

Attachment A (Part I & Part II)

REAP Conservation Education Program Part I—Midterm and Final Report Form

*Please submit this completed form, along with Part II, via e-mail to Salterberg@uni.edu.
If you include other documents, if possible please paste them at the end of this report rather than
as a separate attachment.*

Grant Recipient (organization name): Iowa Lakes Resource Conservation and Development

Project Title: Watchable Wildlife Education Program

Report Prepared by: Charlene Elyea

Project Number: 08-05

Date Submitted:

Check one:

Midterm report (covering August 2007-Dec. 2007 activities) **DUE: January 15, 2008**

Final report (covering Jan. 2008-June 08 activities) **DUE: July 15, 2008**

Note: Your Final Project Billing Form and back-up documentation will be due to Susan Salterberg (CEP contract monitor) on **August 31, 2008**. See Grant Agreement, Attachment B, for a copy of the Billing Form. Send billing information to: Susan Salterberg, 4059 Stewart Rd., Iowa City, IA 52240.

1) Objectives and activities

The REAP CEP Board expects all work outlined in your original proposal to be completed. At a minimum, briefly explain activities completed to date for the following, as well as the percent of total work completed to date. Include what is going well, and explain. Also include challenges, and explain. Add other objectives as you deem appropriate.

- 1) Identify sites of interest and create 3 Watchable Wildlife tour pilot routes.
- 2) Develop media sources and activities.
- 3) Solicit pilot program participants.
- 4) Field test with 50 participants.
- 5) Modify distribution sources and routes.
- 6) Publicity and Dissemination.
- 7) Evaluation.

#1: Identify sites of interest and create three Watchable Wildlife tour pilot routes Activities: <ol style="list-style-type: none">1. Assessed natural areas in 13 counties2. Chose examples for the three pilot loops based on the information gathered3. Created loop maps for each of the three route categories4. Drove loops for site evaluation5. Identified site locations to use for video downloads Additional explanation: <p>It was good for our team to visit each of the site locations. Not all of us were familiar with each of the locations. It made even our team excited about the fantastic locations which are in our backyard. The process confirmed that the project will work as it connects visitors to the areas with the natural resources.</p>	100%
#2: Develop media sources and activities Activities: <ol style="list-style-type: none">1. Hired a contractor for video, media, and web development2. Lined up professionals to be video taped on location3. Created a template for web production	100%

<p>4. Developed materials for the web production</p> <p>Additional explanation: We continue to find opportunities to share information about the project with a wide range of people. Interest is generated in the project and in Watchable Wildlife in general. This project has been mentioned in various presentations given for other reasons.</p>	
<p>#3: Solicit pilot program participants.</p> <p>Activities: Contacts were made in the following ways: Going Green Bus Tour, Iowa Association of Naturalists Spring conference, O'Brien County Libraries, Iowa Lakes Community College Environmental Studies Class, Iowa Lakes RC&D meetings, ISU Extension, Let's Explore Early Childhood Educators, NW IA Engineers Spring conference, South Park Mall and Arts on Grand displays in Spencer, Wings and Wetlands Tour, Sutherland Home Show, Sierra Club, American Association of University Women – Palo Alto County, Spencer Garden Club, Emmetsburg Federated Women's Club, Delta Kappa Gamma Alpha Tau – O'Brien County, Northern Iowa Prairie Lakes Audubon Society, Palo Alto County SWCD Education Committee, Northwest Iowa Center for Photography, and Western Iowa Tourism.</p> <p>Additional explanation: Our attempt to reach middle school aged students through survey techniques did not materialize. We did attempt to reach surveyors from outside of the region with some success.</p>	100 %
<p>#4: Field test with 50 participants.</p> <p>Activities:</p> <ol style="list-style-type: none"> 1. Survey instrument was developed. 2. The survey was distributed over a period of two months. <p>Additional explanation, if needed: Our first 50 surveys distributed were not all returned. We needed to solicit additional participants so that we would have a well-rounded response from which to gather data. See attached form for the results of the survey. A future suggestion would be to solicit 50% more participants than the desired number of participants so that the number of surveys returned provides adequate data.</p>	100%
<p>#5: Modify distribution sources and routes.</p> <p>Activities:</p> <ol style="list-style-type: none"> 1. Compiled the results of the survey. 2. Passed along suggestions regarding the website layout and design to the webmaster. 3. Based on a discussion with the webmaster, we modified the site accordingly. <p>Additional explanation, if needed: The majority of the people found the website easy to navigate and pleasing to the eye. They felt photographs were excellent and the information presented was beneficial. A suggestion from the surveys would be to organize the sites geographically instead of by topic. We are considering how to modify this process in future developments.</p>	100%
<p>#6: Provide educational activity ideas for each of the test routes.</p> <p>Activities:</p> <ol style="list-style-type: none"> 1. Activity ideas were chosen to support sites along each of the routes. 2. Curriculum was written or modified which would teach principles at the sites. 3. Activities were field tested. <p>Additional explanation, if needed: Family groups and teachers surveyed enjoyed having hands-on activities which supported the site that they visited. We will work to add additional activities to the sites.</p>	100%

