TITLE: SHARING ENVIRONMENTAL EDUCATION KNOWLEDGE
PROGRAM MANAGER: Denise M. Stromme
ORGANIZATION: Minnesota Office of Environmental Assistance
ADDRESS: Minnesota Office of Environmental Assistance
520 Lafayette Road   Phone: (612) 215-0265
St. Paul, MN 55155 - 4100   Fax: (612) 215-0229
WEB SITE ADDRESS: http://www.seek.state.mn.us
LEGAL CITATION: ML 95, Chp. 220, Sec. 19, Subd. 6(c).
APPROPRIATION: $ 200,000

Statement of Objectives

The goal of this project was to plan and develop SEEK (Sharing Environmental Education Knowledge), an information exchange and service center that coordinates the collection, evaluation, dissemination and promotion of environmental education (EE) resources and programs. To achieve this goal four main objectives were followed:
- Develop an environmental education exchange system called SEEK
- Develop training for SEEK Contributors on how to input environmental education resources
- Promote SEEK and how to be involved in its system
- Design training for potential SEEK users, or SEEKers.

The institutionalization of SEEK would provide an on-going system for assessing EE progress in Minnesota, promoting EE, adjusting priorities, ascertaining changing needs and meeting those needs as recommended in the GreenPrint. Through its network structure SEEK would act as a hub, aiding environmental agencies and organizations in compiling, cataloguing, and disseminating their EE resources in a consistent manner through the SEEK directory, on-line and off.

By establishing SEEK in a computer network, Contributors (organizations, agencies, and individuals disseminating their resources through SEEK) would be connected with other Contributors, and those in the field, on a much broader scale. In turn, users of SEEKers such as teachers, and other EE deliverers would have easy access to a wide variety of resources, in Minnesota and beyond, through the computer network, phone lines, or in person.

Overall Project Results

SEEK has been established and continues to grow and change with the needs of educators and environmental education deliverers across the state. The SEEK staff have become instrumental in fostering collaboration among SEEK's contributing partners and the SEEK web site is considered a first-stop source for those wanting to distribute or find EE resources.

The strength of SEEK lies in the commitment and involvement of its Contributors and in its ability to adapt to the needs of the people and organizations using it. Since January 1996 over 290 individuals representing their organizations or agencies have participated in our Contributor trainings. We currently have 93 Contributors (agencies, organizations, etc.) dedicated to sharing

their EE resources and information through SEEK.

Hundreds of people have been trained on how to use SEEK. Although SEEK staff conducted trainings, many more SEEKers have been trained by our Contributors, through easy-to-follow SEEKer guide brochures, and a training video. No training is necessary if a person is comfortable on the Internet. Since its debut in April 1996, SEEK has had over 362,00 requests for information.

The SEEK web site has flourished with the constant change in technology and in the involvement of a large number of Contributors and SEEKers. We have sought their ideas and needs and have adapted the site to better serve them. Some of the additions have included: Environmental Learning Center maps, descriptions and links; a calendar of daily events; employment and internship listings; conference strands for people to discuss issues of interest; and easier search mechanisms. SEEK has been developed to continually change as technology and SEEKer needs do also.

Promotion for SEEK was invaluable. The SEEK directory at **http://www.seek.state.mn.us** was officially announced in a public debut on April 16. The SEEK Debut proved to be a resounding success as it brought media and promotional attention, attracted more Contributors and offered EE resources to the public.

Throughout the project period we continued to promote SEEK using a wide variety of media such as: newspapers, radio, TV, newsletters, postcards, presentations, conferences, brochures, meetings, e-mail, mugs, and the ever necessary - word of mouth. With the high tech information bombarding everyone and with Internet access increasing daily, we found it necessary to constantly remind citizens of SEEK and its availability. By putting SEEK in a very public position, our Contributors felt a greater need to participate in the project, more audiences were exposed to the site, and we were able to secure continued support from the Office of Environmental Assistance.

Project Results Use and Dissemination

Through many presentations, conferences, videos, radio interviews, television programs, and meetings, SEEK and its web site have been shared with organizations, agencies, businesses, schools, and "the general public" since its inception. Staff has guided many Contributors in designing their own systems of exchange and collaboration. We have also assisted other states in their mission to develop a program such as SEEK. SEEK staff has always encouraged others to design similar systems to build a consistent environmental education resource structure for Minnesota citizens.

The web site is innovative, fun, easy to use, and high-profile thanks to a committed, visionary staff and computer consultant. Minor adjustments of style will continue to be made to the web site, which is necessary in a world of changing appetites for information.

We feel fortunate to have had years of creative ideas, policy, and flexible minds behind the actual implementation of this project. Through an inclusive, extensive process, SEEK was designed to succeed. And it has.

For the best overview of SEEK, visit its site at **http://www.seek.state.mn.us** .

Date of Report: July 1, 1997

LCMR Final Work Program Update Report

I. Project Title and Project Number:

SHARING ENVIRONMENTAL EDUCATION KNOWLEDGE M2-1

Program Manager: Denise M. Stromme
Agency Affiliation: Minnesota Office of Environmental Assistance
Mail Address: Minnesota Office of Environmental Assistance
520 Lafayette Road
St. Paul, MN 55155 - 4100
Phone: (612) 215-0265
Fax: (612) 215-0246

A. Legal Citation: ML 95, Chp. 220, Sec. 19, Subd. 6(c).
Total biennial LCMR appropriation: $ 200,000
Balance: $55,301 $ 9,257

Appropriation Language:

This appropriation is from the trust fund to the office of environmental assistance
in cooperation with the environmental education advisory board to plan and develop an
information data exchange and service center that coordinates the collection, evaluation,
dissemination, and promotion of environmental education resources and programs.

B. Status of Match Requirement: N/A

II. Project Summary: This project is to plan and develop SEEK (Sharing
Environmental Education Knowledge), an information exchange and service center that
coordinates the collection, evaluation, dissemination and promotion of environmental
education resources and programs.

In A GreenPrint for Minnesota: State Plan for Environmental Education, citizens
across Minnesota identified a central clearinghouse for accessing EE resources, such as
materials, programs, and experts, as a top priority. With the increase of environmental
education resources, it is impossible for one organization to monitor all of the resources,
and to acquire the time, energy, and skills needed to stay up-to-date.

SEEK will take on that responsibility. The institutionalization of SEEK will
provide an on-going system for assessing EE progress in Minnesota, promoting EE,
adjusting priorities, ascertaining changing needs and meeting those needs as
recommended in the GreenPrint. Through its network structure SEEK will act as a hub,
aiding environmental agencies and organizations in compiling, cataloguing, and
disseminating their EE resources in a consistent manner through the SEEK directory, on-
line and off.

By establishing SEEK in a computer network, partners (those agencies and
organizations who are contributing EE resources) will be connected with other partners,
and those in the field, on a much broader scale. In turn, users of SEEK (those individuals
searching for EE information, such as teachers, and other EE deliverers) will have easy
access to a wide variety of sources, in Minnesota and beyond, through the computer
network, phone lines, or in person.

III. Six Month Work Program Update Summary: January 1, 1996

SEEK (Sharing Environmental Education Knowledge) completed the objectives
slated for January 1, 1996, while proceeding along the continuing Work Program
timeline. These objectives include: Develop an Environmental Education exchange
system called SEEK; Develop training for SEEK Partners on how to contribute
environmental education resources; Promote SEEK and how to be involved in its system,
and; Design training for potential SEEK users, or SEEKers.

We have been very fortunate that SEEK is being strongly supported by interested
parties and sponsoring agencies. Through this support we have been able to review,
revise, and better the ideas and functions of the SEEK system as it is developed. The
pitfalls we have experienced have been minor and expected, as we are working in a state
system. For example, the paperwork that is required in hiring staff, or the time and detail
needed to acquire online computer network access can be trying, but not devastating.
When an objective is put on hold due to extenuating circumstances, the staff has been
able to continue work on other aspects of the project and further its development.

We are ahead of schedule on two of the objectives; the promotion of SEEK and
the design of SEEKer training. Once again, the great interest in furthering an information
system such as SEEK has aided in its promotion and doors continue to open.

