

**Environment and Natural Resources Trust Fund
2011-2012 Request for Proposals (RFP)**

LCCMR ID: 024-A2

Project Title: Interactive Outreach for Statewide Conservation and Preservation Plan

Category: A2. Natural Resource Data and Information: Distribution, Application, and Training

Total Project Budget: \$ \$265,000

Proposed Project Time Period for the Funding Requested: 2 yrs, July 2011 - June 2013

Other Non-State Funds: \$ 0

Summary:

Position LCCMR's Statewide Conservation and Preservation Plan as the authoritative guide for natural resources investments by creating a searchable, multimedia online solution that promotes understanding and implementation of the plan.

Name: Ted St. Mane

Sponsoring Organization: MLT Group LLC

Address: 411 N Broadway
Rochester MN 55906

Telephone Number: 507-261-4541

Email ted@mltgroup.com

Web Address www.mltgroup.com

Location

Region: Statewide

Ecological Section: Statewide

County Name: Statewide

City / Township:

<input type="checkbox"/> Funding Priorities	<input type="checkbox"/> Multiple Benefits	<input type="checkbox"/> Outcomes	<input type="checkbox"/> Knowledge Base
<input type="checkbox"/> Extent of Impact	<input type="checkbox"/> Innovation	<input type="checkbox"/> Scientific/Tech Basis	<input type="checkbox"/> Urgency
<input type="checkbox"/> Capacity Readiness	<input type="checkbox"/> Leverage	<input type="checkbox"/> Employment	<input type="checkbox"/> TOTAL <input type="checkbox"/> %

PROJECT TITLE: Interactive Outreach for Statewide Conservation and Preservation Plan

I. PROJECT STATEMENT

The Minnesota Statewide Conservation and Preservation Plan charts long-term strategies for addressing critical issues and trends, and guides decision-makers on future short- and long-term planning, policy, and funding investment.

Our goal is to “unlock” information within the Statewide Plan and Preliminary Plan to create a more powerful and effective tool to assist the LCCMR board and for engaging public and private entities. Web and social media are the present **and** future of outreach and information sharing. By transforming the Plan into a “living” resource, we empower participants in the important decisions of how, when and where funding should be invested for conservation and preservation in Minnesota.

The solution proposed by this project will enhance access and usability of the Plan by;

- Creating a searchable database of information within the Plan to speed access to information, correlate data and create reports
- Making information easier to understand by correlating data with interactive, multi-layer maps and information cross-linking
- Making information more readily available to Minnesotans via search engines
- Packaging information within the Plan into “student accessible” formats
- Providing video introductions to the Plan and each section of Plan recommendations
- Providing interactive “help” features to guide and encourage Plan users
- Promoting statewide information sharing and distribution through the site itself, as well as a monthly eNewsletter with signup, discussion forum, a Facebook fan campaign, and social media and email “share functions.”
- Providing information outreach through a traveling interactive point of contact kiosk
- Encouraging input from Minnesotans through social media solutions and online surveys
- Providing comprehensive ADA mandated access to the Plan

II. DESCRIPTION OF PROJECT ACTIVITIES

1. Information correlation and formatting: Budget: \$34,000

-Research and organization of Plan content into correlated units and “student accessible” formats.

Result: Information in the Plan will be easier to access and understand for users including students

2. Design & Construction of website and input of content: Budget: \$45,000

-Creation and population of online solution to house and display Plan content in interactive, ADA accessible formats

Result: An engaging online “home” making the Plan more accessible to thousands of Minnesotans including those with disabilities

3. Creation of interactive information tools: Budget: \$53,000

-Design and development of interactive presentations, maps, search utility, correlated information retrieval system, gallery, video viewer, forum, reporting tool and other engagement solutions.

Result: Information in the Plan will be more engaging and useful for students, organizations, the LCCMR board and others

4. Creation of interactive “help” tools: Budget: \$12,000

-Design and development of interactive help tools to guide user interactions with the site

Result: Information in the Plan will be easier to access, understand and use in productive ways

5. Social Media Integration and Active Outreach x 2 yrs: Budget: \$38,000

-Design & implementation of a social media campaign and active outreach solutions including an eNewsletter and traveling kiosk for deployment in 6 public spaces across the state

Result: Thousands of Minnesotans will be exposed to the Plan via social media buzz building and taking the message into communities and educational spaces

6. Search Engine Optimization x 2 years: Budget: \$24,000

-Design and implementation of a robust search engine optimization campaign

Result: Thousands of Minnesotans will find and access the site through hundreds of relevant searches across Google and other search engines

7. Information Update x 2 years: Budget: \$18,000

-Maintaining, updating and monitoring the site and dynamic, user-contributed content

Result: Information on the site will stay active throughout the project with user input archived in report friendly formats

