

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

LCCMR ID: 202-F

Project Title:

Environmental Education for Educators and Tree Care Professionals

LCCMR 2010 Funding Priority:

F. Environmental Education

Total Project Budget: \$ \$180,000

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

Other Non-State Funds: \$ \$0

Summary:

This project involves the development and promotion of the F.R.E.E Network (www.freenetwork.org) as an education resource for environmental educators, professionals, students and the general public.

Name: Steve Bratkovich

Sponsoring Organization: Dovetail Partners, Inc.

Address: 528 Hennepin Ave, Ste 202
Minneapolis MN 55403

Telephone Number: (612) 333-0430

Email: info@dovetailinc.org

Fax: (612) 333-0432

Web Address: http://www.dovetailinc.org

Location:

Region: Statewide

County Name: Statewide

City / Township: Statewide

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

MAIN PROPOSAL

PROJECT TITLE: Environmental Education for Educators and Tree Care Professionals

I. PROJECT STATEMENT

Environmental education is a key building block for supporting innovation and leadership on environmental issues. This project involves the development and promotion of the F.R.E.E Network (www.freenetwork.org) as an education resource for environmental educators, professionals, students and the general public. This project will significantly expand the resources offered through the F.R.E.E Network and deliver workshops and education engagement services to teachers, decision makers, and tree care professionals. The expansion of the F.R.E.E. Network site and the curriculum for the workshops will include addressing urban and community forestry, climate change and the role of forests in carbon sequestration. Workshops will be hosted in an outdoor classroom setting through partnerships with environmental learning centers and regional parks.

The goal of the project is to increase the awareness of educators, community leaders and tree care professionals about forest resources in Minnesota, including urban and community forests, and the role of forests in mitigating climate change. The workshops will provide tips and tools that educators can use in their classrooms, community leaders can use to inform policies and tree ordinances, and that arborists can use in their businesses and client services. The F.R.E.E. Network will continue to provide free, public access to the resources.

II. DESCRIPTION OF PROJECT RESULTS

Result 1: Expansion of the FREE Network Site **Budget:** \$ 70,000

The first outcome of the project is the significant expansion of the F.R.E.E. Network to provide an ongoing source of scientifically accurate information regarding the role of forests, including urban and community forests, in mitigating climate change, and consideration of alternative strategies for dealing with carbon emissions and maximizing carbon sequestration potential within forests. Educational tools will be developed to stimulate thinking and awareness on the part of students. An entirely new section of the F.R.E.E. Network site will be developed to focus on community leaders and urban and community forest professionals. The target audience of the project is students and educators (the current target of the F.R.E.E. Network). The information to be developed is also important for community leaders and urban tree care specialists to guide pursuit of optimum carbon strategies in urban and community forests and tree care management.

Deliverable

1. *Development of Urban and Community Forestry Section of the FREE Network*

Completion Date

Jan 2012

Result 2: Delivery of Workshops **Budget:** \$ 80,000

A total of at least 5 workshops will be held in diverse statewide locations (e.g., Twin Cities, Mankato, Grand Rapids, Duluth and Brainerd). The workshops will be held at a local environmental learning center, regional park facilities or other locations that can support an outdoor classroom opportunity. The trainers for the workshops will include Dovetail staff and other educators. The curriculum will include addressing urban and community forestry, climate change and the role of forests. Workshops will be marketed to students and educators, and the information to be developed is also important for community leaders and urban and community tree care specialists to guide pursuit of optimum carbon strategies in urban and community forests and tree care management.

Deliverable

2. *Development of Workshop Agenda(s) and Curriculum*
3. *Identification of Workshop presenters and establishment of contracts*

Completion Date

Dec 2010
Dec 2010

- 4. Development of workshop promotional materials
- 5. Workshop promotion
- 6. 5 workshops (held between March and October of 2011)

Dec 2010
 Feb 2011
 November 2011

Result 3: Maximizing Impact Budget: \$ 30,000

Following the completion of the workshops, materials developed for the project will be available via the FREE Network (www.freenetwork.org) and promoted through news releases and outreach to environmental educators and other interest groups. Educational packets will be developed for continued use by trainers (including presentation materials on discs, handout masters, etc). The F.R.E.E. Network will continue to be maintained and updated by Dovetail Partners beyond the timeline of this project. The project manager will complete a final project report that summarizes the results and impacts of the project and offers recommendations for any opportunities for improvement or next steps.

Deliverable

Completion Date

- 7. Materials finalized and distributed
- 8. Final Project Report

July 2012
 July 2012

III. PROJECT STRATEGY

A. Project Team/Partners

The project manager and coordinator for the workshops and other deliverables is Steve Bratkovich, Program Director with Dovetail Partners, Inc.