On the other two objectives, we are right on target. We hired a computer network specialist to design and input the technical structure of SEEK. With her computer network and library science expertise, we are designing a very user-friendly system that can grow with the anticipated interest and involvement. With the SEEK network structure in place, training will begin in January. This next six month phase will be the implementation phase; putting into action all the plans and designs of the first six months. It will also be an opportunity to adapt the system to the demonstrated needs of the partners and SEEKers.

At this juncture, we are pleased with what has been accomplished and excited to enter the next phase. We plan to have this same attitude July 6, 1996.

July 1, 1996

SEEK continues to flourish. As expected, it was a busy six months as the planning phase gave way to implementation. Since January 1, four objectives, and components of two others, have been completed. SEEK remains on schedule, and in some cases ahead.

The SEEK directory at **http://www.seek.state.mn.us** was officially announced in a public debut on April 16. Before the debut was possible, there were a number of necessary objectives to achieve. First, the SEEK framework was established in the World Wide Web. Secondly, the resource evaluation guidelines were written, tested, adapted, and taught to contributors to ensure quality environmental education resources. Thirdly, contributors were trained how to be involved in SEEK, and their resources needed to be input into the system. Finally, the availability of SEEK needed to be announced and promoted. With the completion of these four objectives, SEEK was ready to go public and go public it did. The SEEK Debut proved to be a resounding success as it brought media and promotional attention, attracted more contributors and offered EE resources to the public two months earlier than was originally scheduled.

Throughout the six months the trainings have increased in number. Although we scheduled 18 trainings throughout the project period, we are finding a need to conduct more because of the demand and interest in SEEK. Fortunately, the Minnesota Office of Environmental Assistance's (OEA) in-kind support, which has been very generous, allows us to conduct the added trainings without a strain to our budget. These contributor trainings have paved the way for SEEKer trainings which have also begun.

The design of the SEEK directory is continually being refined as changing technology offers more benefits. Because of these changes, the SEEK contributor manual is being developed to offer current modifications and information without the contributors needing further training.

On a budgetary note, money has been freed for:
- a project manager's salary (less than 25% time), and
- a state-required salary increase, for the coordinator and trainer.
This money has been made available through OEA's in-kind contributions of printing, communications, mailing and design. All in-kind money and transferred money, denoted by (T), has been used for these salary amounts.

Now that the initial excitement of this innovative directory called SEEK is wearing off, we are beginning a phase of fortification. In this period we will be building the number of resources, contributors, and users. We will also work on evaluating and updating the system, and providing the grounding necessary to keep SEEK a steadily growing program. It has already grown and expanded beyond our hopes, and we intend to foster that growth.

For the best overview of SEEK, visit its site at **http://www.seek.state.mn.us** .

January 1, 1997

SEEK continues to grow because of the enthusiasm of the contributors, and because people like the look and feel of the web site. We have stabilized the number of contributors to SEEK at 77. This diversity of contributors provides us with statewide coverage, different points of view and access to all GreenPrint audiences. We have continued a trend toward providing more training opportunities than were originally required, to serve the needs of contributors and "SEEKers" (See training section in this report) and we continue to work with the Teacher Preparation Project to provide teachers knowledge and access to the many environmental education resources in the state of Minnesota.

The web site is informative, simple and easy to use for both contributors to SEEK and to people wishing to find resources. We continue to update the web site as needed, and we ask for input from users. Minor adjustments of style will continue to be made to the web site, which is necessary in a world of changing appetites for information. This is reflected in the calendar by the addition of the name of the day and month, to the date. In addition, the calendar is now searchable by a particular month and year. This was added because of the unexpected growth of the calendar, and the length of time it took to load

on individual computers. The information exchange area continues to see growth. We have also added a press release area, and a job and internship area listing opportunities in environmental education in Minnesota. These updates address SEEK's objective of informing Minnesota citizens of environmental education opportunities in the state. We have also updated the administration of the web site to make it easier to manage and use.

As we enter the final phase of the SEEK appropriation we see continued growth of resources and SEEKers, through evaluation, training, communication, and the need for up-to-date, quality environmental education.

Budgetary Note: The SEEK trainings have been so successful that the demand for Contributor Manuals, SEEKer Guides, information brochures and postcards is much higher than anticipated. Therefore, money has been transferred from line item *D.2(2) Computer Network* to allow for more printing. OEA continues to offer in-kind support at every opportunity to allow for a project manager's salary (less than 50% time) and mandatory state salary increases. All in-kind money, and transferred money denoted by (T), has been used for these salary amounts.

Amendment May 29, 1997

Throughout the SEEK project we have made extensive use of training, workshops, presentations, meetings, and conferences in promoting and educating people about SEEK. In the vast majority of these situations we have made use of the Liquid Crystal Display (LCD) technology to project SEEK on a large screen. To do so, we have had to borrow an LCD panel and a high density overhead projector. We were very lucky to be able to use this equipment throughout this project, but this equipment is not ours and it has become outdated, parts and repair are now difficult to come by, and cumbersome.

We would like to purchase an LCD projector to continue to present SEEK to large and small audiences in a wide array of locations and settings. This projector is state of the art and compact, the panel and overhead projector are virtually combined in the projector. The purchase of an LCD projector will assist the project in the continuation of high quality SEEK presentation and education. Without the visual experience of SEEK, most of our citizens will remain confused as to its purpose and relativity to their needs.

Although the SEEK appropriation is coming to end, we are fortunate to have the SEEK project continue through the dedicated staff, technical, and structural support of the Office of Environmental Assistance. This permanence will allow SEEK to further its

progress and success beyond the appropriation funding deadline, which I believe is a goal for all LCMR recommended projects.

The specific explanations of the material, method, and budgetary needs for the purchase of an LCD projector can be found underlined in **B.2.c., B.2.(2)d., B.2.(3)d, C.1.b., D.2.b., D.2.c.,** and **D.2.(2)d.**

Budgetary Note: Because of the confusion of the Encumbered Money column, that column has been removed to allow for a total Budget column.

Money that had been transferred out of line item *D.2(2) Computer Network* has been transferred back in for exchange of in-kind printing from the OEA. Also, with the absence of the SEEK Trainer, the Project Manager's time is now 21 hours per week.

All in-kind money, and transferred money is no longer denoted by a (T) but simply has overstrikes.

July 1, 1997 Final Summary Report

SEEK has been established and continues to grow and change with the needs of educators and EE deliverers across the state. The SEEK staff have become instrumental in fostering collaboration among SEEK's contributing partners and the SEEK web site is considered a first-stop source for those wanting to distribute or find EE resources.

The strength of SEEK lies in the commitment and involvement of its Contributors (organizations, agencies, and individuals disseminating their resources through SEEK) and in its ability to adapt to the needs of the people and organizations using it. Since January 1996 over 290 individuals representing their organizations or agencies have participated in our Contributor trainings. We currently have 93 Contributors dedicated to sharing their EE resources and information through SEEK.

The SEEK web site has flourished with the constant change in technology and in the involvement of a large number of SEEKers. We have sought their ideas and needs and have adapted the site to better serve them. Some of the additions have included: Environmental Learning Center maps, descriptions and links; a calendar of daily events; employment and internship listings; conference strands for people to discuss issues of interest; web space for EEAB information; and easier search mechanisms. SEEK has been developed to continually change as technology and SEEKer needs do also.

Thirteen SEEKer trainings were conducted officially, two down from what was proposed. The reason being that SEEKers were trained by our Contributors, through easy-

to-follow SEEKer guide brochures, and a training video. Although we assumed that our Contributors would eventually train their own clients we were elated to find them doing so early in the project. We have also assisted other states in their mission to develop a program such as SEEK.

Promotion for SEEK was invaluable. We were able to use a wide variety of media such as: newsletters, postcards, presentations, conferences, brochures, meetings, e-mail, mugs, newspapers, radio, TV and the ever necessary - word of mouth. By putting SEEK in a very public position, our Contributors felt a greater need to participate in the project, more audiences were exposed to the site, and we were able to secure continued support from the Office of Environmental Assistance.

