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2013 Annual Report

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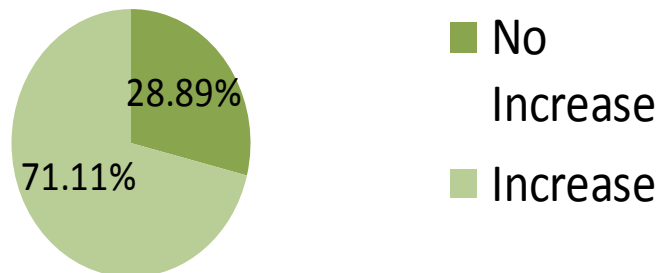
2014 Program Goals

- Offer 20 Courses
- Offer 2 Instructor Trainings
- Offer 12 Advanced Trainings
- Offer 1 Annual Conference
- Receive \$10,000 in donations
- Receive \$3,000 in donations on Give to the Max Day
- 60,000 volunteer service hours logged
- 55% of active Master Naturalist log in hours
- Impact 1.75 million acres
- Increase number of sites for National Public Lands Day - 5 sites in 2013
- Maintain or increase number of participants attending annual conference - 121 attended in 2013
- Generate \$4,000 at silent auction - \$4,224 in 2013
- Finalize Prairies and Potholes curriculum and North Woods, Great Lakes curriculum
- Begin process to turn curriculum and Linnaeus Lists into e-book form
- Make available individual sponsor pages on the website
- Make available individual chapter pages on the website
- Make Explorers curricula available on the website

Behavior Change in Participants

The Minnesota Master Naturalist Program offered 32 courses, that reached a total of 346 people in 2013. Of those responding to the end of class survey, 71% said that they will increase their outdoor recreation activities. N=83

Percentage of Participants who plan to increase Outdoor Recreation Activities 2013



BACKGROUND

The Minnesota Master Naturalist Program is a collaborative effort of University of Minnesota Extension and Minnesota Department of Natural Resources. The program was created in 2005 with a five-year grant from the National Science Foundation.

Courses are offered on the three major biomes found in Minnesota ~ Big Woods, Big Rivers; North Woods, Great Lakes; and Prairies and Potholes. Instructor trainings and advanced training opportunities are also held annually.

The first Minnesota Master Naturalist Annual Conference was held in 2008 at Camp Courage. Conferences are held annually in various locations throughout the State of Minnesota.

In 2008 an account with the University of Minnesota Foundation was established, allowing the Minnesota Master Naturalist Program to accept tax deductible donations. In 2010 the Program became the recipient of a Bertha Lewis Environmental Trust Fund payable over 25 years.

An Explorers after school program for 4th and 5th graders was added through a three-year grant awarded from LCCMR (Legislative-Citizen Commission on Minnesota Resources) in 2011.

WHAT WAS ACCOMPLISHED IN 2013?

COURSES, TRAININGS, CONFERENCE

The Minnesota Master Naturalist Program offered 32 courses, two instructor trainings, 36 advanced trainings, and one annual conference in 2013. A total of 794 participants were involved in trainings throughout the State of Minnesota.

2013 Program Goals

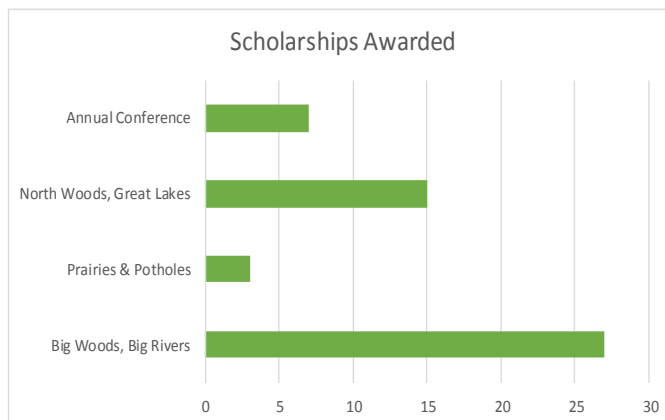
Offer 20 Courses

Offer 2 Instructor Trainings

Offer 12 Advanced Trainings

Offer 1 Annual Conference

	#		#	Scholarships
	Offered	Cancelled	Attended	Awarded
Big Woods, Big Rivers	14	2	209	\$3,900
Prairies & Potholes	7	2	47	\$450
North Woods, Great Lakes	11	3	90	\$2,125
Instructor Training	2	0	17	\$0
Advanced Training	36	2	310	\$0
Annual Conference	1	0	121	\$350
Totals	71	9	794	\$6,825



EXPLORERS

Minnesota Master Naturalist volunteers were trained to work with students in an after-school setting. Programs were held in the fall, winter and spring for upper elementary aged students, primarily focusing on phenology. Materials were drafted for each season were developed and are at the graphic designer for finalization. Two adult trainings were offered with a 38 adults participating.

