

## **Appendix A**

### **Project Accomplishment Reports**

*Telling the Story of Great Lakes Fisheries to  
Michigan Youth and Families*  
Through School Enrichment Modules and Project FISH

**Project Accomplishment Report**

**For the Period:  
Year 1 – Through 31 December 1998**

**Prepared for the:  
Great Lakes Fishery Trust**

by:

**Mark Stephens  
Education Program Coordinator**

**13 Natural Resources Bldg., MSU, East Lansing MI 48824**

Phone: 517-432-2700  
Fax: 517-432-1699  
*e-mail* steph143@pilot.msu.edu

and

**Shari L. Dann  
MSU Dept. of Fisheries and Wildlife  
Project Manager**

Assistant Professor & Extension Specialist

11B Natural Resources Bldg., MSU, E. Lansing MI 48824  
Phone: 517-353-0675

*Fax* 517-432-1699  
*e-mail* sldann@pilot.msu.edu

## Specific Project Accomplishments

Project Year 1 (1 June 1998 through 31 May 1999)

### March, April, May 1998 (prior to contract start date)

Establish state-level planning group (all partners).

- ◆ See attached description of committee structure.
- ◆ Some enclosed new committee members attended the National 4-H Sportfishing workshop for training.

Finalize contract between Michigan State University and Great Lakes Fishery Trust.

- ◆ Contract finalized throughout fall 1998.

**Begin process of posting and hiring Education Program Coordinator**

- ◆ Posted position June 1<sup>st</sup>, 1998.

### June, July, August, September 1998

Finalize project staffing. Orient staff member.

- ◆ Hired Education Program Coordinator, Mark Stephens – start date August 4<sup>th</sup> 1998
- ◆ Attended American Fisheries Society & Aquatic Resource Education Association conferences to orient Stephens with a variety of states who currently have Aquatic Education programs and attend workshops to become familiar with fishing trends, community support and public issues, i.e. tribal history and regulations.

Begin local level planning with pilot sites (1-3 communities).

- ◆ Preliminary meeting with Berrien County Sportsmen's Club as an introduction to Project FISH. Club will establish a local planning team for a spring workshop. Goal is to partner clubs, 4-H and formal education in southwest Michigan counties.
- ◆ Presentation of Project FISH concept to 22 educators, specialists and administrators at MUCC's School for Environmental Resource Education (SERE). Session was targeted at finding out what teachers want in curriculum about sportfishing and Great Lakes fisheries stewardship.
- ◆ Held Project FISH Advisory Committee meeting, Lansing MI

**Begin marketing and promotion, by providing small event programming throughout the state, as requested.**

- ◆ Presented Fish Printing activity at the DNR Pocket park. Nearly 300 kids and adults participated in this event to learn fish anatomy and structure.

## October, November, December 1998

### Design content for school enrichment modules.

Meet with partners, schools, ISDs and Math/Science centers; write content & begin graphic design for materials – teacher/volunteer curriculum materials, loan boxes for teachers to use for hands-on lessons, lesson plans, multi-media, posters, interactive hands-on display. Identify with partners how to correlate school materials with Michigan Core Content Curriculum standards and MEAP tests, and local school curriculum processes.

- ◆ Met and spoke with “Year 1” site partners committed to work with Project FISH in four west Michigan communities (Benton Harbor/SW Michigan, West Ottawa County schools, Grand Rapids Public schools, and Traverse City area schools). Partners at these meetings included MSU Extension, formal K-12 education, service organizations including Big Brothers Big Sisters, sportsmen's clubs, State and Federal government, tribal contacts and fishing industry at the manufacturing, wholesale, and retail level.
- ◆ Rather than re-inventing the wheel, education materials/lesson plans from a variety of sources have been scanned to disc to be Michiganized into a format all partners agree will be user friendly.
- ◆ Met with the staff of Sankore Marine Immersion Charter school in Detroit MI to discuss replicating Project FISH programs and materials outside the Lake Michigan watershed in cooperation with the MI Sea Grant Schoolship Program.
- ◆ Attended and met with educators and tribal representatives at Michigan Humanities Councils, “Native Peoples Workshop”.

### **Develop marketing and promotion strategy and tools**

Identify key contacts and develop a contact database.

