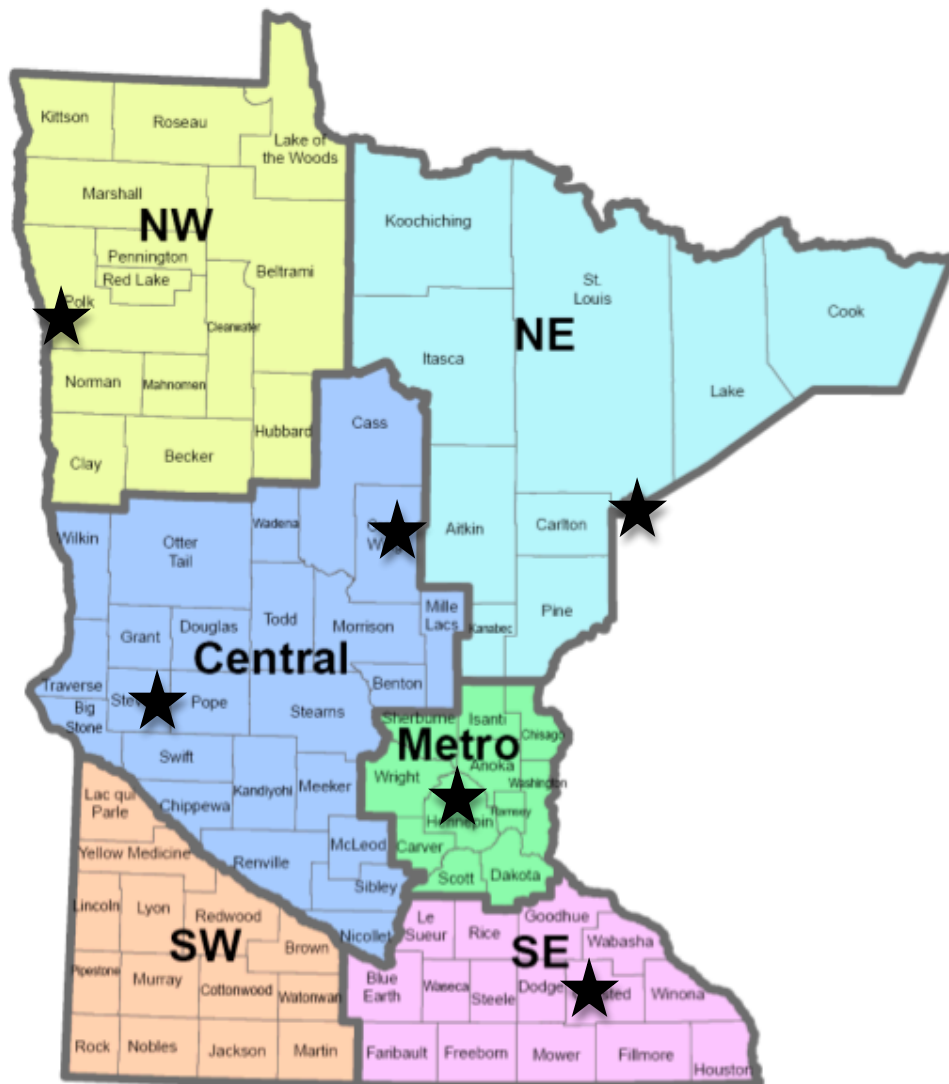
#### B. Timeline Requirements

Two years of funding will be required to establish the Science Café program in the targeted communities and to build a sustainable framework for the program to continue beyond the funding period (2010-2012).

#### C. Long-Term Strategy

The goal of establishing a statewide network of science café organizers is to create a self-sustaining movement that will continue to provide informal environmental education opportunities to adults beyond the funding period. Each affiliated program will eventually be “sponsored” by a civic, education or community group. Opportunities for future funding will be on a city-by-city basis and will depend on the needs and resources of each individual community site. Some examples might be sponsorship from city grants, contributions from advertisers, in-kind donations from local businesses or money from research centers for outreach projects. The Bell Museum will continue for the long-term to maintain the Science Café website as a tool for sharing “hot topic” ideas and a potential speaker pool for Science Cafés statewide.