8. Design and Production of Video Segments: Budget: \$38,000

-Design, production and web optimization of video introductions to the Plan and each section of Plan recommendations

Result: Visitors are engaged by active “top level” video introductions making the Plan objectives easier to understand

III. PROJECT STRATEGY

A. Project Team/Partners

The project team includes; **Ted St. Mane**, communications and marketing specialist with over 20 years of professional media and project management experience. (Paid Functions: Project Manager, solutions design and correlation of data and resources)

Jean Coleman, principle at CR Planning. Jean coordinated the development of the Minnesota Statewide Conservation and Preservation Plan. www.CRPlanning.com (Paid Functions: Interpretation of plan information and correlation of data and resources)

Martin Moen, Director of Communications & Operations at Bell Museum of Natural History and former Director of Communications at U of M, College of Natural Resources. (Paid Functions: Information and communications strategy development)

Creative and programming staff of MLT Group, LLC. a web, video, communications and multi-media development company in Rochester, MN with over 24 years of professional media production experience serving over 400 entities across North America. www.MLTGroup.com (Paid Functions: Design, programming, solutions development, video production, social media and search engine optimization)

B. Timeline Requirements

July 2011 – June 2012: Design and construction of website solution, and development of interactive and media tools, site launch and community outreach activities - including Search Engine Optimization and Social Media Campaigns.

July 2012 – June 2013: Community outreach activities including community building through Search Engine Optimization, Social Media and traveling kiosk solution as well as maintenance of site solutions.

C. Long-Term Strategy and Future Funding Needs

This “living” resource has an indefinite life span and is likely to be viable for several years. Hosting for the site will be provided through an in-kind contribution by MLT Group for up to five years. Additional maintenance costs after year two will be addressed through additional fund raising. Through enhanced access and awareness, the Statewide Plan will be positioned as the authoritative resource guiding future investments in our state’s natural resources. In addition public input gained through interactive features could help shape future versions of Minnesota’s Statewide Conservation and Preservation Plan.

MINNESOTA

STATEWIDE CONSERVATION AND PRESERVATION PLAN

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GRANITE FALLS DAM

APPROXIMATELY HALF OF THE AREA OF THE MINNESOTA RIVER WATERSHED, WHICH INCLUDES THE MINNESOTA NATURAL LAKE FORMED BY A CONSTRUCTION IS IMPAIRED BY EXCESS NUTRIENTS AND TURBIDITY. MAJOR SEGMENTS OF THE MINNESOTA RIVER ARE ALSO IMPAIRED BY TURBIDITY. CURRENTLY,

A LARGE MODE IMPAI TION DVISIO INFO



Granite Falls Dam
Minnesota River Dam
Granite Falls, MN

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Photos Video Audio eNews

Photo of the Month



See what it's like to photograph a shark up-close! [Read more](#)

NEWS

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ORGANIZATION DESCRIPTION:

MLT Group is a Minnesota based company that has been producing professional media for over 23 years and creating and hosting custom web solutions since 1996. Our experience with site development includes design and development for hundreds of online and interactive solutions. Our in-house website team includes eight dedicated web development staff with skills in web design, use architecture, site construction, search engine optimization, ADA compliance for web, Flash animation, and programming for all kinds of database and dynamic site solutions. We currently serve the ongoing web development and on-line marketing needs of over 300 organizations across Minnesota and North America.

PROJECT MANAGER QUALIFICATIONS

Ted St. Mane: Project Manager Ted@MLTGroup.com 507-281-3490

RELEVANT WORK EXPERIENCE

1999 – Present

MLT Group Advertising & Marketing: Director of Operations / Art Director

General management, project management for over 900 media projects, marketing and advertising development consulting, art direction, talent direction, producing, design and copywriting for all forms of media. <http://www.mltgroup.com> Author of three Minnesota histories and screenwriter and producer of television programs, corporate videos, educational videos and Minnesota history productions.

Rochester, MN

1997 - 1999

St. Mane Design Specialties: Owner - Operator

Media consulting, project management for over 100 media projects, design and copywriting for web, video, multi-media and print.

Rochester, MN

1996 - 1997

Peer Power Productions: Producer - Director

Producing, project management for over 50 media projects, design, casting, direction and screenwriting for 30 plus educational videos published and distributed nationally. Also provided copywriting for print.

Rochester, MN

1996 - 2000

Federal Bureau of Prisons: Theatre Therapy Instructor

Conducting weekly theatre therapy sessions in a federal prison setting, including production and direction of plays with and for inmates and development of an original play entitled “Three Hots and A Cot”.

Rochester, MN

1990 - 2001

Ad Hoc Theatre: Technical Director

Project management, set design, prop design, advertising design, talent casting, direction, acting, lighting and sound design and script writing for a traveling theatre company.

Rochester, MN