- ◆ MUCC, MSU Extension and DNR I & E office and Fisheries Division have partnered with this project. In addition local program partners include key marketing and promotion organizations to fulfill this task. In addition, local retail businesses have partnered with Project FISH to supply information to the public.

Identify audiences and key messages for informational communications about the program.

- ◆ Specific audiences have been identified (prospective partners, donors, teachers, volunteers, and parents of youth).

- ◆ Key message of Project FISH: this is a mentor based community supported sportfishing and aquatic resource education program, particularly emphasizing Great Lakes fisheries and watersheds. The needs are simply training appropriate mentoring organizations, supplying quality equipment and support so to offer continued contact to children and adults who wish to sportfish and be involved with fisheries stewardship.

Finalize program image and logo design.

- ◆ Logo is completed (see attached stickers) Image is a mentor based program with high profile partners.

Design publicity tools such as: brochures, press releases, and event advertising; develop Project FISH web site and newsletter.

Distribute marketing and promotion tools at teacher conferences, volunteer training events, outdoor shows, and other state, regional and national events and conferences.

- ◆ Completed promotional brochure highlighting Project FISH to acquire future workshop participation (see attached)
- ◆ Initial research has been started on a web site with Maxine Appleby of Wisconsin. She has designed a variety of sportfishing web sites throughout the Great Lakes Region.
- ◆ See attached "Catch a Meal" flyer & press release supplied by the DNR. 327 urban Detroit children attended and learned to catch clean and cook bluegill, including high school students from National Wildlife Federation's Earth Tomorrow program.
- ◆ Presented to 35 K-12 educators at the Metro-Detroit Science Teachers Association.

Design and develop teacher/volunteer and youth participant recognition items (such as hats, t-shirts, etc.)

- ◆ T-shirts, hats and coats have been designed and presented to Gander Mountain Stores corporate headquarters with a proposal to supply to children and volunteers who participate in the program. In addition a tackle loaner/giveaway program was presented with final confirmation in January 1999.

### **Establish contacts and partnership arrangements for in-kind/matching contributions for sustained program support.**

- ◆ Industry contacts have been made to support sustained programming. These include National Association of Sporting Goods Wholesalers, Shakespeare,

Berkley, Kreinik Manufacturing, Northland Tackle, Gander Mountain Stores, Jays Sporting Goods, Plastilite Corporation, WILDCO, as well as many others....

## **Scheduled Activities Toward Accomplishments**

### **January, February, March 1999**

#### **Continue development of materials.**

- ◆ Convene meetings of the steering committee, program advisory committee, implementation teams and local planning groups.

#### **Continue public relations and issue press releases for upcoming events and training.**

- ◆ In cooperation with MUCC and the DNR, Project FISH will host a Tackle Crafting booth at the Outdoorama Sport and Travel Show in Novi, MI. Local volunteers with the support of area sporting goods retailers will teach fly, spinner and harness making.
- ◆ Promotional article will be published in "Great Lakes Sportfishing News" and "Michigan 4-H Today" with a combined circulation of nearly 70,000 people in our target audiences.
- ◆ Presenting Project FISH information at Michigan Science Teachers Association.

#### **Conduct training institutes, with drafts of school materials, in 2-3 Lake Michigan communities. Evaluate.**

- ◆ Grand Rapids Public Schools, with 35 participants anticipated.
- ◆ West Ottawa Public Schools, with 35 participants anticipated.
- ◆ Traverse City, Northwest Lower counties, with 30-35 participants anticipated.
- ◆ Berrien County Sportsmen Club, teacher and volunteer training.

### **April, May 1999**

#### **Conduct Project FISH volunteer mentor workshop in at least one Lake Michigan community (in a region hosting a teacher training institute).**

- ◆ Northwest lower and West Ottawa are tentatively planned, but yet to be scheduled.

Teachers and volunteer mentors begin to implement school enrichment modules. Evaluate.

Evaluate progress and prepare Year 1 report.

**Year 2 (1 June 1999 - 31 May 2000)**

**June, July, August, September 1999**

Prepare preliminary evaluation results.

Plan for training institutes and workshops for early Fall 1998.

Prepare additional copies of materials for additional participating communities

**October, November, December 1999**

Additional communities (3-4 locales) implement program, host and receive teacher training institutes and volunteer mentor workshops, and plan for Family Fishing Fun Festivals.