<p>#7: Publicity and Dissemination</p> <p>Activities:</p> <ol style="list-style-type: none"> 1. Personal contacts were made by face-to-face presentations with the following groups: Going Green Bus Tour, Iowa Association of Naturalists Spring conference, O'Brien County Libraries, Iowa Lakes Community College Environmental Studies Class, Iowa Lakes RC&D meetings, ISU Extension, Let's Explore Early Childhood Educators, NW IA Engineers Spring conference, Wings and Wetlands Tour, Sutherland Home Show, Sierra Club, American Association of University Women – Palo Alto County, Spencer Garden Club, Emmetsburg Federated Women's Club, Delta Kappa Gamma Alpha Tau – O'Brien County, Northern Iowa Prairie Lakes Audubon Society, Palo Alto County SWCD Education Committee, Northwest Iowa Center for Photography, and Western Iowa Tourism. 2. An article about the project was featured in the Spencer Daily Reporter, The Estherville Daily News, Emmetsburg Reporter, Sheldon Review, Hartley Sentinel, O'Brien County News, Ruthven Zip Code, Graettinger Times, West Bend Journal, and The Dickinson County News. 3. Articles were featured in the O'Brien County Conservation Board and Palo Alto County Conservation Board newsletters. 4. The project was featured on the Iowa Lakes RC&D website. 5. Business cards were created and distributed by individuals as well as available at hotels, chambers, nature centers, Iowa Welcome Center and other points. 6. The website was linked to Clay, Dickinson, Emmet, Lyon, O'Brien, Osceola, and Palo Alto County Conservation Boards, Iowa Birds and Birding, Iowa Lakes RC&D, the Prairie Heritage Center, IDNR Wildlife Diversity, Western Iowa Tourism, Iowa Ornithologists Union, and the Iowa DNR. <p>Additional explanation, if needed: The project is scheduled to be highlighted at the Iowa League of RC&D Fall 2008 Meeting. Face-to-face interaction was a very positive means to start the process. Most of the people that we contacted who returned the survey stated that they shared the website with 6 or more other people. Links to the city chamber of commerce is also a great way to reach family groups looking for places to visit with their children.</p>	100%
<p>#8: Evaluation.</p> <p>OUTPUT EVALUATION:</p> <ol style="list-style-type: none"> 1. Since the Watchable Wildlife website was created in April, 5,182 people have visited the site. 2. Within only two months of posting on the You-Tube site, 1,964 visitors viewed videos on the site. <p>OUTCOME EVALUATION:</p> <ol style="list-style-type: none"> 1. See attached evaluation results for written comments on the pilot test survey. <p>Additional explanation: At this time we are seeing marginal increases in the number of hits to the websites linked to the Watchable Wildlife site. We feel that as the site is up longer this effect will increase even more. We have received some requests for specific information related to Watchable Wildlife. We have noticed that this is growing as time passes and word continues to get out about the project. We anticipate that this will continue.</p> <p>We feel that the project was a huge success. We know that there will be an affect on how Watchable Wildlife is used in education and even in tourism, but we underestimated the time needed to see this secondary transition.</p>	100%

2A) Are there changes in the direction of your project (i.e., something different than outlined in your grant proposal)?