A strong core of people believed that SEEK could be the impetus to bring together the environmental educational community to further EE in the state. We now have no doubt that they were right. As this two-year period ends, SEEK's future looks bright and prosperous as the support and dedication of those involved continues to grow.

Budgetary Note: $2,1560.00 that had been freed from **Supplies, Materials** and **Communication** in **B.2(2)** and **C.1** to **Salaries** to cover a state pay raise on the January 1, 1997 report) was transferred back into the respective line items. With the absence of the Education Specialist's salary expenditure, the transferred money was not needed. $1,115 was freed from **Site Fees** in **B.2(3), D.2(2),** and **D.2(3)** due to in-kind support from the DNR. The $1,115 was transferred to **Computer Network.**

IV. Statement of Objectives:

A. DEVELOP AN ENVIRONMENTAL EDUCATION EXCHANGE SYSTEM CALLED SEEK: An environmental education resource exchange system, with a user-friendly computer network component will be designed, and the framework established with monitoring/evaluation guidelines.
Dates: 7/1/95 - 2/29/96

B. TRAIN SEEK PARTNERS HOW TO CONTRIBUTE ENVIRONMENTAL EDUCATION RESOURCES: Partners will be able to identify, compile, and monitor their EE resources, and enter them into the SEEK system.
Dates: 9/1/95 - 6/30/97

C. PROMOTE SEEK AND HOW TO BE INVOLVED IN ITS SYSTEM: Environmental education deliverers will know about SEEK, what it has to offer them, and how to be involved.
Dates: 11/1/95 - 3/31/97

D. TRAIN POTENTIAL SEEK USERS: Potential SEEK users, such as teachers and other EE deliverers, will be able to access EE resources through SEEK.
Dates: 1/1/96 - 6/30/97

Timeline for Completion of Objectives:

	7/95	1/96	2/96	6/96	1/97	6/97
Objective A	XXXXXXXXXXXXX					

DEVELOP AN ENVIRONMENTAL EDUCATION RESOURCE EXCHANGE SYSTEM

	7/95	1/96	6/96	1/97	6\97
Objective B	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX				

TRAIN SEEK PARTNERS HOW TO CONTRIBUTE EE RESOURCES

	7/95	1/96	6/96	1/97	3/97	6/97
Objective C	XXXXXXXXXXXXXXXXXXXXXXX					

PROMOTE SEEK AND HOW TO BE INVOLVED IN ITS SYSTEM

	7/95	1/96	6/96	1/97	6/97
Objective D	XXXXXXXXXXXXXXXXXXXXXXXXXXX				

TRAIN POTENTIAL SEEK USERS

V. Objectives/Outcomes:

A. **Title of Objective/Outcome:** DEVELOP AN ENVIRONMENTAL EDUCATION EXCHANGE SYSTEM CALLED SEEK

A.1 Activity: Design a cataloguing system for environmental education resources and develop the format.

A.1.a. Context within the project: With a uniform cataloguing system, all the SEEK partners and SEEK users will be able to contribute and research information in a fast, easy manner through their computers. The consistency will help SEEK remain user-friendly.

A.1.b. Methods: The SEEK staff will use a wide variety of categories and headings when developing the catalogue format. Some possible categories include subject; type of material; audience group; date; program; agency or organization. They will also rely on experience from the cooperating agencies' and organizations' information services.

A.1.c. Materials: Purchase of separate modems were not required, as they came with the computers.

9

A.1.d. Budget: $ 22,400
Total Biennial LCMR Budget: $ 22,400

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$15,104	$15,104	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	6,600	6,600	0	0
4) Supplies	496	496	0	0
5) Expenses	200	200	0	0
TOTAL	22,400	22,400	0	v.c.

LCMR Balance: $ 0
MATCH: $ N/A

A.1.e. Timeline:
　　7/95　11/95 1/96　　6/96　　　　1/97　　　6/97
　　XXXXXXX
1) DESIGN OF CATALOGUING FORMAT THAT WILL BE USED AS A FRAMEWORK FOR THE ENTIRE SYSTEM:
　　Due date: 11/30/95
　　Cost: $ 22,400

A.1.f. Work Program Update: January 1, 1996 (Completed)
　　The SEEK project has been within the parameters of the workplan that was developed prior to the beginning of the hiring for this project. Catalog and design systems have been identified and chosen and are being developed. Since July 1995, the development of an abstract form, researching computer hardware and software capabilities have been ongoing.
　　Design of the catalogue abstract is a conglomeration of many

10

formats. Considerations included abstracts currently being used by SEEK partners and standard formats used nationally and locally. These format designs have been reviewed by partners and at conferences:
- Midwest EE conference in Rochester, MN in October 1995.
- DNR Natural Resources Education Committee.
- Minnesota Office of Environmental Assistance staff.
- Participants at the EE teacher education project at Deep Portage in August of 1995.
- Concerned individuals.

Other reviews have been conducted concerning the development of a tracking system designed to monitor and evaluate SEEKer usage statistics. These reviews have involved the Attorney General's Office, Department of Natural Resources, Natural Resources Education Committee and concerned individuals.

A.2   Activity: Establish the SEEK framework in a computer network.

A.2.a. Context within the project: After the catalogue format is developed, it must be entered into a computer network system to allow partners and users later on in the project to access the information through their computers.

A.2.b. Methods: The framework will be entered into a computer network according to the network's specifications. Once established, the framework will be tested by a sampling of partners and users for ease and logic.

A.2.c. Materials:

A.2.d. Budget: $ 4,560
Total Biennial LCMR Budget: $ 4,560

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$2,360	$2,360	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	1,600	1,600	0	0
4) Consultant	600	600	0	0
TOTAL	4,560	4,560	0	v.c.

LCMR Balance: $ 0
MATCH: $ N/A

A.2.e. Timeline:

7/95	1/96	6/96	1/97	6/97
XXXXXX				

1) CATALOGUE FRAMEWORK ENTERED IN COMPUTER NETWORK:
    Due date: 1/31/96
    Cost: $ 4,560

A.2.f. Work Program Update: January 1, 1996
    In November 1995, we contracted the services of a computer systems designer to create the World Wide Web interface between the data in SEEK, the people who will input their abstracts, and the people who will search for environmental education resources. One unique, and very necessary, capability of SEEK is that the partners will be admitting their resource abstracts themselves. The ability to do this activity is important for our partners in terms of monitoring and editing the current quality of the information. This remote capability pushes the software capabilities to their boundaries. Therefore, an expert was required.

The reasoning behind working with a systems designer and deviating from the workplan is detailed below:

- The necessity for knowledge of library cataloguing systems and a familiarity of environmental education.
- A familiarity of working with interactive Web interfaces between databases and WWW forms.
- Ability and knowledge to push the limits of new technology.

In regard to hiring the systems designer, we started the sole source contracting process for a contractor after identifying various professionals in the field and made an informed choice as to who can do the best job for this project. The initial workplan made use of in-kind service with our partners for hardware and software support. After consultations with partners and computer professionals inside and outside state government the decision to hire a contractor was made. The use of in-kind services would have moved the timeline back substantially and derailed this project.

July 1, 1996 (Completed)

SEEK is established on the World Wide Web and can be found at **http://www.seek.state.mn.us** . The parameters for the web site, developed in the first six months of this project, have proven their effectiveness and versatility for the task of cataloguing environmental education resources for the state of Minnesota. In addition to the directory we have developed the first statewide environmental education calendar of events that is constructed by the contributors. SEEK has implemented all of the objectives in regard to the computer software for this section. Enclosed is a copy of the abstract form that contributors to SEEK use to enter resources in the directory.

A.3 Activity: Design and develop a monitoring system for SEEK.

A.3.a. Context within the project: With a wide variety of agencies and organizations contributing to SEEK, it is necessary to have a consistent monitoring/evaluation system. Monitoring a large exchange system such as SEEK is an overwhelming task.