**January, February, March 2000**

**April, May 2000**

Communities implement Family Fishing Fun Festivals.

Compile evaluation data, prepare final report, make final plans for sustaining the program.

## PROJECT COMMITTEE FUNCTION

### ***PROJECT FISH STEERING COMMITTEE \****

FUNCTIONS AS THE GUIDING ENTITY. THESE PEOPLE ARE THE CORPORATE, LEGAL, FINANCIAL, CURRICULUM OVERSEERS ETC, FOR THE PROJECT.

THE GROUP SHOULD MEET BI-ANNUALLY TO TAKE CARE OF NECESSARY BUSINESS AND GET UPDATES FROM PROGRAM ADVISORY COMMITTEE, IMPLEMENTATION TEAMS AND LOCAL PLANNING GROUPS.

\*Note: Some listed on attachment may designate other individuals to represent their organization. First meeting will be convened in February 1999, to review progress and curriculum to date.

### ***PROJECT FISH PROGRAM ADVISORY COMMITTEE***

FUNCTIONS AS THE “GET THINGS DONE” GROUP. THE BULK OF THE PROGRAM WORK WILL BE INITIATED AND CARRIED OUT BY THIS CONSTANTLY CHANGING AND GROWING COMMITTEE.”

THIS GROUP WILL MEET 4-6 TIMES PER YEAR TO GET REVITALIZED AND FIND OUT THE DIRECTION AND ACCOMPLISHMENTS OF THE .....

### ***IMPLEMENTATION TEAMS***

THIS GROUP FUNCTION IS THAT OF THE PROGRAM ADVISORY COMMITTEE WITH A NARROWER MORE SPECIALIZED FOCUS.

THESE TEAMS MEET OR COMMUNICATE ON AN “AS NEEDED” TASK-ORIENTED BASIS TO GIVE ASSISTANCE TRAINING AND SUPPORT TO.....

### ***LOCAL PLANNING GROUP***

THIS GROUP WILL BE THE COMMUNITY ORIENTED WORKERS WHO WILL KNOW THE INS AND OUTS WITH THE COMMUNITY AND THOSE WHO WILL BE MENTORS FOR THE PROGRAM.

THESE TEAMS WILL MEET AS NECESSARY TO GET THE JOB DONE ON A LOCAL LEVEL.



*Telling the Story of Great Lakes Fisheries to  
Michigan Youth and Families*  
Through School Enrichment Modules and Project FISH

**Project Accomplishment Report**

**For the Period:  
Year 1 – 1 January through 31 July 1999**

**Prepared for the:  
Great Lakes Fishery Trust**

by:

**Mark Stephens  
Education Program Coordinator**

**13 Natural Resources Bldg., MSU, East Lansing MI 48824**

Phone: 517-432-2700  
Fax: 517-432-1699  
*e-mail* steph143@pilot.msu.edu

and

**Shari L. Dann  
MSU Dept. of Fisheries and Wildlife  
Project Manager**

Assistant Professor & Extension Specialist

11B Natural Resources Bldg., MSU, E. Lansing MI 48824  
Phone: 517-353-0675

*Fax* 517-432-1699  
*e-mail* sldann@pilot.msu.edu

## **Specific Project Accomplishments**

Report #2 for Project Year 1 (covering project period: 1 January through 31 July 1999)

### **January, February, March 1999**

#### **Continued editing, design, and development of curriculum materials (school enrichment modules).**

- ◆ Convened meetings of the steering committee, program advisory committee, implementation teams and local planning groups. Continued meetings with partner schools, ISDs and Math/Science centers; continued writing, technical editing, and adaptation of curriculum content & began graphic design for materials – teacher/volunteer curriculum materials, loan boxes for teachers to use for hands-on lessons, lesson plans, multi-media, posters, interactive hands-on display. Identified with partners how to correlate school materials with Michigan Core Content Curriculum standards and MEAP tests, and local school curriculum processes.
- ◆ Layout/design and editing expertise as well as printing services have been identified. We are in the process of determining whether these services will be provided as donations to the project or at minimum costs (any needed updates to budget allocations for the project will be forthcoming upon the conclusion of finalizing these agreements). (see Draft materials provided)

#### **Continued public relations, issued press releases, and began marketing and promotion for upcoming events and training, by providing short-term event programming throughout the state, as requested.**

