



# Environment and Natural Resources Trust Fund

## 2021 Request for Proposal

### General Information

**Proposal ID:** 2021-157

**Proposal Title:** Minnesota Conservation Outreach & Education

### Project Manager Information

**Name:** Marissa Jensen

**Organization:** Pheasants Forever Inc

**Office Telephone:** (402) 250-7146

**Email:** mjensen@pheasantsforever.org

### Project Basic Information

**Project Summary:** We aim to reach a diverse and under-served community of Minnesotans with pollinator habitat conservation education through Women on the Wing trainings and Milkweed in the Classroom programming.

**Funds Requested:** \$68,000

**Proposed Project Completion:** 2023-06-30

**LCCMR Funding Category:** Small Projects (H)

**Secondary Category:** Environmental Education (C)

### Project Location

**What is the best scale for describing where your work will take place?**

Statewide

**What is the best scale to describe the area impacted by your work?**

Statewide

**When will the work impact occur?**

During the Project and In the Future

## Narrative

### **Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.**

Approximately one million women farm or ranch in the United States, owning one-third of all farmland and ranchland. Additionally, 87 million acres are owned by non-operating women landowners. Our proposed Women on the Wing program provides training for women landowners, along with resource professionals, that engages and educates participants on how to create quality pollinator habitat on their property. The trainings focus on supporting and inspiring women landowners, operators and professionals to be part of the solution for monarch butterflies and other species by finding ways habitat conservation can work on their land.

The story of the precipitous decline in the Eastern overwintering monarch butterfly population has prompted environmental groups to file a petition with the USFWS to list the monarch butterfly as an endangered or threatened species under the Endangered Species Act. While good work is being done by the conservation community, particularly in Minnesota, the monarch butterfly population continues to decline. According to the World Wildlife Fund Mexico, the 2019-20 overwintering population of Eastern monarch butterflies decreased 53% from the previous year. Our Milkweed in the Classroom program aims to engage and educate Minnesota's elementary children about the monarch butterfly's plight.

### **What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.**

Women on the Wing strives to engage a larger and more diverse audience that make conservation decisions on the landscape. We have an immediate opportunity to connect with and educate women landowners, operators and resource professionals on how sound conservation practices will positively impact wildlife and pollinator habitat, soil health and water quality on their property. Additionally, attendees become connected with local professional biologists and resources that can provide continued information and help as they start to implement new management practices onto their own land. Train-the-trainer workshops provide hands-on education and tools for field staff to host their own Women on the Wing landowner workshops to continue reaching larger and more diverse audiences.

Milkweed in the Classroom is geared toward 3rd-5th grade students and aims to motivate them to play an active role in the development of pollinator habitat and the advocacy of sound conservation. We propose delivering this turn-key habitat education program at the classroom level by providing kits with all the materials needed to grow native plants in the classroom and support to get those classrooms outside and planting pollinator habitat.

### **What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?**

This proposal aims to engage 160 women landowners and resource professionals and 20 classrooms (estimated 500 students and teachers) in Minnesota. Participants will learn how to play an active role in the development of wildlife and pollinator habitat, along with increasing advocacy and implementation of sound conservation. All participants will get outside, gain a larger appreciation for natural places and learn about options to improve water quality, soil health and habitat for a variety of species. Children will learn about the monarch butterfly and it's need for milkweed.

## Activities and Milestones

### Activity 1: Women on the Wing Workshops

**Activity Budget:** \$30,000

**Activity Description:**

Women on the Wing landowner workshops are designed to educate landowners and operators on land management practices that include improving pollinator and wildlife habitat, soil health and water quality on their property. The goal is to host workshops, both in-person and virtual, for women landowners and resource professionals aiming to reach at least 160 participants over the course of the grant. The first half of the workshop covers the different conservation practices available, why they are important and what can be gained on their property by incorporating such practices. Field tours are included, allowing individuals an opportunity to learn how to put these practices to use on their land. Attendees are provided with conservation program content, habitat conservation training and interaction with other landowners in similar situations to learn how they are applying the concepts the workshop covers on their land. Contact information will be provided for professional biologists and resources that can assist participants as they start to investigate and implement new management practices. Field tours will include demonstration projects, landowner questions and answers and professional biologists explaining the habitat conservation benefits and economic benefits of the subject conservation practices being showcased.

**Activity Milestones:**

Description	Completion Date
Adapting Virtual Content and Trainings	2022-11-30
Promotion of Conservation Outreach Landowner Workshop	2022-12-31
Conservation Outreach Landowner Workshop	2023-05-31
Event Report/Survey	2023-06-30

### Activity 2: Host Train-the-Trainer Workshops

**Activity Budget:** \$31,000

**Activity Description:**

We propose hosting two train-the-trainer events in Minnesota during the grant period to provide the tools needed for practitioners to work with a larger, more diverse audience of landowners. Trainings give participants the knowledge, understanding, confidence and support to host Women on the Wing landowner workshops following their training. Our aim would be to perpetuate landowner workshops throughout the state beyond the scope and timeline of the proposal. It is our goal that every Minnesota landowner has information and expertise to rely on when making land use decisions and that habitat conservation is a consideration. If we can perpetuate multiple trainings per year through this activity, we could reach 80 landowners annually with the message of habitat conservation and how it could work on their land.

