



HANDS ON THE LAND MONTHLY REPORT TO PRE, NOVEMBER 2005 THE KEYSTONE CENTER

Please note:

In November, The Keystone Center (TKC) experienced a change of personnel for the Hands on the Land project. Andy Spencer is no longer an employee of The Keystone Center. Ellen Reid is the new project manager and assumes all administrative responsibilities for the project. The cooperative agreement deadline was scheduled for December 31, 2005. After revising the current budget and performing an inventory of work to be completed, it was determined that more time was necessary to complete the project to a high degree of quality. Additionally, much of the work included in the SOW is dependent upon collecting information from other sources and thus more time is necessary. A no-cost extension through May 31, 2006 has been submitted and is awaiting confirmation. TKC will update PRE members when new information is available.

1. Develop and implement a business plan for HOL within the sponsoring agencies and nationally to ensure long-term sustainability of the program. Coordinate the interest and environmental education needs of each of the five federal partners.

1.1 Develop a list of potential funders (local and national) and share with PRE.

- TKC solicited feedback from PRE members using an online Zoomerang survey. A summary of feedback is included in *Appendix A* of this report.

1.2 Increase and/or stabilize PRE agency contributions to HOL (PRE lead).

- TKC solicited feedback from PRE members using an online Zoomerang survey. A summary of feedback is included in *Appendix A* of this report.

1.3 Develop draft monitoring and evaluation plan for HOL for PRE's approval.

- TKC discussed this task with Drew Burnett and BLM representatives. It was decided to include a web portal with general discussion about site program evaluation with links to evaluation resources. TKC attempted to contact experts in the field to gather information for the web portal and will continue to research to gather information for the page. In December, TKC intends to continue the effort to contact experts in the field.

1.4 Partner with PRE to develop a business plan based on HOL criteria, including necessary resources.

- Task is completed as per conversation with Drew Burnett, US EPA Office of Environmental Education, 8/25/2005.

2. Maintain and expand the HOL network, through increase capacity building. Bring additional partners and support into the HOL program at the national and local levels.

2.1 Develop a web-based application and screening process for joining HOL including sites and/or schools without established partnerships.

- This task is completed.

2.2 and 2.4 Assess environmental education and website needs for all sites (including those that currently do not meet HOL membership criteria that have applied to participate in the network) and provide technical assistance as appropriate.

- TKC incorporated changes suggested by BLM PRE members to the online Zoomerang needs assessment survey and deployed the survey to HOL sites on November 21, 2005. The survey was sent to approximately 34 sites. As of December 1, 2005 there have been 8 respondents. A preliminary compilation of the results is available by request. A complete summary of responses will be included in the December report assuming TKC is able to contact at least 30 of the sites.

2.3 And 2.7: Develop an online “How to” manual and other resources to guide individual site participation in HOL.

Develop a training program to help new HOL sites with the implementation of HOL at their site.

- TKC discussed this task with Drew Burnett on November 7, 2005 to gain clarity. From the discussion it was determined that TKC would create a tutorial for sites that don't meet criteria and for schools that want to partner with a Federal land in the area. The tutorial will also include ideas for sites in building partnerships with schools.
- TKC will continue to develop this manual in December and early 2006.

2.5 Assure all relevant information is included in the website databases, and other content areas.

- To view the online membership requirements table, visit:
http://www.handsontheland.org/manage/documents/site_info_table.cfm

2.6 Conduct usability testing with HOL members on website data input page.

- Due to personnel changes at TKC, deliverables for this task as reported in the October report are no longer valid. In November, TKC created a new usability survey for HOL members to test the data input pages. To view the survey, go to:
http://www.handsontheland.org/manage/asmt/quiz_update.cfm?relative=quest_132
- The survey is similar to the 2003 usability survey for program providers. The intent is to compare the data for the 2005 survey to that of the 2003 survey.
- The usability survey will be sent to the following 10 sites: Alder Creek Children's Forest, Great Smoky Mountains National Park, Campbell Creek Science Center, Clear Lake Education Center, Cradle of Forestry in America, Craters of the Moon National Monument and Preserve, West Eugene Wetlands Education Center, Headwaters Forest Reserve, Red Rock Canyon National Conservation Area, and San Diego National Wildlife Refuges.
- In order to evaluate the usability of the environmental monitoring data input pages, TKC will send the usability survey to a small group of teachers using the site. A potential list of approximately 50 teachers has been created.

3. Maintain and improve communication among the sites, and browser/member access to information on the website (<http://www.handsontheland.org>).

3.1 Develop additional online tools that promote coordination and communication among HOL sites.

- Task completed (see Monthly Report to PRE, September 2005).

- The December Newsletter was sent to the HOL network on December 1, 2005 and is available online by visiting the Admin Hub and clicking on Update articles on the Bulletin Board.
- A complete report on the site visit to Roseburg District is available upon request.

3.2 Develop search pages for each of the databases on the website and conduct usability testing with HOL browsers and members.

- TKC intends to focus on this task in December.

3.3 Work with PRE to develop a portal webpage of programs and materials focused on high priority resource management issues such as: watersheds, invasive species, forest health, the role of fire etc. Use the EE Guidelines to review the quality of the programs and materials and submit to Drew.

Note: The last sentence in this item is to be deleted as per conference with Drew Burnett, US EPA Office of Environmental Education, 8/25/2005.