At present several national and international organizations are developing monitoring and evaluation guidelines that SEEK should be able to adapt and adopt. The monitoring guidelines developed will be taught to the contributing partners in trainings and in turn they too will be responsible for the quality and quantity of resources they enter in SEEK.

A.3.b. Methods: Guidelines for monitoring and evaluating EE materials are presently being developed by the North American Association for Environmental Education and will be considered in establishing guidelines. Other well-known EE organizations and agencies will be consulted on their methods.

A.3.c. Materials:

A.3.d. Budget: $ 10,600
Total Biennial LCMR Budget: $ 10,600

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$8,500	$8,500	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	1,900	1,900	0	0
4) Printing	0	0	0	240
5) Expenses	200	200	0	0
6) Partner Meeting	0	0	0	0
TOTAL	10,600	10,600	0	240v.c.

LCMR Balance: $ 0
MATCH: $ N/A

A.3.e. Timeline:

| 7/95 | 1/96 | 2/96 | 6/96 | 1/97 | 6/97 |

XXXXXXXXXXX

1) DEVELOPMENT OF MONITORING/EVALUATION GUIDELINES FOR SEEK SYSTEM:

Due date: 2/29/96

Cost: $ 10,600

A.3.f. Work Program Update: January 1, 1996

Since July 1995, definitions of terms of the SEEK system has evolved. Guidelines, terminology, partner definitions have all been researched, contemplated and written to form the base structure for resources that will go onto SEEK abstracts. Development of monitoring\evaluation guidelines include:

- National standards reviewed.
- GreenPrint objectives reviewed.
- Consolidation of above standards and objectives.
- Legal disclaimers for copyright, guarantee of accuracy of the information provided, endorsement of commercial products, discrimination.

July 1, 1996 (Completed)

Enclosed are guidelines for contributors to the SEEK directory regarding their input of resources. With the thorough training done by the educational specialist for this project we have not had problems in regard to resources following the guidelines SEEK has established. We are currently working on implementing a software program to analyze the paths and searches of the people who use SEEK so a better sense of what is being used is documented. The number of accesses to the SEEK web site has grown from 220 a day in the first three months of 1996 to the current average of 550 requests for information daily.

B.   **Title of Objective/Outcome:**   TRAIN SEEK PARTNERS HOW TO CONTRIBUTE ENVIRONMENTAL EDUCATION RESOURCES

B.1   **Activity:**   Design training for SEEK partners.

B.1.a. Context within the project: A strong, thorough training module must be designed to be used as a consistent model throughout the SEEK project. Through this model, partners will acquire the knowledge and ability to enter their resources into the SEEK framework.

B.1.b Methods: Interactive and experiential learning models will be adapted to produce interesting and concise training. Partners will be consulted during this phase and one group will take and evaluate the training before it is given statewide

B.1.c. Materials:

B.1.d. Budget: $ 8,730

Total Biennial LCMR Budget: $ 8,730

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$6,461	$6,461	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	2,000	2,000	0	0
4) Training Supplies	30	30	0	0
5) Pilot Training	139	139	0	0
6) Printing	0	0	0	250
7) Expenses	100	100	0	0
TOTAL	8,730	8,730	0	250v.c.

LCMR Balance: $ 0

MATCH: $ N/A

B.1.e. Timeline:
         7/95   12/95 1/96   6/96   1/97   6/97
             XXXXXX

1) DESIGNS OF SEEK PARTNER TRAININGS COMPLETED:
         Due date: 12/31/95
         Cost: $ 8,730

B.1.f. Work Program Update: January 1, 1996

An outline for the pilot training has been developed through discussion and review by SEEK staff. Outcomes and training components have been identified and include internal collection of resources, review and evaluation of partner resources, abstract writing and input, hands-on experience and introduction to the SEEK directory. Staff has reviewed training techniques and presentation styles to develop an interactive and experiential pilot training for partners. Included with the pilot will be an interactive, hands-on computer component. A training manual is being drafted, to be reviewed by the pilot partners.

SEEK staff has met with staff from the Office of Environmental Assistance, Department of Natural Resources, Minnesota Zoo, International Wolf Center, the Raptor Center, Hamline University, Science Museum of Minnesota and Department of Health in developing the training design and sites. OEA and DNR will be hosting the pilot training, Hamline is scheduled to host at least one, if not two, partner trainings in January and February of 1996. Discussion with the Science Museum and the Lake Superior Center as host sites will take place later this month. Continued discussion with new partners will continue to explore training sites in greater Minnesota and the metro area.

A schedule is being developed for partner trainings. Two are being set for January and two for February. Where trainings will take place is dependent on the partners that are ready to come on board. A schedule of six training dates for partners is expected to be completed by January 1, 1996.

Pilot training is set for January 8th, 1996; five agencies/ organizations will be participating with approximately 15-20 participants

total. Evaluation and review of training design will be included as part of this training.

July 1, 1996 (Completed)

The pilot training was held on January 8, 1996 with 19 participants representing six different organizations: International Wolf Center, Minnesota Center for Arts Education, Minnesota Dept. of Natural Resources, Minnesota Office of Environmental Assistance, Minnesota Zoo and the Raptor Center.

B.2 Activity: Conduct trainings for SEEK partners

B.2.a. Context within the project: This activity is the most vital component in creating a valuable Minnesota EE resource exchange system. These trainings will provide the skills, interest, and knowledge needed to identify and organize EE resources within the agency or organization, and then enter resources into SEEK. Without the partners' participation, the resources in SEEK will not be extensive and those across the state searching for information will still be frustrated at the difficulty in acquiring resources.

B.2.b. Methods: SEEK staff will travel throughout Minnesota conducting half day and day-long trainings for partner agencies and organizations on how to contribute and research resources in SEEK.

B.2.c. Materials: In conducting training, the SEEK staff must project the SEEK web site on a screen for all to view. Most sites that the staff uses for training and informational presentations do not have computer labs. To explain and showcase SEEK properly, people must be able to see SEEK, not only hear about it. The technology of the Internet and its web sites does not lend itself to non-visual lectures. Because of this, the staff has borrowed a Liquid Crystal Display panel and a high density overhead projector to conduct all its training, meetings, presentations, and workshops. Unfortunately, the LCD panel we borrow is now outdated and

is breaking down. To secure parts is very difficult and expensive.

In the project's two years, the technology of LCD equipment has greatly progressed. We would like to purchase a Liquid Crystal Display Projector to use in place of the LCD panel and overhead projector. The LCD projector, at $5,999.95, is state of the art, compact, and easy to use. The LCD projector would eliminate the need to borrow an LCD panel and an overhead projector. It is all-in-one.

We would have purchased this piece of equipment at the start of the SEEK project, but we did not budget for one, as we were trying to purchase the least amount of equipment necessary to achieve the most productive work within the appropriation confines. We felt fortunate that we were offered one to use by the Environmental Education Advisory Board.

When we began the SEEK project we did not realize to what extent we would utilize the LCD technology. It has become an invaluable tool. It allows us to promote and teach about SEEK in a wide variety of locations and situations. We are not limited by computer lab availability and budget. We are able to more thoroughly explain all facets of the SEEK web site and all it has to offer. Except for the computer and its network, the LCD technology has become our biggest tool in opening the eyes of those new to the Internet. It would be difficult to educate people throughout the state about SEEK without it.

A few months ago the SEEK Education Specialist left the SEEK project. The SEEK Coordinator and SEEK Project Manager have been able to continue the Education Specialist's duties. By not hiring another Education Specialist so late in the project, money has been freed that was encumbered for her salary. It is with a portion of this money, from objective B.2 and D.2 as you can see in the proposed revised budgets, we would like to purchase the LCD projector.

It is obvious that the LCMR recommended appropriation is nearing its end. We have however secured continued funding and support from the Office of Environmental Assistance to ensure the longevity of SEEK. The SEEK project will have technical, structural and staff support to continue and build upon its established success. The purchase of an LCD projector for SEEK will help to ensure the quality service that SEEK provides for the field of environmental education in Minnesota.

