

Project Manager Qualifications and Organization Description

ORGANIZATIONAL INFORMATION

The **Minnesota Zoo** is the state's largest environmental learning center, with 1.3 million annual visitors through our gates and others participating through innovative outreach programs. On-site, the Northern Trail and the Tropics Trail bring our guests up close with amazing animals from around the world. The award-winning renovation of the Minnesota Trail reminds visitors that we have amazing animals in Minnesota, including our iconic bald eagle, gray wolf, beaver, and walleye. The immediacy of the encounter with these animals creates a sense of wonder and care that sets a foundation for a desire to learn. The exhibit also gives guests tools to help them watch for signs in nature and encourages them to go outside and explore.

Between Zoomobile and field trips from throughout the state, the Zoo's education programs currently reach all 87 counties over a 3-5 year period. Temporary funding secured for FY2011 will build the foundations of a distance learning program using videoconferencing technology to increase that reach to an even wider range of Minnesota students and teachers: delivering approximately 200 programs in FY2012 and expanding at 10-15% annually until maximum sustainability is reached.

Mission and Goals

The mission of the Minnesota Zoo is **to connect people, animals, and the natural world**. The Zoo is dedicated to inspiring guests to act on behalf of wildlife and wild lands, most immediately here in Minnesota. The goal is to change the way people think about their relationships to the natural world through positive, personal interactions.

The Zoo's Master Plan clearly sets our objective to become one of the world's great zoos. With this goal as our guide the Zoo works to:

- increase environmental literacy statewide,
- strengthen animal conservation efforts, and
- create a major tourist destination and cultural icon for Minnesota.

PROJECT MANAGER QUALIFICATIONS

Steve Boyd-Smith has been leading message development and content delivery for museums and zoos nationally for 20 years. He has been with the Zoo for nearly 5 years, leading content development and managing contracts for projects including the renovation of the Minnesota Trail, the award-winning "Russia's Grizzly Coast," and this summer's upcoming "Faces of the African Forest." With black bears, Steve will coordinate the capable team that will further develop the content and deliver it through exhibit, web, classes, camps, and videoconferencing.