<b>Project Budget</b>	
<b>IV. TOTAL PROJECT REQUEST BUDGET ( 2 years)</b>	
<b>BUDGET ITEM</b>	<b>AMOUNT</b>
<b>Personnel:</b>	
Project Coordinator Salary (1) - Oversees all aspects of project coordination and implementation from July 01, 2010-June 30, 2012. Develops topics, coordinates with speakers and with Location Coordinators, directs project activities and promotion. 50% FTE	\$ 51,095
Project Coordinator Fringe (1) - Oversees all aspects of project coordination and implementation from July 10, 2010-June 30, 2012. 50% FTE ; Fringe 37%;	\$ 18,905
Location Coordinators Salary (3) - Assists Project Coordinator with site-specific coordination and promotion in local community (Crookston, Brainerd, and Rochester). Arranges venues and venue details, oversees grassroots promotional efforts to community, hosts events as needed. Will also be responsible for securing community funds and sponsorships to sustain program beyond funding period. (\$5,000 per community for two years)	\$ 27,211
Location Coordinators Fringe (3) - Assists Project Coordinator with site-specific coordination and promotion in local community Fringe @ 32.3%	\$ 8,789
Event Speakers - Eighteen speaker honorariums each year for two years. Speakers present original scientific research and other expert content to the community at events. \$250 stipend per event.	\$ 9,000
<b>Contracts:</b>	
Graphic Design - Template for promotional materials, including posters and fliers.	\$ 700
Web Design - Template for project website, linked to and from existing Bell Museum website.	\$ 1,200
<b>Equipment/Tools/Supplies:</b>	
Food and supplies for annual skill-sharing & planning conference	\$ 500
Printing costs for promotional materials 3 locations, \$300 each year	\$ 1,800
<b>Travel:</b>	
Project Coordinator: Travel once each year to partner communities for total of 6 trips.	\$ 1,600
Location Coordinators travel & lodging to Minneapolis for skill sharing & planning conference held once each year. Includes mileage reimbursement plus one nights lodging. (Cost estimates: Crookston \$316 per trip + lodging; Brainerd Lakes Area \$138 per trip + lodging; Rochester \$93 per trip + lodging)	\$ 1,700
Event Speakers Travel & Lodging to Program Location - mileage reimbursement plus one night lodging for six presenters each year for total of 12 presenter per community over two year grant period. Approximate cost per location: Crookston (\$420); Brainerd (\$220); Rochester (\$200)	\$ 10,000
<b>Additional Budget Items:.</b>	\$ -
<b>TOTAL PROJECT BUDGET REQUEST TO LCCMR</b>	<b>\$ 132,500</b>
<b>V. OTHER FUNDS</b>	
<b>SOURCE OF FUNDS</b>	<b>AMOUNT</b>
<b>Other Non-State \$ Being Applied to Project During Project Period:</b> Funds from Bell Museum program funds that supports 50% of the Project Coordinator's salary.	\$ 70,000.00
<b>Other State \$ Being Applied to Project During Project Period:</b>	N/A
<b>In-kind Services During Project Period:</b> Bell Museum staff that provide content input, marketing and promotion of Science Café project.	\$ 30,000.00
<b>Remaining \$ from Current Trust Fund Appropriation (if applicable):</b>	N/A
<b>Funding History:</b>	N/A



- ★ **Minneapolis**  
*Café Scientifique—Established 2004*  
Bell Museum of Natural History
- ★ **Morris**  
*Café Scientifique—Established 2006*  
Bell Museum of Natural History & UMN Morris
- ★ **Duluth**  
*Café Scientifique—Established 2006*  
Bell Museum & UMN Duluth  
*Now a program of MN Sea Grant: Ask a Scientist!*
- ★ **Rochester**  
*Science Café—Proposed 2010-12*  
Bell Museum & UMN Rochester's Continuing Education Program
- ★ **Brainerd**  
*Science Café—Proposed 2010-12*  
Bell Museum & UMN Regional Sustainable Development Partnership
- ★ **Crookston**  
*Science Café—Proposed 2010-12*  
Bell Museum & UMN Regional Sustainable Development Partnership

## Existing and Proposed Science Café Sites in Minnesota

## PROJECT MANAGER QUALIFICATIONS

### LCCMR Proposal 2010

**TITLE:** *Science Café: Coffee and Conversation on Minnesota's Environment*

**Project Manager:** Shanai Matteson  
**Affiliation:** Bell Museum of Natural History, University of Minnesota  
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**Tel. Number:** 612/624-3808  
**Fax Number:** 612/626-7704  
**Email:** matt0423@umn.edu  
**Web Address:** <http://www.bellmuseum.org/>

## PROJECT RESPONSIBILITIES

The project manager is responsible for the overall coordination and implementation of the Science Café program. This includes coordinating and supporting the efforts of statewide partners, developing appropriate environmental topics, working with scientific experts and communicating topics to the public, both at events and via outreach materials. Managing a project of this scope requires a combination of knowledge, skills and experience: 1) knowledge of Minnesota's current environmental issues & related research; 2) knowledge of outreach and education best practices; 3) experience coordinating effective adult outreach and education programs; and 4) experience in project administration and evaluation.

## EDUCATION

2000-2005 University of Minnesota, Twin Cities  
Cultural Studies & Comparative Literature  
History of Science & Technology

## PROFESSIONAL EXPERIENCE

2004-2009 *Coordinator, Café Scientifique & Related Outreach Programs*  
*Bell Museum of Natural History, University of Minnesota*  
*(Helped to establish Science Café Programs in Morris and Duluth)*

2003-2004 *Intern, Education & Community Outreach*  
*Bell Museum of Natural History, University of Minnesota*

## CONFERENCES

2008 *Invited Presenter at Café Scientifique Conference in Boston, MA*  
*Conference Organized by WGBH Boston and NOVA*

2007 *Invited Presenter at Café Scientifique Conference in Leeds, UK*  
*Conference Organized by the British Council and The Wellcome Trust*

2007 *Invited Participant, Science + Society: Closing the Gap in Boston, MA*

## ORGANIZATION DESCRIPTION

The Bell Museum of Natural History was established by state legislative mandate in 1872 and is part of the University of Minnesota. The Bell Museum explores life's diversity, deepening individual understanding and appreciation of the natural world through education, collections, and research.