B.2(1)d. Budget: $ 65,590 ($21,170)
Total Biennial LCMR Budget: $ $65,590

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$15,244	$15,244	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	3,100	3,100	0	0
4) Training Supplies	110	110	0	70
5) Site Fee	100	100	0	368
6) Materials	0	0	0	90
7) Expenses	1,847	1,847	0	0
8) Trainee Food	769	769	0	581
TOTAL	1,170	21,170	0	1,109v.c.

LCMR Balance: $ 0
MATCH: $ N/A

B.2(1)e. Timeline:

7/95	1/96	6/96	1/97	6/97
	XXXXXXXXXXX			

1) COMPLETION OF SIX TRAININGS
   Due date: 6/30/96
   Cost: $ 21,170

B.2(2)d. Budget: $ 65,590 ($22,210)
Total Biennial LCMR Budget: $65,590

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$19,245	$19,245	0	0
2) Communications	0	0	0	v.c.
3) Computer Network	2,504	2,504	0	596
4) Training Supplies	0	0	0	0
5) Site Fee	0	0	0	0
6) Materials	0	0	0	0
7) Expenses	461	461	0	0
8) Trainee Food	0	0	0	235
TOTAL	22,210	22,210	0	831v.c.

LCMR Balance: $0
MATCH: $ N/A

B.2(2)e. Timeline:

7/95	1/96	6/96	12/96	1/97	6/97
			XXXXXXXXX		

2) COMPLETION OF SIX TRAININGS
Due date: 12/31/96
Cost: $ 22,210

B.2(3)d. Budget: $ 65,590 ($22,210)
Total Biennial LCMR Budget: $65,590

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$12,800	~~0~~ $12,800	~~$12,800~~ 0	0
2) Communications	600	~~0~~ 600	~~600~~ 0	0
3) Computer Network	~~3,100~~ 3,215	~~3,100~~ 3,215	0	0
4) Training Supplies	180	~~0~~ 180	~~180~~ 0	0
5) Site Fee	~~600~~ 485	~~0~~ 448	~~600~~ 37	~~0~~ 115 for comp.net
6) Materials	180	~~0~~ 180	~~180~~ 0	0
7) Expenses	3,400	~~0~~ 1,553	~~3,400~~ 1,847	0
8) Trainee Food	1,350	~~0~~ 1,102	~~1,350~~ 248	0
TOTAL	22,210	~~3,100~~ $ 20,078	~~19,110~~ $ 2,132	0 $115v.c.

LCMR Balance: ~~$ 19,110~~ $ 2,132
MATCH: $ NA

B.2(3)e. Timeline:

7/95	1/96	6/96	1/97	6/97
			XXXXXXXXXXX	

3) COMPLETION OF SIX TRAININGS
Due date: 6/30/97
Cost: $ 22,210

B.2.f. Work Program Update: July 1, 1996

The interest in becoming a Contributor has been so great that we have increased the number of trainings being conducted. Ten Contributor Trainings have been held since the Pilot in January, with five more scheduled over the next three months. Enclosed is a list of the 114 participants, representing 57 organizations, who have become SEEK Contributors to date . With an increase of Contributors, we will be assured of an increase of resources and involvement. Although most of the trainings have been held in the Metro region, others have been conducted in Bemidji and Duluth with more slated for Morris, Rochester, and Northwest Minnesota.

A Contributor Manual, providing guidelines, overview of the web site and instructions on listing resources, has been developed and given to all Contributors. (see enclosed) Contributor trainings are six hours long and involve hands on computer training on the SEEK web site.

January 1, 1997

Five additional Contributor trainings have been held in the past 6 months, for a total of 16 trainings. Three of these trainings were held outside of the metro area (St. Cloud, Morris and Rochester). Contributor trainings are ahead of schedule, for a couple of reasons. First, we found that access to computer labs was much easier to get in the summer, when schools were out of session and second, the promotion done prior to SEEK going online created a higher demand for trainings. Enclosed is a list of the 51 participants, representing 35 organizations, who have become SEEK Contributors in the past six months (see sheet entitled SEEK Contributor Training Sites and Organizations).

July 1, 1997 Final Update

In February, the SEEK Education Specialist, Annette Drewes left the project for another position. Because we only had five months of the project remaining and because we were ahead of schedule concerning the number of contributor trainings, another Education Specialist was not hired. Robert Olson, SEEK Coordinator, continued to provide training that

was scheduled or requested.

To date, every region of the state has had at least one contributor training held in its area. Four trainings that involved twenty-five participants representing seventeen organizations, were held since January 1, 1997:

- St. Paul, April 29, 1997
- St. Paul, March 3, 1997
- Duluth, January 3, 1997
- Heron Lake, June 18, 1997

At the 8th Annual Minnesota Environmental Education Conference, we hosted a SEEK Contributor breakfast. The breakfast offered the contributors an opportunity to learn the latest SEEK advancements and to converse with other contributors and plan the future of SEEK.

Throughout the SEEK period, nineteen contributor trainings were conducted, with 290 participants, representing 109 organizations trained (see attached list entitled Contributor Training). Many small informal trainings were also held as needed. There are currently 93 active Contributors.

We feel that contributor trainings will continue throughout the longevity of SEEK as new organizations emerge and wish to become contributing partners. However, we are pleased with the initial numbers of contributors and the knowledge that a strong, supportive base for providing EE resources to Minnesota citizens has been established.

C.   **Title of Objective/Outcome:** PROMOTE SEEK AND HOW TO BE INVOLVED IN ITS SYSTEM

C.1 **Activity:** Develop and deliver information about SEEK in newsletters, brochures, newspapers, radio programs, and computer networks.

C.1.a. Context within the project: Since SEEK will only work if people know it exists and know how to use it, this phase is very important.

Through newsletters, updates, computer networks, and brochures, people across the state will learn of SEEK and how to make it work for them. This literature will be enhanced by promotional communication offered through the partners also.

C.1.b. Methods: Established environmental educator contacts will first be contacted and informed of SEEK. Then, through the use of partner mailing lists, computer networks, newsletters, and public information, other audiences will receive SEEK information.

The best promotional method we can use is face to face meetings, presentations, training, and workshops. Through these vehicles SEEK is projected as something tangible, something that is built on a network of organizations and individuals. The SEEK web site does not seem so abstract and complicated when people can see the site, as it works, projected on a screen. The LCD projector allows SEEK to be seen and not just explained.

C.1.c. Materials:

C.1.d. Budget: $ 22,190
Total Biennial LCMR Budget: $ 22,190

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$ 15,635	~~$11,994~~ $ 15,635	~~3,641~~ 0	0
2) Communications	600	600	0	varied cost
3) Computer Network	3,070	3,070	0	0
4) Printing	573	~~0~~ 568	~~573~~ 5	3427
5) Mailing	2,112	~~0~~ 2,112	~~2,112~~ 0	1888
6) Design, layout	0	0	0	1200
7) Expenses	200	200	0	0
TOTAL	22,190	~~15,864~~ $ 22,185	~~6,326~~ $ 5	6,515v.c.

LCMR Balance: ~~$ 6,326~~ $ 5
MATCH: $ N/A

C.1.e. Timeline:

| 7/95 | 1/96 | 2/96 | 6/96 | 1/97 | 6/97 |

XXXXXXXXX
1) FIRST SERIES OF PROMOTIONAL LITERATURE/INFORMATION PRINTED AND SENT:
  Due date: 2/29/96
  Cost: $ 11,100

7/95   1/96   6/96   1/97   2/97   6/97
                                          XXXXXXXXX

2) SECOND SERIES OF PROMOTIONAL
LITERATURE/INFORMATION PRINTED AND SENT:
  Due date: 2/28/97
  Cost: $ 11,090

C.1.f. Work Program Update: January 1, 1996

Partners for the project have been identified and consulted, and are enthused about the direction and overall scope of the project. The number of partners that are involved in SEEK up to this point is 20. One hundred involved partners are anticipated. These partners include state agencies, non-profits, business and industry groups, and small independent groups. The coordinator and education specialist continue to find new partners and explain to them the purposes of SEEK. We also help each group and organization identify people who will work on gathering resources, writing abstracts and input abstracts onto the directory.