- ◆ A draft web site has been under preparation. Agreements on finalization of the web site are near completion.
- ◆ Project FISH hosted a hands-on educational/promotional booth (in cooperation with program partners) at the following events:
  - ◆ Outdoorama Sport and Travel Show in Novi, MI.
  - ◆ Silverdome Fishing Show
  - ◆ Flint Muddler Minnow Show
  - ◆ Palace Fishing Show
  - ◆ Lansing Sportshow
  - ◆ Grand Rapids Fishing Show
  - ◆ Local volunteers and sporting goods retailers taught youth fly, spinner and harness making. Nearly 4200 youth had a Project FISH hands-on exposure, and 1000 fishing related businesses were informed about Project FISH

through these shows. Program staff and volunteers distributed 7000 promotional brochures.

- ◆ Promotional articles were published in the following (with estimated total contacts at approximately 300,000 persons):
  - ◆ Great Lakes Sportfishing News (circulation: 70,000)
  - ◆ Michigan 4-H Today (10,000 readers)
  - ◆ Michigan Recreation and Parks Association newsletter
  - ◆ Saginaw News, Detroit News and Detroit Free Press, Flint Journal, Kalamazoo News
  - ◆ Michigan Out-of-Doors magazine
  - ◆ Local newspapers, through MSU Extension/Outreach Communications press releases
- ◆ Two video press releases through MSU Extension were aired on at least 10 Michigan TV stations
- ◆ Radio promotion via MSU Extension occurred in Kalamazoo and SW Michigan
- ◆ Made personal educational/promotional, awareness-level presentations to the following organizations/events:
  - ◆ 4-H Family and Science Weekend
  - ◆ Southwest Michigan Steelheaders (30 members voted to provide volunteer support)
  - ◆ Michigan Charter Boat Owners' Association (membership voted to support program)
  - ◆ Metro-west Steelheaders (28 members voted to provide support)
  - ◆ St. Joe Steelheaders (will provide volunteers for program)
  - ◆ Detroit Area Steelheaders
  - ◆ Four Seasons Fishing Club
  - ◆ Berrien County Sportsmen's Club
  - ◆ Michigan Fisheries Division Great Lakes Advisory Committees
  - ◆ Michigan Fisheries Division Management Team

**Conducted training institutes, with drafts of school materials, in Lake Michigan communities (pilot sites).**

- ◆ Met and spoke with "Year 1" site partners committed to work with Project FISH in west Michigan communities (SW Michigan, West Ottawa County schools, Grand Rapids Public schools, and Kalamazoo area schools, Traverse City area schools). Partners at these meetings included MSU Extension, formal K-12 education, service organizations including Big Brothers Big Sisters, sportsmen's clubs, State and Federal government, tribal contacts and fishing industry at the manufacturing, wholesale, and retail level
- ◆ Conducted Project FISH training program in conjunction with MSU ANR Week
  - ◆ 27 participants: including teachers, 4-H Extension staff, volunteers, and other partners

- ◆ Gander Mountain provided in-kind donation of staff time for training of 14 educational staff
- ◆ One-day workshop format piloted.
- ◆ Conducted Project FISH Grand Rapids Public Schools teacher training institute
  - ◆ 17 participants included: teachers (various subjects and grade levels), curriculum coordinators, law enforcement staff working with youth at risk in schools, and sportsmen/volunteers
  - ◆ Program planned and coordinated locally through the Grand Rapids School District Eisenhower Program, (by a Project FISH workshop "alumnus"), with assistance provided by Project FISH staff
  - ◆ Gander Mountain offered in-kind support of meeting space for some classes, and supplies/equipment
  - ◆ 5 -3 hour total evening teaching sessions - one per week for 5 weeks
- ◆ Presented Project FISH teaching activities to 67 teachers from throughout Michigan at Michigan Science Teachers' Association annual conference

**Established contacts and partnership arrangements for in-kind/matching contributions for sustained program support. Identified additional key contacts and maintained contact database..**