**Activity Milestones:**

Description	Completion Date
Promote Train-the-Trainer Workshop	2022-12-31
Train-the-Trainer Workshop	2023-05-31
Final Report/Survey	2023-06-30

### Activity 3: Milkweed in the Classroom

**Activity Budget:** \$7,000

**Activity Description:**

We propose implementing our Milkweed in the Classroom program with twenty classrooms resulting in 500 participants who agree to engage their students in the propagation of milkweed plants and the establishment of a milkweed garden on school property. Participating teachers will receive a Milkweed in the Classroom kit and will have access to training videos providing step-by-step instruction on how to properly grow milkweed plants in the classroom. Each kit includes milkweed seed, soil, planting trays, grow lights, timer, spray bottle, growing guide, and standards-based curriculum. Teachers will also be required to complete a final report that will include the number of participating students, the number of milkweed plants planted, and location of the milkweed plot.

**Activity Milestones:**

Description	Completion Date
Promotion of Program	2022-12-31
Shipping of Kits	2023-03-31
Post Survey	2023-06-30



## Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Sarah Bailey	Prairie Plains Resource Institute	Training support.	No

## Long-Term Implementation and Funding

**Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?**

Founded in Minnesota in 1982, Pheasants Forever and Quail Forever currently has 76 chapters with over 22,000 members in the state. Chapters and volunteers support programs that help deliver the organization's mission of improving and creating more wildlife habitat. Both programs proposed here are new to the state and build engagement with our grassroots chapters, volunteers and communities as a means to grow landowner outreach and classroom educational tools within the state. We anticipate future funding of these programs will come from Pheasants Forever chapter and volunteer engagement and new partners who have mutual goals.

## Other ENRTF Appropriations Awarded in the Last Six Years

Name	Appropriation	Amount Awarded
Minnesota Pollinator Partnership	M.L. 2014, Chp. 226, Sec. 2, Subd. 09g	\$100,000
Economic Assessment of Precision Conservation and Agriculture	M.L. 2017, Chp. 96, Sec. 2, Subd. 08j	\$400,000

## Project Manager and Organization Qualifications

**Project Manager Name:** Marissa Jensen

**Job Title:** Education & Outreach Program Manager

**Provide description of the project manager's qualifications to manage the proposed project.**

The organization's Education & Outreach Program Manager oversees the Women on the Wing Initiative, which includes hosting women's focused landowner workshops and developing educational and training related content. Additionally, this individual works closely with the Director of Education & Outreach and Milkweed in the Classroom Program Manager.

Qualifications and experience with this position include but are not limited to; a Bachelor of Science in Biology, development and execution of workshops and webinars for trainers, students, landowners and the general public, and development of lesson plans in environmental education and animal science. Additionally, this position has previous experience in grant management.

**Organization:** Pheasants Forever Inc

**Organization Description:**

Pheasants Forever and Quail Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.

## Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
<b>Personnel</b>								
Project Manager		Facilitate Train-the-Trainer workshops for field staff, monitor all programs and reports			30%	1		\$50,000
							<b>Sub Total</b>	<b>\$50,000</b>
<b>Contracts and Services</b>								
Video Editor	Professional or Technical Service Contract	Provide training content that can be outsourced for editing.				-		\$6,000
							<b>Sub Total</b>	<b>\$6,000</b>
<b>Equipment, Tools, and Supplies</b>								
	Tools and Supplies	Facility and bus rental for all workshops, Milkweed in the Classroom kit supplies	Facility for classroom setting learning modules and bus rental for habitat tours, Milkweed in the Classroom kit supplies for students/teachers					\$9,000
							<b>Sub Total</b>	<b>\$9,000</b>
<b>Capital Expenditures</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Acquisitions and Stewardship</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Travel In Minnesota</b>								
							<b>Sub Total</b>	<b>-</b>

<b>Travel Outside Minnesota</b>								
							<b>Sub Total</b>	-
<b>Printing and Publication</b>								
	Printing	Educational Materials and Curriculum Book	Educational Materials and Curriculum book for Women on the Wing and Milkweed in the Classroom					\$3,000
							<b>Sub Total</b>	<b>\$3,000</b>
<b>Other Expenses</b>								
							<b>Sub Total</b>	-
							<b>Grand Total</b>	<b>\$68,000</b>

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
<b>State</b>				
			<b>State Sub Total</b>	-
<b>Non-State</b>				
Cash	Pheasants Forever private funds	Coordination of Women on the Wing and Milkweed in the Classroom Efforts in Minnesota	Secured	\$25,000
Cash	Pheasants Forever & Quail Forever	To purchase materials for Milkweed in the Classroom kits.	Secured	\$5,000
			<b>Non State Sub Total</b>	<b>\$30,000</b>
			<b>Funds Total</b>	<b>\$30,000</b>

## Attachments

### Required Attachments

#### *Visual Component*

File: [85a39141-626.pdf](#)

#### *Alternate Text for Visual Component*

Sample agenda for a Women on the Wing landowner workshop.

#### *Financial Capacity*

File: [7580babb-07e.pdf](#)

### Optional Attachments

#### *Support Letter or Other*

Title	File
Authorization Letter	<a href="#">4e1da233-3fb.pdf</a>

## Administrative Use

**Does your project include restoration or acquisition of land rights?**

No

**Does your project have patent, royalties, or revenue potential?**

No

**Does your project include research?**

No

**Does the organization have a fiscal agent for this project?**

No





# WOMEN *on the* WING

## LANDOWNER WORKSHOP AGENDA

8:00 a.m. — Registration

9:00 a.m. — Welcome

9:10 a.m. — Introductions & Overview of Property

10:00 a.m. — Break

10:10 a.m. — Discuss Available Resources

11:15 a.m. — Workshop Activity

12:00 p.m. — Lunch & Networking

12:45 p.m. — Habitat Tour with Biologist

2:30 p.m. — Review, Questions & Evaluation

3:00 p.m. — Closing Comments