The dissemination of information is happening on many fronts. Already more than 400 brochures containing SEEK information have been disseminated to interested parties. Our partners are also actively supporting us through articles in their newsletters and magazines. Articles in *Volunteer* and *The Resource* have given SEEK an early high profile. SEEK is also being promoted by word of mouth, computer networks, and the connections we make through conferences and group meetings with agencies and organizations. We have also created a logo for SEEK to enhance our identity.

July 1, 1996

SEEK's promotional strategy involved having a debut of the SEEK Contributors' and personnel's accomplishments in the SEEK project. The debut served as a public notice that SEEK is operating and available. We also used the debut as a method to invite organizations to become involved with SEEK. Additionally, the debut served as a media focus to gain attention about SEEK on a statewide basis. Contributors to the SEEK directory now number 57. We continue to form relationships with new

contributors and are exploring more promotional opportunities of SEEK. KTCA Newton's Apple is developing a video tape for training on the use of SEEK - to be completed summer 1996.

Below is a list of the resources we have used to promote SEEK as of this reporting date:
- SEEK Brochure: (see enclosed) used to explain how to become a contributor.
- SEEK Postcard: (see enclosed) 4,500 sent with Arbor day packet courtesy of the DNR.
- SEEK Postcard: 7,000 sent around the state coinciding with the April 16th debut.
- SEEK Postcard: distributed to people at events, conferences, etc.
- April 16th debut: attended by 75 interested people, SEEK Contributors and media personnel. Lieutenant Governor Benson, OEA director, Edward Garvey, and Gary Noren, Environmental Education Advisory Board spoke at this event. The Debut also coincided with a news release sent out to state news organizations. Special guests: The Raptor Center brought 4 guests, two human educators, Ron Osterbauer and Mike Kennedy, an owl and a peregrine falcon; other guests joined us on-line, Pam Landers, the International Wolf Center, and Deep Portage Conservation Reserve.
- Articles about SEEK in the following publications: Greensense newsletter of the Green Institute, Channel 4000 (WCCO Internet Site), St. Paul Pioneer Press, Star Tribune, Duluth News-Tribune, Long Prairie Leader, Minnesota Mascot, Tri-County News, Country Messenger, Ivanhoe Times, Minnesota Public Radio, Pope County Tribune, DNR Review and the Cambridge Star.
- A 15 minute story about SEEK on the cable television show Environmental Journal which was produced by Media Rare and the Minnesota Lottery.
- 31 Internet Links to SEEK

Presentations at:

- NAAEE (North American Association for Environmental Education)
    Spring Leadership Conference held at Treehaven in Rhinelander,
    WI. 100 participants from every state.
- Environment on the NET -- International Conference held in Seattle, WA
    150 participants starting conversations about new and interesting
    Internet technologies and the environment.
- Youth and the Environment, U of M
- Solid Waste Conference, Radisson Hotel, Bloomington
- Various Conferences

January 1, 1997

Through requests from contributors and SEEKers, we printed new postcards, more SEEKer Guides, and more mousepads.

We continue to send SEEKer Guides and postcards when needed to various organizations and education groups. Video tapes are included in Project Learning Tree and Project WET resource trunks for their facilitators. The mousepads are great as they remind people to use SEEK on a daily basis. We will continue to make use of promotional opportunities such as conferences, newsletters, mass media, etc. to reach audiences that we have not managed to meet in the last year.

SEEK pieces in printed media include: Grand Rapids newspaper, DNR Interconnections newsletter, Minnesota Science Teacher newsletter, MN Online did a very nice review of the site, Department of Children, Families and Learning Connections newsletter, Deep Portage Log and also various contributors include information about SEEK in their newsletters.

SEEK has continued to evolve and grow from the last report. Our usage statistics for SEEK started at 579 requests for information a day in July, 1996 and have risen to the current use of 719 requests for information a day for November, 1996. In November 1328 different computers accessed SEEK and over 50 different sites have links to SEEK.

List of various programs and conferences attended:
- Environmental Education Advisory Board meetings
- Faith & Ecology Workshop, Warner Nature Center

- Rivers to the Sea Institute, Hamline University
- 3M Wizards of Science Program, Science teacher program
- Minnesota State Fair / Minnesota Office of Environmental Assistance
    -- also contributors distributed information at their booths
- Minnesota Naturalists Conference, Fall Conference
- Minnesota Education Association, State Conference
- Minnesota Science Teachers Association, Fall Conference
- North American Association for Environmental Education
    - presentation at Annual Conference in San Francisco, CA.,
- National Consortium for Environmental Education and training in
    Washington D.C.
- Rivers Conference at the Science Museum of Minnesota, teacher program
- Sustainable Development Conference, display
- Waste and Recycling Association, Fall Conference
- Walker Arts Center, Environment and the Arts

July 1, 1997 Final Update

A progressive project, especially one involving a web site, must continually promote and inform people about its existence and advancements. Postcards, SEEKer guides, and mousepads are still being requested and distributed on a wide scale (see attached documents).

We also continue to promote SEEK through our Contributors and the use of their newsletters, presentations, meetings, and other means of media. For example, Contributors were asked to forward a SEEK e-mail letter to those who did not know of SEEK or may be interested in a service such as SEEK. Utilizing the Contributors increases contacts, commitment and reduces costs.

At the 8th Annual Minnesota Environmental Education Conference, recycled SEEK mugs that state the SEEK address were used by the conference attendees (see attached). Surplus mugs will be given away at the Minnesota state fair by looking for a coupon that is hidden within the pages of SEEK itself, and to Contributors to SEEK.

SEEK has been instrumental in fostering collaboration between

organizations and agencies. For Earth Day, organizations were encouraged to sign a letter promoting Earth Day activities and SEEK. Forty organizations endorsed the letter and newspapers published the letter, or contents thereof (see attached list Earthday Media).

Other stories and promotional pieces about SEEK appeared in Eco Education's newsletter, the Minnesota Office of Environmental Assistance magazine *The Resource*, and the Minnesota Wetlands Conservation Plan; a joint publication of DNR, AG, PCA, BWSR, DOT.

The SEEK Coordinator also played a major role in the planning and implementation of the Interagency EE Summit attended by 100 agency environmental education and information personnel. With SEEK viewed as a central body for EE in this state, we are able to involve many audiences that would normally shy away from such events and efforts.

Other presentations, meetings, and conferences included:
- Further offers to conduct trainings for the Teacher Preparation Project University partners has been extended for the Summer of 1997
- Invited to Wildlife On-line, an institute at Hamline University in July
- The 8th Annual Minnesota EE Conference in Duluth. Hosted and facilitated a discussion with other Internet projects about the future of the Internet and EE. May 18
- Anoka County conference on children April 30
- LCMR Citizens Advisory Council April 16
- Hamline Environmental Policy class presentation April 14
- Environmental Education Advisory Board Meetings
- Lake Superior Educators Colloquium in Duluth March 24
- Solid Waste Coordinating Board
- Committee on Media Activities at the Pollution Control Agency
- Minnesota Science Teachers Association January 11

One hundred web sites have links to SEEK. For specific usage information of the SEEK web site, go to SEEK at **http:\\www.seek.state.mn.us**, click on the *Visitor Center* icon, and then click on *Usage*. Under *Usage* you can find exact figures on hourly, daily,

and monthly use, along with other statistical information. With this information, we are able to modify and mold SEEK into an even more productive tool for environmental educators.

D.   Title of Objective/Outcome: TRAIN POTENTIAL SEEK USERS

D.1 Activity: Design training for potential SEEK users.

D.1.a. Context within the project: Once environmental education resources are entered into the SEEK system, people must be trained on how to access the resources. Designing consistent training modules to be used as models throughout this project is the first step to wide use of the system.

D.1.b. Methods: Interactive and experiential learning styles will be incorporated into the training design. With the wide variety of audience groups to be trained, their needs and expectations will be researched and consideration taken. A sample group will take and evaluate a pilot training before it is used statewide.