- ◆ Industry contacts have been made to support sustained programming. As of January 1999: these include National Association of Sporting Goods Wholesalers, Shakespeare, Berkley, Kreinik Manufacturing, Northland Tackle, Gander Mountain Stores, Jays Sporting Goods, Plastilite Corporation, and WILD CO. Additional contacts from January 1999 to present include: Worth Manufacturing, Hurst Hackle Company, Pro-locker Manufacturing, Witchcraft Tape Company, Eagle Claw, O.F. Mustad & Son, 3M, Plano.
- ◆ In addition to the "founding partners" (MUCC, MSU Extension and DNR I&E office and Fisheries Division) new official partners with this project at the state level include: Gander Mountain stores, Shakespeare, local chapters of the Michigan Steelhead and Salmon Fishermens' Association, Oakland County Parks & Recreation, Boy Scouts, and the Michigan Charter Boat Owners' Association. In addition, local retail businesses have partnered with Project FISH to supply information to the public. (National contacts also established in July at ICAST Show in Chicago IL are being pursued for additional support.)

**April, May, June, July 1999**

**Conducted Project FISH volunteer mentor workshops in at least one Lake Michigan community (in a region hosting a teacher training institute).**

- ◆ Conducted Kalamazoo area training workshop

- ◆ Primary audience: volunteers; publicity and planning support provided locally by Kalamazoo Intermediate School District and by Wolf Lake Fisheries Interpretive Center (MDNR Fisheries Division and Kalamazoo Nature Center – cooperating)
- ◆ 22 participants
- ◆ 3 full training days (Tues – Thurs)
- ◆ Only two disappointments have occurred: West Ottawa schools have not followed through on local commitment to conduct/sponsor/participate in training workshops. Rather, district-wide coordinators are investigating how to integrate the Project FISH program into only 9<sup>th</sup> grade integrated science/Great Lakes curriculum for the 1999-2000 school year. Secondly, a volunteer training workshop for northwest lower MI (Traverse City area) did not have enough registrants (due to its scheduling at a busy time of year – mid-May), and we have had to reschedule this workshop for October 1999.
- ◆ Presented Project FISH training to 26 educators, specialists and administrators at 1999 Teachers' Environmental School; trained teachers in use of curriculum and teaching kits about sportfishing and Great Lakes fisheries stewardship.

Teachers and volunteer mentors began to implement school enrichment modules.

- ◆ Students/youth learners have been reached through these programs conducted by trained Project FISH program staff, using Project FISH materials, loaner kits, and teaching methods:

PROGRAM IMPACTS:

- ◆ Shorter-term learning experiences for youth:
  - ◆ Trenton Walleye Festival – 100 kids tied flies and made fish prints in cooperation with Professional Walleye Tour events
  - ◆ 350 kids attended Lansing Arbor Day celebration (in conjunction with Impression 5 Science Museum) and learned Project FISH concepts/activities
  - ◆ Oakland County 4-H Youth Fishing Day – 400 kids
  - ◆ Detroit Fishing Derby – with Detroit Parks & Recreation – 427 kids fished all day
  - ◆ National Home Schoolers Conference – 40 participants
  - ◆ Childrens' Water Festival, Lansing – 325 kids/teachers
  - ◆ River Rouge Water Festival – Dearborn – 275 kids/teachers
  - ◆ Free Fishing Days event in UP (in partnership with MDNR and 4-H)
- ◆ Longer-term Project FISH involvement by youth:
  - ◆ 20 inner-city youth attended Project FISH 8 hour educational program through Gander Mountain, which culminated in fishing trip provided by local fishing guides and pro fishermen from sportsmen's clubs
  - ◆ 30 youth attended and participated in 2-day-long training workshop as part of MSU Exploration Days

- ◆ 150 suburban Michigan youth participated in residential Project FISH education at residential Camp
- ◆ 200 residential campers are experiencing the Project FISH program at Camp Kidwell, Allegan County
- ◆ 50 low income youth from Oakland County are experiencing extended Project FISH programs
- ◆ 46 youth/grandparent combinations experienced a Project FISH Intergenerational Hostel educational program near Cadillac MI
- ◆ 22 low income youth from Grayling experienced a 2-week Project FISH-grounded George Griffith Memorial Youth Conservation Camp (sponsored by MSU Extension office and Mason Chapter of TU with support from local MDNR Fisheries Division staff)
- ◆ An unknown number of youth participated in a Project FISH Camp from Warren Schools
- ◆ 12 teachers from Grand Rapids Workshop reported using the Project FISH curriculum and program with 215 students within only 8 weeks of receiving the program (12 of 17 participants were contacted via a follow-up phone survey)
- ◆ [NOTE: Readers will note that impacts are already moving beyond the boundaries of the Lake Michigan watershed, as emphasized in the Great Lakes Fishery Trust-funded aspects of this project. These impacts are due in large part to the work of Project FISH-trained MSU Extension staff Gary Williams, working presently in Southeast Michigan under partial funding support from MDNR. Thus, we are already beginning to disseminate the products of this GLFT-funded project throughout the state, earlier than anticipated.]