Yes No

2B) If yes, please explain the changes and the reason for them:

Note: Any major changes must be approved by the Board as soon as possible. Contact CEP Contract Monitor, Susan Salterberg, at Salterberg@uni.edu or 319-337-4816 to determine whether board approval is needed for your proposed changes.

3A) Is the project on schedule? Yes No

3B) If no, please explain:

4A) For midterm only: Are matching funds coming in for your project as anticipated and as outlined in your proposal? Yes No

4B) If no, please explain:

For midterm report, go to Question 9.

5) Final report only: Please describe the contributions of third parties and of your organization to this project. List the contributors and their estimated financial contribution. Explain each contribution, if a non-cash contribution.

Name of organization	Cash contribution	Matching contribution (non-cash)	Explanation, if non-cash
Palo Alto County Conservation Board	\$200	\$10,000	500 hours of project design, information compilation, web design layout, text development, educational activity compilation, publicity, and survey work valued at \$20/hr
O'Brien County Conservation Board	\$200	\$10,000	500 hours of project design, information compilation, web design layout, text development, educational activity compilation, publicity and survey work valued at \$20/hr
Iowa Lakes RC&D		\$10,000	500 hours of project design, information compilation, web design layout, and text development valued at \$20/hr
Bruce Morrison		\$15,000	500 hours of map design, video taping, photo work at \$30/hr
Rochelle Ebel		\$100	5 hours of video interviewing at \$20/hr
Scott Moats		\$100	5 hours of video interviewing at \$20/hr
Doug Harr		\$360	18 hours of video interviewing at \$20/hr
Ron Spengler		\$60	3 hours of video interviewing at \$20/hr
Matt Kenne		\$100	5 hours of video interviewing at \$20/hr
Clay County Conservation Board	\$200		
Dickinson County Conservation Board	\$200		
Iowa Prairie Lakes Audubon Society	\$100		
TOTALS:	\$900	\$45,720	

6A) Final report only. Please provide at least one concrete example of how your project met one or more of the environmental education goals listed below.

- Understand environmental processes and systems (such as the earth as a physical system, the living environment, humans and their societies, and/or environment and society)
- Develop skills for understanding and addressing environmental issues
- Understand personal and civic responsibility
- Develop lifelong learning skills such as critical thinking, questioning and analysis skills
- Understand that human well-being is tied to environmental quality
- Understand and forge connections with their immediate surroundings
- Conserve and protect Iowa's resources

The Watchable Wildlife project helped visitors of all ages to understand environmental processes and systems, develop skills for understanding environmental issues, forge connections with their immediate surroundings and ultimately conserve and protect Iowa's resources. The overview of the wild categories presented information on glacial landmarks, pothole birding and prairie history in various hands-on, visual formats. Through visits to the sites and activities presented there, the visitors were better able to understand the importance of these types of locations and make a personal connection to the landscape in their own "backyard." With this understanding comes a passion to protect the land.

6B) Final report only. Testimonials from people influenced through your project help the CEP Board substantiate the need for this program. Please provide one but no more than three testimonials that address one or more of the environmental education goals listed in 6A. If possible, include identification information such as name, grade and subject taught, school and city. If you provide this information, you are responsible to secure written permission from the person quoted for use of the testimonial by REAP CEP.

“The "Watchable Wildlife in Northwest Iowa" website project is a fresh and innovative approach to bringing Iowans (and others) into closer contact with their outdoor environment.

Especially for today's younger generation of citizens, intimately familiar with computer technology for accessing information, this project should help users become aware of, and take greater interest in, the wonders of nature--especially the too-often unrecognized natural *treasures* abundant in northwest Iowa. The project's aim is to reach some of those people and so excite them with the beauty and wonder of northwest Iowa's natural and historic cultural resources that website users might get outdoors and actually *experience* those treasures first-hand. Such connections might subsequently result in a much better understanding of Iowa's natural resources and what we could stand lose if they are not protected. This, in turn, might even produce a new generation of citizen conservationists. And for every website user, young or old, Iowa resident or visitor, the website also serves as a convenient new means of finding much information at a single location. That offers everyone a better understanding of some of the state's best natural wonders.”