Steve Bratkovich, Ph.D., has 34 years of forestry and forest products experience. His areas of expertise include business, marketing and strategic planning; urban wood utilization; primary and secondary wood processing; and sustainable forest management. Steve has authored over 150 forestry-related publications, articles and reports, and is a frequent contributor to forestry and industry trade journals. Steve is past Chair of the Southern Chapter, Minnesota Society of American Foresters, and was active in the Chapters' Natural Resources in the Classroom project. Through this effort, Steve interacted with students and educators as both an instructor and coordinator of environmental education programs. Steve has also coordinated and delivered programs across the country for urban and community forestry audiences including arborists, municipal foresters, tree service firms, and elected officials. He currently serves as an Associate Editor to the Journal of Forestry and is Managing Editor for Independent Sawmill and Woodlot Management magazine's "Green Column." In 2002 Steve received the Excellence in Technology Transfer award from the Chief of the USDA Forest Service. Steve has also received outstanding service awards from the Ohio and Minnesota Society of American Foresters. Steve is a forestry consultant and an Adjunct Associate Professor with the University of Minnesota's Department of Bioproducts and Biosystems Engineering.

B. Timeline Requirements

The project is anticipated to take two years to complete. The workshops will be scheduled between March and November of 2011 to support outdoor classroom opportunities.

C. Long-Term Strategy

This project is not a component of a larger project; however, the results of this project may identify gaps or needs related to environmental education opportunities in Minnesota. The results of this project may be used to inform other current and future efforts related to environmental education in the state.

Project Budget

Project Title: Environmental Education for Educators and Tree Care Professionals

IV. TOTAL PROJECT REQUEST BUDGET (*[Insert # of years for project]* years)

<u>BUDGET ITEM</u>	<u>AMOUNT</u>	
Personnel:	\$ -	
Project Manager and Coordinator	\$50,000	30%
Project Assistant	\$70,000	100%
Contracts:	\$ -	
Additional Workshop Presenters and Contractors	\$50,000	
Project Supplies, Travel	\$10,000	
Equipment/Tools/Supplies:	\$ -	
Acquisition (Fee Title or Permanent Easements):	\$ -	
Travel:	\$ -	
Additional Budget Items:	\$ -	
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$180,000	

V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other Non-State \$ Being Applied to Project During Project Period:	\$ -	
Other State \$ Being Applied to Project During Project Period:	\$ -	
In-kind Services During Project Period:	\$ 18,000	
Remaining \$ from Current Trust Fund Appropriation (if applicable):		
Funding History:	\$ -	

Organizational Description:

Dovetail Partners is a nonprofit (501c3) organization that provides authoritative information about the impacts and trade-offs of environmental decisions, including consumption choices, land use, and policy alternatives. Dovetail Partners is a highly skilled team that excels at solving complex business problems and helping responsible firms to become successful. We also help regions define programs that increase the job creation and the job quality of resource-based industries. Additional information is available at the Dovetail website: <http://www.dovetailinc.org>

Stephen M. Bratkovich

Education

Ph.D. in Adult Education (Administration minor), The Ohio State University, 1991.
Master of Science in Forest Resources (Economics minor), Univ. of NH, 1975.
Bachelor of Science in Forest Science (Business minor), Penn. State University, 1973.

Experience

- Program Manager, Recycling and Reuse** 2007 to Present
Dovetail Partners, Inc., Minneapolis, MN
Major duties include writing and reviewing reports for monthly newsletter, assisting in the development of proposals and grant applications, and serving as a resource specialist/consultant on forestry and forest products-related projects.
- Freelance Writer and Consultant** 2001 to Present
Recommend editorial content and write magazine articles for forestry and forest products publications. Perform audits and evaluations for forestry-related organizations. Develop syllabi, organize coursework and instruct undergraduate students studying natural resources.
- Group Leader, Business Operations** 2004 to 2007
USDA Forest Service, State & Private Forestry, St. Paul, MN
Oversaw annual operating budget (\$600,000 plus salaries) for staff of 26. Coordinated State & Private Forestry grant monitoring program (\$35 million) for 7 mid-western states. Served as Acting Field Representative (supervisor) for 26 staff in three states on a part-time basis (33 percent).
- Forest Products Specialist** 1992 to 2007
USDA Forest Service, State & Private Forestry, St. Paul, MN
Provided technical expertise throughout the Midwest and Lake States to industry, landowners, consultants, government and non-governmental organizations in the areas of forest products utilization and marketing, forest sustainability, strategic and business planning, and natural resources-based economic development. Presented seminars, author publications and facilitate meetings aimed at expanding forestry conservation practices.

