

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

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**LCCMR ID: 184-G**

**Project Title:** Digital Bridge to Nature - Advanced Teacher Workshops

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**Category:** G. Environmental Education

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**Total Project Budget:** \$ \$90,000

**Proposed Project Time Period for the Funding Requested:** 1 yr, July 2011 - June 2012

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

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**Summary:**

Continuation of digital photography model for outdoor education among Minnesota youth by providing thirty advanced and six introductory workshops for teachers involving science, math, art and language arts.

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**Name:** James Mallman

**Sponsoring Organization:** Watchable Wildlife, Inc.

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**Location**

**Region:** Statewide

**Ecological Section:** Statewide

**County Name:** Statewide

**City / Township:**

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<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	<input type="checkbox"/>	Readiness	<input type="checkbox"/>	Leverage	<input type="checkbox"/>	Employment	<input type="checkbox"/>	TOTAL	<input type="checkbox"/>	%

## 2011-2012 MAIN PROPOSAL

**PROJECT TITLE:** Digital Bridge to Nature-advanced teacher workshops. *This is for FY '13 only as a one-year continuation of the currently-funded Digital Photography Bridge to Nature Project that ends in FY '12. This project is currently scheduled to continue through FY'15 and will conclude with a transition of funding and positions into the Watchable Wildlife Program and its federal and state partners.*

### I. PROJECT STATEMENT

Digital Bridge to Nature addresses the problem that young people are losing interest in nature and that their involvement in outdoor recreation is declining. The existing project responds to the need for outdoor-based curricula identified by the Outdoor Education Working Group in January 2009. The initial phase of this project (FY-'11-12) allows children to experience positive photography experiences in the outdoors by planning and presenting 80 digital photography training workshops throughout Minnesota for 1000 elementary and middle school teachers, park naturalists, and nature center naturalists.

Since the first phase was established this project has gained national attention for the state of Minnesota. Several states including New Jersey and Arizona have expressed interest through Watchable Wildlife Inc. This project has been presented at two national conferences and at several Watchable Wildlife workshops across North America. In addition to world renowned photographer Jim Brandenburg, several other well known professional photographers and wildlife organizations have expressed interest in this important project. Two federal agencies are cooperating with the publication and distribution of the workbook to be used in this program

Participants at these workshops will learn how to use digital photography in the outdoors to enhance traditional classroom curricula. Teachers would receive continuing education units (CEUs) and be provided with curriculum guides and free loan of learning trunks with cameras and field guides. Teachers return to their classroom, state park, or nature center and carry out digital photo safaris with their students. These activities meet state academic standards as they relate to science, math, art, and language arts. The photo safari sessions involve the use of volunteers who would serve as mentors. The current project will introduce 30,000 students (grade levels 3 to 9) to the opportunities for discovering Minnesota's outdoors through digital photography.

This seeks to continue the existing allocation of funding support for the Digital Photography Bridge to Nature to a third year as it transitions into a permanent educational program to promote outdoor recreation and a better understanding of our state's natural resources among young people. This phase of the project will consist of presenting 6 basic teacher workshops and 30 advanced teacher workshops for at least 450 teacher participants. The workshops will teach cutting-edge photo technology relating to photographic equipment, imaging technology and nature photography techniques that can be applied in an educational context to the classroom for multiple curricula including science, math, art, and language arts.

### II. DESCRIPTION OF PROJECT ACTIVITIES

**Activity 1:** 30 Advanced Digital Bridge to Nature Workshops and 6 Introductory Workshops  
**Budget:** \$ 85,000

Advanced statewide training for upper elementary and middle school teachers will be provided at 30 nature photography workshops in use of digital photography to introduce Minnesota youth to the outdoors and concurrently enhance traditional classroom curricula like science, math, art, and language arts. These will be advanced workshops for teachers and naturalists who have already participated in the original Digital Photography Bridge to Nature Workshops in FY '11 and '12. Six introductory teacher workshops will be given for teachers who have not yet taken this curriculum. These workshops will provide continuing education units (CEUs) for teachers and will concurrently help teachers meet state academic standards in four disciplines. Teachers will be shown new equipment, available curricula, website information, and proven innovative teaching strategies for use of digital photography outdoors and in the classroom. Camera kits will continue to be provided to teachers free of charge for subsequent class photo safaris. Budget: \$85,000.

Outcome	Completion Date
1. 30 advanced Digital Photography Bridge to Nature Teacher workshops and 6 introductory Teacher workshops	June 30, 2013

**Activity 2.** Evaluation of the effectiveness of the Digital Photography Bridge to Nature project.  
**Budget:** \$5,000.

This activity will provide an evaluation component to the three years of this effort to assess the total numbers of teachers who participated, the extent to which they were able to apply the materials taught into their classroom activities, analysis of teacher workshop evaluations, tally of the total number of students who subsequently participated in photo safaris and classroom activities in at least four major disciplines (science, math, art, and language arts), an assessment of the number of volunteers and volunteer hours that were provided for workshop and photo safari activities, and development of future recommended strategies for continuation of this effort. Budget: \$5,000.

Outcome	Completion Date
1. Evaluation report and assessment of three years of Digital Photography Bridge to Nature Workshops	June 30, 2013

### III. PROJECT STRATEGY

**A. Project team/Partners:** Major project partners include Watchable Wildlife Inc. (James Mallman), the DNR Nongame Wildlife Program, DNR Project WILD coordinator, DNR State Parks and Trails, DNR Division of Enforcement, DNR Master Naturalist Program, Minnesota Nature Photography Club, and National Camera Exchange.