Doug Harr, Iowa DNR Wildlife Diversity Program

“I toured the Watchable Wildlife web site for northwest Iowa. As an educator, I found it very easy to tour the site. With today's high gas prices, the locations are within an easy driving distance. I will be able to recommend this site to teachers of Iowa history and any science teachers for field trip information. I visited several of the links, watched a video, and the photo slide show. I think this site will be very helpful whether I'm planning a family drive, a 4H club trip, or using the information in my science classroom.”

Pat Moliker, 5th grade teacher, Ruthven-Ayrshire Community School

7A) Final report only. (Please read Questions 7A, 7B and 7C before responding.)

Please summarize your project in three or fewer pages. This summary should include the following (including the headers), in the order shown below. Your honesty and frankness will be appreciated, and will help strengthen environmental education in Iowa.

- **Project title and Project number:**
- **Organization's name, contact person, website, phone and e-mail:**
- **Project's purpose and targeted audience:**
- **Reflect on your project, providing a self-assessment. At a minimum, answer the following questions: Did your project go as planned? Explain what went well and why. Explain what you would do differently if you did the project again, and why.**
- **Please list the most relevant outputs, ¹ and explain, if necessary.**
- **Please list the outcomes, ² and explain, if necessary. Be sure to include the outcomes outlined in your grant proposal.**
- **Were there any negative outputs or outcomes, and/or concerns about the accuracy of your evaluation data, which you did not list above? If so, please identify the most relevant ones and explain. – number of people, comments missing, ranking is difficult means to gather**
- **Identify your one to three most effective marketing tools (i.e., conferences, e-mails, flyers, news releases in local papers), describe your use of them, and why they were effective.**

¹ Measurements of production, such as number in attendance at a workshop.

² What important things happen as a result of the project, such as a documented change in behavior or new concepts learned.

- **At least one but no more than three photo(s) of activities in jpeg format.**

See the attached project summary.

7B) The REAP CEP Board wants to share your successes and lessons learned with other environmental educators. However, they respect your wishes to not share on the web potentially sensitive information that you may not want readily accessible to others. With this in mind, may the summary you have written (as well as the photos submitted) for 7A be published on the REAP CEP website?

X Yes **No (If no, please see 7C.)**

7C) If no, please omit the sections and/or revise the above summary for publication on the web. Include the revised section below. Note: The primary audiences for the REAP CEP website are formal and non-formal educators, who may be able to learn from your experiences—both positive and negative.

Please carefully write and review your summary to ensure it is in publishable format.

8) Final report: Please include attachments, including a copy of your evaluation form(s), your complete evaluation results, and a minimum of one photo in jpeg format. Some of this information may be published on the web, along with your project summary. Please clearly mark any attachments you do NOT want included on the website.

9) Midterm report: Include a completed Project Expenditure Summary with your midterm report. (See next page.)

10) Other comments?

Project Summary

Project title and Project number:

Watchable Wildlife Education Program – 08-05

Organization's name, contact person, website, phone and e-mail:

Iowa Lakes Resource Conservation and Development

203 – 10th St SW, PO Box 265

Spencer IA 51301

www.iowalakes.rcd.org

Project website – www.watchablewildlifewia.org

Charlene Elyea, 712-295-7200, occb@iowatelecom.net

Project's purpose and targeted audience:

The vision of the project was to create opportunities to view and learn about nature and wildlife in NW Iowa. The primary goal was to create educational audio and video presentations for a select number of wildlife viewing sites as a prototype for expanding a Watchable Wildlife program on a regional level. The target audience selected was individuals, family groups and students of all ages.

Reflect on your project, providing a self-assessment. At a minimum, answer the following questions: Did your project go as planned? Explain what went well and why. Explain what you would do differently if you did the project again, and why.