D.1.c. Materials:

D.1.d. Budget: $ 10,240
Total Biennial LCMR Budget: $ 10,240

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$8,210	$8,210	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	2,000	2,000	0	0
4) Training Supplies	30	30	0	0
5) Pilot Training	0	0	0	0
6) Printing	0	0	0	300
7) Expenses	0	0	0	0
TOTAL	10,240	10,240	0	300v.c.

LCMR Balance: $ 0
MATCH: $ NA

D.1.e. Timeline:

7/95	1/96	4/96	6/96	1/97	6/97
	XXXXXXX				

1) DESIGNS OF POTENTIAL SEEK USER TRAININGS
COMPLETED:
    Due date: 4/30/96
    Cost: $ 10,240

D.1.f. Work Program Update January 1, 1996

Discussions with participants at the Midwest Environmental Education Conference, Metro ECSU Resource Fair, Hamline University, DNR, and the LCMR Teacher Preparation project have resulted in the identification of training sites and groups. DNR naturalists, Teacher Prep participants and participants in the Hamline Summer Rivers Institute will be provided SEEKer training during the summer of 1996. Sites will be determined once dates for these events are provided.

SEEKer training materials are being developed and will be incorporated into the partner trainings. They will be evaluated with the pilot training for partners.

July 1, 1996 (Completed)

Training for users, or SEEKers, of the SEEK directory was piloted with twenty DNR State Park Naturalists. A user's guide to SEEK, providing tips and information, was also developed and will be available for distribution July 1, 1996. (see enclosed)

One unexpected, and very welcomed, offer was made by KTCA, a SEEK Contributor, to shoot a SEEKer training video, which will provide users across the state with information on accessing and utilizing SEEK to its fullest potential. With the use of this video, areas of Minnesota that would not be prime for large trainings, will still be able to offer their citizens the knowledge and skills needed to utilize SEEK. Furthermore, the number of individuals who will be reached through the training video will greatly increase SEEK usage. The video is in production and is expected to be available the beginning of August. This video is just one example of the strong support of the SEEK Contributors in making SEEK a success.

D.2 Activity: Conduct trainings for potential SEEK users.

D.2.a. Context within the project: The resources are being entered and people are being informed of SEEK and what it can offer, so the next logical step is to train key people across the state on how to access the resources. Because SEEK can be accessed through the computer network, by phone, or in person, users must be taught their options and the simplest ways to use them. Although trainings are not a requirement to use SEEK, they will create a comfort level for potential users that will greatly increase their interest and involvement.

D.2.b. Methods: Once the design has been developed, the SEEK staff will travel throughout the state conducting the trainings. By training key people, we will further the use of SEEK and its success.

Trainees of the SEEK web site are often very unfamiliar and uncomfortable with the Internet and the technology it encompasses. Often when holding SEEKer training, computer labs cannot hold the large numbers of trainees. In these cases, the LCD equipment provides them with their only view of SEEK. Without the ability to see SEEK on a screen, we would have to train SEEKers individually. This is not a cost or time effective.

When the trainees are able to use a computer lab, it is best to have them follow the steps needed to access and use SEEK as a group. This is only done by projecting SEEK on a screen with LCD technology. Through the visual experience of "walking" through SEEK and the Internet, the trainees are much more comfortable and open to exploring and using the web site on their own. An LCD projector would allow SEEK to continue this proven-effective method.

D.2.c. Materials: Training materials such as flipcharts, how-to manuals, videotapes, cassettes, etc. will be needed.

D.2(1).d. Budget: $ 55,690 ($ 20,430)
Total Biennial LCMR Budget: $ 55,690

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$18,281	$18,281	0	0
2) Communications	0	0	0	varied cost
3) Computer Network	2,149	2,149	0	351
4) Training Supplies	0	0	0	24
5) Site Fee	0	0	0	0
6) Materials	0	0	0	0
7) Expenses	0	0	0	0
8) Trainee Food	0	0	0	0
TOTAL	20,430	20,430	0	375v.c.

LCMR Balance: $ 0
MATCH: $ N/A

D.2(1)e. Timeline:

7/95	1/96	6/96	9/96	1/97	6/97

XXXXXXXXX

1) COMPLETION OF FIVE TRAININGS
Due date: 9/30/96
Cost: $ 20,430

D.2(2).d. Budget: $ 55,690 ($ 17,230)
Total Biennial LCMR Budget: $ 55,690

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	$11,300	~~$2,500~~ $11,300	~~$8,800~~ 0	0
2) Communications	500	~~0~~ 500	~~500~~ 0	varied cost
3) Computer Network	~~2,500~~ 3,000	~~391~~ 3,000	~~2,109~~ 0	0
4) Training Supplies	150	~~0~~ 150	~~150~~ 0	0
5) Site Fee	~~500~~ 0	0	~~500~~ 0	~~0~~ 500 for comp.net
6) Materials	150	~~0~~ 150	~~150~~ 0	0
7) Expenses	1,000	~~0~~ 903	~~1,000~~ 97	2,500 for printing
8) Trainee Food	1,130	0	1,130	0
TOTAL	17,230	~~2,891~~ $ 16,003	~~14,339~~ $1,227	~~2,500~~v.c 3,000v.c.

LCMR Balance: ~~$14,339~~ $1,227
MATCH: $ N/A

D.2(2)e. Timeline:

7/95   1/96   6/96   1/97 2/97 6/97
                                    XXXXXXXXX

2) COMPLETION OF FIVE TRAININGS
    Due date: 2/28/97
    Cost: $ 17,230

D.2(3).d. Budget: $ 55,690 ($ 18,030)
Total Biennial LCMR Budget: $ 55,690

	Budget:	Spent:	Remain:	In-kind:
1) Salaries	9,600	~~0~~ $8,337	~~9,600~~ $1,263	0
2) Communications	500	~~0~~ 500	~~500~~ 0	0
3) Computer Network	~~2,500~~ 3,000	~~0~~ 3,000	~~2,500~~ 0	0
4) Training Supplies	150	~~0~~ 150	~~150~~ 0	0
5) Site Fee	~~500~~ 0	0	~~500~~ 0	~~0~~ 500
6) Materials	150	~~0~~ 150	~~150~~ 0	0
7) Expenses	3,500	0	3,500	0
8) Trainee Food	1,130	0	1,130	0
TOTAL	18,030	~~0~~ $ 12,137	~~18,030~~ $ 5,893	0

LCMR Balance: ~~$18,030~~ $ 5,893
MATCH: $ N/A

D.2(3)e. Timeline:

7/95   1/96   6/96   1/97   6/97
                                                XXXXXXX

3) COMPLETION OF FIVE TRAININGS
    Due date: 6/30/97
    Cost: $ 18,030

D.2.f. Work Program Update: July 1, 1996
    Four SEEKer trainings, reaching 58 individuals, have been
conducted in addition to the SEEKer pilot training. Groups participating

included teachers attending TIES (Technology and Information Educational Services) training, County Waste/Recycle staff through the Office of Environmental Assistance, and teachers participating in the Teacher Prep Project at Hamline University and University of Minnesota-Twin Cities. SEEK staff continues to work in conjunction with the Teacher Prep Project, to provide SEEKer training to all teachers participating in their ten university programs. In addition, 13 presentations highlighting the SEEK Web site have reached more than 450 individuals across Minnesota.

January 1, 1997

Nine SEEKer trainings have been held throughout the state in the past six months, for a total of 13 to date. Over 200 new SEEKers explored SEEK through trainings. Sites included four Teacher Prep Project schools, an environmental workshop in Morris, the Minnesota Science Teachers Association Annual Conference, Pollution Control Agency, North American Association for Environmental Education Conference, and the Minnesota Naturalist Association Conference. In addition, the SEEK training video produced by KTCA, has been used to reach state park naturalists and Project Learning Tree workshop participants. The video is being distributed to Contributors and Project Learning Tree and Project WET (Water Education for Teachers) facilitators upon request.

SEEK staff attended a training session in Washington D.C. for EE Internet trainers, providing both national awareness of SEEK and increased awareness of the newest technologies. SEEKer trainings were further enhanced with the development and distribution of SEEKer Guides (included). SEEKer Guides are used in trainings and are provided for Contributors' use for mailings and as hand-outs. Continued outreach, through Contributor staff trainings and community/school trainings are in the planning process.