2013 Program Goals

Offer curricula at 12 test sites

Have 50 adult volunteers trained



WEBSITE

An updated version of the Minnesota Master Naturalist website was launched in 2013. The new website offers more user-friendly features for both the volunteer and instructor, as well as state staff. The website now allows volunteers and instructors to see courses and trainings they have completed, achievement pins they have received, value of their volunteer service, and an easier method of recording service hours.

2013 Program Goals

Continue to update website to make more user friendly



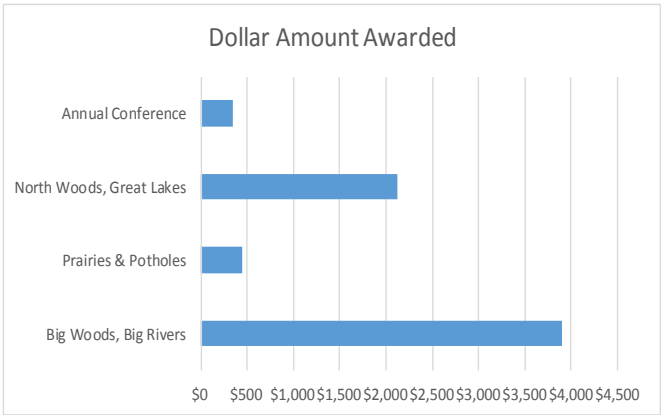
SCHOLARSHIPS

The Minnesota Master Naturalist Program offers scholarships to offset the cost of courses and the annual conference to those individuals needing assistance. Scholarship funds are generated through donations to the program, silent auction funds, and registration fees.

	Number Offered	Dollars Awarded
Big Woods, Big Rivers	27	\$3,900
Prairies & Potholes	3	\$450
North Woods, Great Lakes	15	\$2,125
Annual Conference	7	\$350
Totals	52	\$6,825

2013 Program Goals

Offer up to \$600 in scholarships per course



SERVICE HOURS

2013 saw an increase of almost 10,000 volunteer hours being reported. These hours include service hours, prep hours, and travel hours. Six hundred volunteers, instructors, and staff logged hours in 2013, or 50% of active volunteers, instructors, and staff.

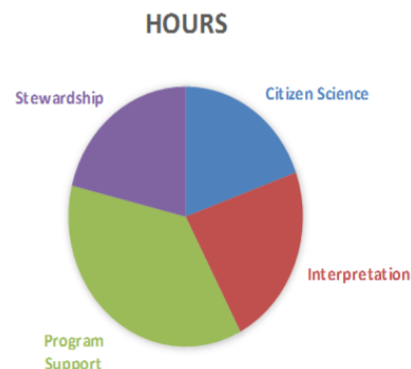
2013 Program Goals

50,000 volunteer hours logged

45% of active Master Naturalist log in hours

Hours Logged in 2013

8,886.75	Citizen Science
19,403.00	Education/Interpretation
16,684.25	Program Support
9,654.50	Stewardship
54,628.5	Total 2013 Service Hours
10,625.00	Advanced Training Hours



Hours Comparison

	Hours Logged	Value per Hour*	Total Value	
2013	54,628.50	\$22.55	\$1,217,683.09	26.3 FTE
2012	44,897.50	\$22.14	\$994,030.65	21.6 FTE
2011	38,662.65	\$21.79	\$842,459.14	18.6 FTE
2010	35,172.55	\$21.36	\$751,285.67	16.9 FTE
2009	30,013.07	\$20.85	\$625,772.51	14.4 FTE
2008	26,618.00	\$20.25	\$539,014.50	12.8 FTE
2007	20,428.30	\$19.51	\$398,556.13	9.8 FTE
2006	7,839.40	\$18.77	\$147,145.54	3.8 FTE
2005	1,073.30	\$18.04	\$19,362.33	.5 FTE

* www.independentsector.org

DONATIONS

For the first time, the annual contribution campaign was run through the University of Minnesota Foundation instead of through the Minnesota Master Naturalist State Office. This change saved the Master Naturalist Program both time and money as the Foundation generated the materials, mailed out the packets, and received the donations.