- TKC created an HOL webpage listing four high priority areas: watersheds, invasives, forest health and role of fire. In November, TKC solicited feedback from PRE members and added suggested website links to the draft webpage. The site is now live with a link on the HOL home page.

3.4 Coordinate all revisions to and maintain the website according to PRE's Quality Assurance Plan.

- TKC intends to focus on this task early 2006.

4. Establish partnerships with national education institutions, environmental education monitoring programs and service learning organizations.

4.1 Work with national environmental education monitoring programs (e.g. GLOBE) that allow HOL sites to share environmental monitoring data.

- TKC contacted Susan Sachs who works closely with GLOBE to determine a time to discuss the partnership between GLOBE and HOL. Because of Susan's busy travel schedule, TKC was unable to discuss this with her in November. A call is scheduled for December 12th with Susan Sachs and TKC.
- TKC attempted to contact Irene Ladd at NASA. Because of her professional connection with Susan Sachs, it was recommended that TKC first discuss partnership opportunities with Susan prior to contacting Irene Ladd.
- Follow up phone calls to EE monitoring groups emailed in October will take place in December. These groups are: North Carolina Water Quality Group, World Water Monitoring day, Appalachian Forest Resource Center, and the National Environmental Monitoring Initiative.
- TKC contacted Justin Hall and Take Pride in America (TPA) and will meet on December 7th to move forward on the partnership with HOL. TKC developed a draft webpage to present to Mr. Hall that includes information on the (potential) partnership and a link to the TPA website.

4.2 Identify and investigate partnership opportunities with service learning organizations

- TKC identified a list of 10 service learning organizations. They are: Learn and Serve America, Earth Force, Americorps, American Forest Foundation, Environmental Service

Learning Project, Keep America Beautiful, Roots and Shoots, National Association of Service and Conservation Corps, Youth Service America and The Student Conservation Association.

- TKC intends to contact the identified service learning organizations in December and early 2006.

5. Administration, Monitoring, and Reporting Requirements

5.1 Update the on-line task table

(<http://www.handsontheland.org/access/administrator.cfm>) with the information from this proposal, and every two weeks during the project.

- TKC has posted the monthly reports under Administrative Monthly Reports to the Admin Hub of the HOL website.
- This task is ongoing. See Appendices A and B.



APPENDIX A WORKPLAN TASKS 1.1 & 1.2 PRE MEMBER FEEDBACK SUMMARY

Please note that the feedback below is in abbreviated form for reporting purposes. To get a complete summary, please contact Ellen Reid at The Keystone Center, ereid@keystone.org or 970-513-5828.

Agency	Plan on getting the MOU signed?
BLM	Signed
NPS	Plans on getting it signed
USFS	Plans on getting it signed
NRCS	Plans on getting it signed
NEETF	Signed
FWS	Plans on getting it signed

	Agency's plans for contributing to HOL in the future?
BLM	consider funding based on other agency contributions
NPS	could come up with Natural Resources \$
USFS	on their planned budget
NRCS	None
NEETF	will provide coordination/admin; no direct funding
FWS	would like to see ties to NOL

	Provide a list of Educator Websites for the High Priority issues webpage.
BLM	provided 6 sites
NPS	provided names of sites
USFS	No additional sites at this time
NRCS	provided link to NRCS site
NEETF	N/A; although NEETF website should better promote HOL
FWS	Provided FWS educator site; loves new webpage

	Review the list of Potential Funders.
BLM	ensure no conflicts of interest; obtain from non-profit orgs, Bass, Cabelas and Monsanto are good
NPS	comments on work Susan Sachs has done with databases
USFS	good-also check with National Forest Foundation
NRCS	looks like thoughtful research; who does applications and when?
NEETF	Potential conflict with Mazda since Toyota provides funding for NPLD; Nature of Learning funders good place to look
FWS	Dominion, Mazda and Qwest look promising; defer to TKC



APPENDIX B

WORKPLAN TASK 5.1

WEBSITE USE STATISTICS

Unfortunately, the Website Use Statistics were not available to include in this report due to a glitch in the Market Matrix reporting system. TKC is in contact with Market Matrix to obtain the statistics as soon as possible. TKC will supply these statistics as they are available in a separate appendix.



APPENDIX C

WORKPLAN TASK 5.1

UPDATES TO WEBSITE

November Website Updates
Added links to the Hot Topics; edited Hot Topics Flash element; more testing on terrestrial invertebrate database; posted resources for West Eugene wetlands site
Updated site profile map for lower bandwidth access; finalized draft of Hot Topics flash element; Gathered more links for Hot Topics, added Betsy W. to contact directory; installed Chugach NF site and contacted new member
Keystone phone conference, additional edits to Hot Topics; added new national-level links in the educational resources
Made modifications to Contact Directory; contacted new site; responded to member questions
Responded to Meadowood; re-directed old topic/hub.cfm
Responded to Beth Snoke Harris and Patti Pride
Posted newsletters as pdf files
Communications with new environmental monitoring members; call to Dr. Zint about site-level program evaluations
Added new links to the Hot Topics page; added hydrology env mon site for Centennial Campus Center for Wildlife Education, contact: Beth Folta; tour of site with Stephanie Israel of Chugach NF
Updated assessment (questionnaire) pages and added new usability survey for data input pages