Completed Training Schedule:
- Teacher Preparation Project (Mankato) - July 10, 1996
- TPP (UM - Morris) - July 10, 1996

- TPP (Concordia-St. Paul) - August 7, 1996
- Enviro 2000 (Morris) - Oct. 2, 1996
- TPP (Moorhead) - Oct. 3, 1996
- MSTA Annual Conference (Maple Grove) - Oct. 18, 1996
- PCA (St. Paul) - Nov. 26, 1996
- NAAEE Conference, San Francisco, CA - Nov. 4, 1996
- MNA Conference - Nov. 8, 1996

July 1, 1997 Final Update

Four SEEKer trainings, for a project total of thirteen, have been officially conducted by SEEK staff. One on one tutorials, informal meetings, and impromptu presentations however, have occurred during the SEEK period that greatly increase the number of people trained on how to use SEEK. SEEKer trainings have also been, and are continued to be, held by Contributors throughout the state.

The SEEKer guides and training videos have had extensive use in training and informing educators on what SEEK has to offer and how to take advantage of it. These tools have aided staff and Contributors in training audiences in a variety of situations, with a minimum amount of time, personnel, and cost. As the SEEK site grows and changes, SEEKers with a basic understanding of the Internet and SEEK will be able to access more resources and utilize the innovations with little or no effort.

Completed Training Schedule:
- Heron Lake - June 18, 1997
- Stowe Elementary School in Duluth - February 19, 1997
- University of Duluth - February 1, 1997
- DNR and PCA Information Officer training

VI. Evaluation: The success of the planning and development of SEEK will be evaluated using several criteria:
1) Partners' resources entered, with requests from more agencies and organizations to become partners.
2) Frequency of use of SEEK increases steadily throughout the project. (Computer

log-in tabulations.)

3) Written evaluations and surveys taken in training series, in SEEK on-line for users, in second promotional mailing, and in partner contact meetings.

4) Agency and organization information center staff have a decrease in referrals they must make. They will also be asked to tally all calls that were made through SEEK or as a result of SEEK information.

5) Other states and organizations request copies of the SEEK framework and trainings to use as a model.

VII. Context within field:

At the present time, there is a large amount of environmental education resources and information available. Unfortunately, environmental educators and other GreenPrint audiences needing information are becoming so frustrated in the lack of coordinated efforts in offering resources that they are not taking the time and energy to find them. Those that do continue their search for resources are often sent, by phone or in person, to a minimum of three agencies or organizations to locate what they need.

This maze system is not the fault of one person or organization. It is simply that the time, energy, knowledge, space, and money needed to control and operate an all encompassing resource system is mind-boggling. Therefore, a network system such as SEEK, will aid in uniformly cataloguing, coordinating and monitoring these resources through the established information systems at EE agencies and organizations.

The physical resources will still be located in the respective organizations and agencies, but SEEK organizes them in a directory that is user-friendly and available to anyone researching information. Citizens researching information will contact SEEK through their computer, by phone, or in person, to discover what resources are available, where to find them, and how to acquire them.

SEEK will also offer feedback for the Environmental Education Advisory Board, and others that are interested, on the progress, needs, and movements in environmental education in this state. The field of EE is ever-changing, and monitoring what people are requesting and suggesting will help it grow into a successful effort.

VIII. Budget context:

Until June 30, 1995 the following monies are available to be spent in research and planning:

Department of Education: $15,000.00

Pollution Control Agency: $5,000.00 and in-kind
Office of Environmental Assistance: $8,000.00 in-kind
Department of Health: $4,000.00
Department of Natural Resources: amount undecided

After July 1, 1995 the following monies will be spent:

Office of Environmental Assistance: continuation of the in-kind contribution of a computer, telephone, and office space.

IX. Dissemination:

The sharing of SEEK's development is a key component in this project. The planning process and development stages will be documented, along with the adaptations and changes that occur. SEEK's success depends upon consistency in the collection, coordination, evaluation, and dissemination of the environmental education resources. Therefore, the sharing of information can only help the project.

SEEK's framework plan and training modules will be made available to partners and users who would like to create a sub-system of their own. The plan and modules will also be shared during state and national environmental education conferences to stimulate interest in similar and compatible networks. The promotional literature and SEEK's computer system will offer SEEK updates and will invite anyone with interest to contact the staff for further information.

On a broader scale, SEEK will share its information with a number of national and international organizations that are in the beginning stages of their own environmental education resource networks. The North American Association for Environmental Education (NAAEE) and the National Consortium for Environmental Education and Training (NCEET) are two such organizations with which SEEK will be working closely.

X. Time:

The appropriation requested is for the "plan and development" of SEEK. At the end of the project period, SEEK will be planned, developed and operating. At this time however, SEEK will continue its operation through the efforts and involvement of the partners, and users.

SEEK is designed to continue functioning as long as it has people utilizing its system. The partners will independently continue to enter, edit, and update their resources on SEEK through their systems, and users will continue to access the

information through their computers. Fees to use the system will be very minimal, if at all. The fees would be used to pay for memory bank space by the partners, and the user fees would maintain a phone line and possible staffing if the partners see a need to retain staff to aid in SEEK monitoring and overall operation. That will be an option but not a necessity for SEEK to continue functioning.

SEEK will be designed and developed to interface with national and international EE networks which will create an even larger, stronger resource system for the citizens of Minnesota. With these relationships, SEEK will not fade away, but will continue to grow through the support of the partners and users.

XI. Cooperation: SEEK's cooperators will be in the form of staff people for agencies and organizations that wish to be involved as partners and/or users. These people will be trained how to enter, retrieve, and monitor their resources in SEEK. They in turn will train others in their agencies and organizations. Specific names and times are not available at this time.

Project manager's time on SEEK will be 10% of her total work time.

XII. Reporting Requirements:
Semiannual six-month Work Program update reports will be submitted not later than January 1, 1996, July 1, 1996, January 1, 1997, and a final six-month Work Program update and final report by June 30, 1997.

XIII. REQUIRED ATTACHMENT:
1. Qualifications:

DENISE M. STROMME
Environmental Education Specialist
Minnesota Office of Environmental Assistance
520 Lafayette Road
St. Paul, MN 55155-4100   Phone: (612) 215-0265   Fax: (612) 215-0246

Denise's experience in environmental education and resource networks spans a variety of programs and countries. Before taking the position with the Office of Environmental Assistance, Denise worked as the Nonformal Environmental Education

Coordinator for the Environmental Education Advisory Board. She was also a consultant and contractor to organizations such as the North American Association for Environmental Education, the World Wildlife Fund-US, the US Department of Agriculture's International Institute, and the Smithsonian Institution. Besides the project management and training experience with government agencies and non-profit organizations, Denise was also a teacher for seven years in public and private school systems.

With the diverse environmental and educational background, she understands the need for a resource network that can offer the materials, information, and relations that people desire when working in the often overwhelming field of environmental education. In her present position as, Denise works very closely with the GreenPrint for Minnesota: A State Plan for Environmental Education which provides a strong guide in developing an EE resource network for Minnesota citizens.

2. Project Staffing Summary:
Two unclassified personnel were hired to staff SEEK. Robert Olson was hired in a full-time position as the SEEK Coordinator. This position encompasses coordination, supervision, program design, computer networking, and training in the SEEK program. The Coordinator's annual salary is $30,000 plus $6,000 in benefits which will be evenly distributed throughout the yearly period. For the entire two-year SEEK project period, the Coordinator will earn $60,000 plus $12,000 in benefits.

Annette Drewes was hired as the SEEK Education Specialist. It is a part-time position at 70% time. This position includes training design, training, computer networking, and communication. The Education Specialist's annual salary is $21,600. For the two-year SEEK project period, the Education Specialist will earn $43,200.

Because SEEK is housed in the Minnesota Office of Environmental Assistance, Robert and Annette are considered state employees. As such, during the two-year project period, their salaries increase according to state regulations.