**B. Timeline:** Hire two project coordinators (greater Minnesota and Twin Cities metro area), who will each be responsible for planning and carrying out 15 advanced teacher workshops and 3 introductory workshops. The teacher workshops would be held from through July 1, 2012 through June 30, 2013. Evaluation of this project would be carried out by the two project coordinators and completed by June 30, 2013.

**C. Long-term Strategy and Future Funding Needs:** This effort is intended to carry forward through five years (FY '11 through FY '15) to fully utilize the value of cameras and photo equipment purchased/donated and the volunteer network created in the first biennium. Beyond FY '15 it is the intention of Watchable Wildlife, Inc. to encourage that this program be incorporated into the wildlife education efforts of the Nongame Wildlife Program.

## 2011-2012 Detailed Project Budget

### IV. TOTAL TRUST FUND REQUEST BUDGET [ 1 ] year

<b>BUDGET ITEM</b> <i>(See list of Eligible &amp; Non-Eligible Costs, p. 13)</i>	<b>AMOUNT</b>
<b>Contracts:</b> Two program coordinators @ \$20,000 for metro area and for greater MN = \$40,000. They will manage the scheduling and conduct of programs and assist with workshops. Eight workshop facilitators @ \$4,000= \$32,000 will carry out workshops as teams. They will have expertise in education and/or in photography	\$ 40,000
<b>Contracts:</b> Eight workshop facilitators @ \$4,000= \$32,000 will carry out workshops as teams. They will have expertise in education and/or in photography skills	\$ 32,000
<b>Supplies:</b> Photo-related equipment (not cameras), curriculum guides, and printed materials for teacher resources and costs of project evaluation.	12,000
<b>Travel:</b> Mileage costs for coordinators and workshop facilitators	\$ 6,000
<b>TOTAL ENVIRONMENT &amp; NATURAL RESOURCES TRUST FUND \$ REQUEST</b>	<b>\$ 90,000</b>

### V. OTHER FUNDS

<b>SOURCE OF FUNDS</b>	<b>AMOUNT</b>	<b>Status</b>
<b>Other Non-State \$ Being Applied to Project During Project Period: N/A</b>	\$ -	
<b>In-kind Services During Project Period:</b> Staff time by Nongame Wildlife Program staff for program and workshop participation and Nongame gift funds for purchase of replacement cameras and equipment.	\$ 35,000	<i>Pending</i>
<b>In-kind Services During Project Period:</b> Staff time by DNR State Parks staff and Division of State Parks and Trails funds for equipment repair and replacement.	\$ 25,000	<i>Pending</i>
<b>In-kind Services During Project Period:</b> Volunteer services for teacher workshops and at teacher photo safaris at local schools = 1,000 volunteers x 3 hours per workshop x \$19.46 per hour =	\$ 58,400	Pending
<b>In-kind Services During Project Period:</b> Staff time donated from Watchable Wildlife Inc.	\$ 14,000	Pending
<b>Remaining \$ from Current ENRTF Appropriation (if applicable):</b> Currently proposed LCCMR appropriation for FY '11 and FY '12 for the new DPBTN project which commences on July 1, 2010.	\$ 160,000	<i>Unspent</i>
<b>Funding History:</b> Funding of \$160,000 allocated for FY '11 and FY'12 for the Digital Photography Bridge to Nature project.	\$ 160,000	

*James A. Mallman  
14273 St Croix Trail N.  
Stillwater, MN 55082*

James Mallman, President of Watchable Wildlife Inc, is responsible for the development and production of their Wildlife Professional Publication Series, as well as the Watchable Wildlife State Viewing Guides. Jim conducts workshops on developing sustainable wildlife viewing programs worldwide. He received his Bachelor's Degree from the University of Wisconsin-Milwaukee and a Master's in Education with an emphasis on Wildlife Recreation and Nature Tourism from the University of Wisconsin-River Falls.

Jim has worked closely with the MN Department of Natural Resources and Carol Henderson to develop and implement the first phase of the Digital Photography Bridge to Nature program. In addition he is the author of the workbook to be used nationally for this project. Jim has successfully managed project grants from several and state agencies. Jim lives with his wife Sharon on the St. Croix River in Stillwater, Minnesota.

**Watchable Wildlife Inc.** is an international 501 c 3 nonprofit headquartered in Minnesota. It is the product of a Memorandum of Understanding between seven federal agencies agreed to over 25 years ago. Watchable Wildlife Inc. has a simple, straight forward mission:

**“To Help Communities and Wildlife Prosper”**

This mission is addressed through work in three areas:

- 1) Publications: Watchable Wildlife Inc. publishes 45 state wildlife viewing guides. In addition they publish and distribute the professional text Everyone's Nature, Black & Brown Faces in America's Wild Places, and Providing a Positive Wildlife Viewing Experience. The teacher's workbook for The Digital Bridge to Nature is currently in the final stages of publication.
- 2) National Conference: Watchable Wildlife, Inc sponsors a conference each year to help communities better understand the real value of their state's natural areas and wildlife. This year's conference is in Kearney, NE. In 2001 the conference was held in St. Paul, MN.
- 3) On the Ground Projects: Watchable Wildlife Inc. conducts Wildlife/Nature Tourism Workshops across North America.