2013 Program Goals

Receive \$10,000 in donations

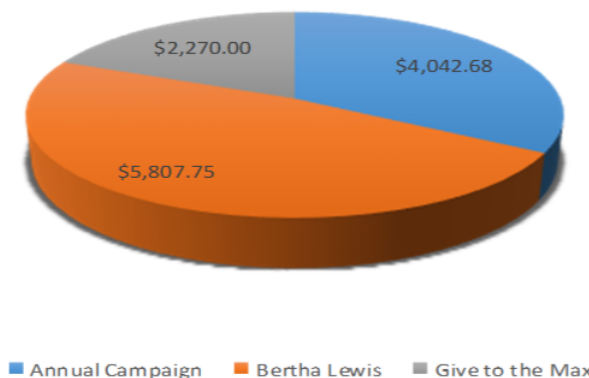
Receive \$3,000 in donations on Give to the Max Day

Total Donations Received in 2013

\$12,120.43

Annual Fundraising Campaign	\$4,042.68
Bertha Lewis Environmental Trust	
Fund Donation Received	\$5,807.75
Give to the Max Day Donations	\$2,270.00

The Minnesota Master Naturalist Program receives donations under the University of Minnesota Foundation, a 501(c)3 organization.



ANNUAL CONFERENCE

2013 boasted the largest annual conference in Minnesota Master Naturalist history. The conference was held at Concordia Language Villages in Bemidji, Minnesota, with 121 Master Naturalists attending the conference. Keynote speaker was Sparky Stensaas, photographer, naturalist, birder, author, publisher. \$4,224 was generated during the silent auction, making this the most profitable silent auction held during a Master Naturalist Conference.

2013 Program Goals

Maintain or increase number of participants attending annual conference - 114 attended in 2012

Maintain or increase amount generated at silent auction - \$1,783 in 2012



ACRES

Minnesota Master Naturalist volunteers and instructors logged 1,682,424 acres impacted under Stewardship. This number may be misleading as participants may have worked at a location numerous times and reported acres each time or counted all of the acres in a specific park instead of the number of acres actually worked on. Either way is acceptable.

2013 Program Goals

Impact 1.5 million acres



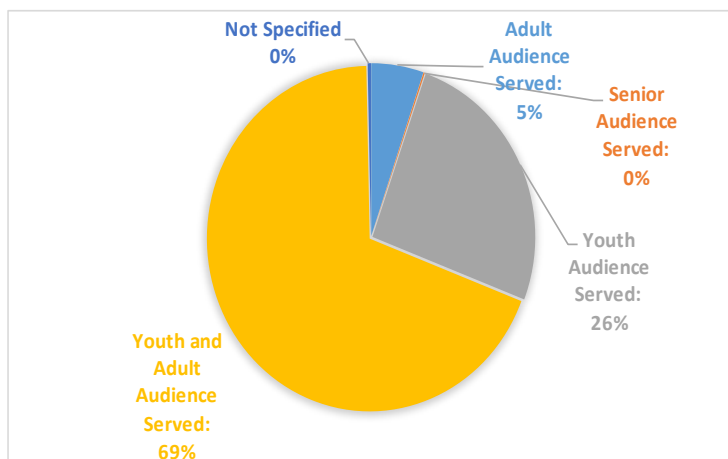
AUDIENCE

Volunteers and instructors are asked to log in the number of people they had contact with while volunteering for the program. Contacts are broken down into adults, senior citizens, youth, and a youth/adult combined audience.

Adult Audience Served:	21,740
Senior Audience Served:	527
Youth Audience Served:	107,168
Youth and Adult Audience Served:	288,178
Not Specified	1373

2013 Program Goals

Increase



NATIONAL PUBLIC LANDS DAY

Minnesota Master Naturalist volunteers participated in National Public Lands Day on Saturday, September 28, 2013. Five sites throughout the state were promoted through the Master Naturalist Program to benefit from volunteer service. 138 volunteers registered to work the events, with 517 hours of service being tallied.

2013 Program Goals

Increase number of sites for National Public Lands Day
- 2 sites in 2012



Coldwater Spring - 14 participants - 3 hours scheduled

Itasca State Park - 67 participants - 5 hours scheduled

MN Valley Nat'l Wildlife Refuge - 35 participants - 3 hours scheduled

Lake Vermilion State park - 7 participants - 5 hours scheduled

Willmar - 15 were scheduled - cancelled due to weather