The sites that are available in our own “backyard” are amazing! People are continually astonished that there is so much to do in our area. Once they viewed the captivating pictures on the website, it was easy to get them excited to visit sites and connect with the land. The website was very well received. It helped tremendously to have been able to secure a very talented photographer who was willing to donate time and energy to making the project a success.

We had anticipated that it would be easier to get people to download the videos to an iPod. Most of the video viewer watched the video on-line, but it didn't translate as we had projected into visitors bringing that information with them. However, the videos on the website did prove to interest people enough to want to make them visit sites. In the future, a different format of a “driving tour” may be a possibility to encourage people to use the information in a different way. Another idea, that we may try in the future, would be to provide a walking tour of some of the sites instead of an informational format in a video.

The process was much larger and longer than expected. While the project went as planned, it did not always follow the time frame expected.

As a future idea, we would consider arranging the sites geographically instead of topically. We found that more visitors chose sites due to the location they were visiting or the time they had available to travel instead of by topic.

Please list the most relevant outputs,³ and explain, if necessary.

- The hits to the newly created Watchable Wildlife website show that the number of people visiting the site increased each week. The site opened in April, and 5,182 people have visited the site so far.
- The number of people visiting the “You Tube” site shows that we have been receiving traffic both through our website and through searches on You Tube. Over 1,964 people have viewed videos on the You Tube site.
- Staff at the two nature centers listed on the site has received additional requests from visitors regarding sites to visit. The staff at the centers has also been instrumental in promoting the project through their discussions with visitors.

Please list the outcomes,⁴ and explain, if necessary. Be sure to include the outcomes outlined in your grant proposal.

- Written comments on the pilot survey evaluation showed a high link between visits to the website and the actual desire to visit and learn about natural areas. Following are a few excerpts.
 - “I was so taken by the website that I have shared it with my wife who is a 5th grade teacher.” M. Cody, Sutherland
 - “The photographs were beautiful beyond words. ... I have already given out the website to thirteen members of a club. ... The science information is in depth - that’s what I like.” S. Bodenhammer, Royal
 - “The photographs are amazing! I went out to visit several sites.” N. Galloway, Spirit Lake.
- Written comments from teachers utilizing activities from the website showed not only that they used the activities but also that the activities helped young people in understanding the landscape.
 - “I have used the “Oh Deer” activity (Willow Creek Fen) with my students. The physical movement involved in the game helps the young people understand the importance of habitat components.” J. Boll, Clay Central Everly School
 - “The Prairie Smoke activity shared on the Cayler Prairie Site is an excellent way to get students connected to the land. I have used it as a post activity, often visiting a local prairie here in Buena Vista County.” K. Hixon, Storm Lake Middle School

Were there any negative outputs or outcomes, and/or concerns about the accuracy of your evaluation data, which you did not list above? If so, please identify the most relevant ones and explain.

The pilot survey may not have been the most effective means to gather information about the project. We did not anticipate that we would have so many people take a survey and not return it. This experience will provide us with a better plan next time.

Next time we will include more open ended questions on the survey. Not all survey participants take time to fill in the comments and choose to rank only by a number system instead.

³ Measurements of production, such as number in attendance at a workshop.

⁴ What important things happen as a result of the project, such as a documented change in behavior or new concepts learned.

Identify your one to three most effective marketing tools (i.e., conferences, e-mails, flyers, news releases in local papers), describe your use of them, and why they were effective.

Our best initial marketing tool was personal contact. Due to the fact that naturalists are involved in this project and they have the opportunity to reach large numbers of people on a daily basis, this certainly had a positive impact.

The quality of the website and the photographs spoke volumes to the visitors. Once they viewed the site, they wanted to visit it in person. Here is one comment ... “When I watched the Dan Green Slough video ... I could smell the water and feel the breeze! ☺” L. Anderson, Boone

Business cards advertising the website were also beneficial to hand out and have available to various business locations and schools.

At least one but no more than three photo(s) of activities in jpeg format.