*Evaluated progress, workshops, and program impacts and prepared progress report.*

- ◆ Pre- and post-workshop educator evaluations were conducted at each training program. A follow-up phone survey was designed to contact all participants
- ◆ 12 of 17 Grand Rapids workshop participants were reachable before the end of the 1999 school year for a follow-up phone survey.
- ◆ Responses from Grand Rapids teachers:
  - “Very cool class.”
  - “I got my teaching equipment after the workshop. We caught over 100 fish! Kids are starting to appreciate life in water...” (4<sup>th</sup> grade teacher who used curriculum/training with 21 students)
  - Responses (immediately post-workshop) from Kalamazoo/Wolf Lake workshop
  - Plan to “work with young students about ecology”
  - Plan to use “aquatic ecology lesson plans, and practice casting”
  - Plan to teach “can casting, creating lures, ethics, watersheds”

Most enjoyable aspects: "learning about the hatchery and Project FISH"

Many positive comments on facility at Wolf Lake Interpretive Center

Some retiree/participants expressed follow-up interest in continually volunteering at Wolf Lake

"Excellent program...even the knowledgeable WILL learn"

"It was inspiring to get me and my family out fishing"

## **Scheduled Activities Toward Accomplishments**

### **August, September, October 1999**

Continue to compile preliminary evaluation results.

Plan for training institutes and workshops for late summer and early Fall 1999.

- ◆ 40 teen volunteers from throughout Michigan will receive Project FISH training at 1999 4-H Great Lakes and Natural Resources Camp
- ◆ Train-the-Trainer workshop - September (NOTE: due to increasing demand from more communities for this Program, additional trainers to support additional events and workshops are needed)
- ◆ Volunteer Training Workshop, SW MI - October 1-3, 1999
- ◆ Volunteer Training Workshop, Traverse City Area - October 15-17, 1999

Prepare additional copies of materials and finish editing/printing/production of curriculum for additional participating communities and workshops.

### **November, December, January 1999**

Additional communities (3-4 locales) implement program, host and receive teacher training institutes and volunteer mentor workshops, and plan for Family Fishing Fun Festivals.

Trainers and volunteers trained at workshops listed above will conduct local/community level teacher workshops in: SW MI , Traverse City area, other communities to be determined

Prepare third progress report

### **February, March, April 2000**

Continued teacher training programs, and program awareness/promotion at sportshows to recruit volunteers and partners.

ANR Week training program

Statewide Project FISH Training workshop - Kettunen Center, Cadillac area

Plan summer season events

### **May, June, July 2000**

Communities implement Family Fishing Fun Festivals.

Compile evaluation data, prepare final report, make final plans for sustaining the program.



**ESTIMATED CONTRIBUTIONS TO PROJECT FISH  
October 1998 through December 31, 1999**

Please note, these are only *estimates*

**Gander Mountain (Minnesota Corporate and Michigan Retail Stores)**

❖ Product Donation –fishing tackle, rod & reels and cases	\$4,000.00
❖ Staffing at Shows & Booth Cost	\$8,200.00
❖ Salary/Mileage – Managers & Staff	\$9,500.00

**Shakespeare Corporation (Columbia, South Carolina)**

❖ Product Donation – Rod cases, rod & reel combos, giveaways	\$ 750.00
❖ Reduced Pricing for Instructors (\$\$ Saved)	\$2,000.00

**Worth Company (Stevens Point, Wisconsin)**

❖ Reduced Pricing For Instructors (\$\$ Saved)	\$1,000.00
❖ Products include tackle crafting components	

**Wright & McGill Company – Eagle Claw (Denver, Colorado)**

❖ Product Donation – hooks and terminal tackle	\$ 200.00
❖ Reduced Pricing For Instructors (\$\$ Saved)	\$ 300.00

**Witchcraft Tape Company (Coloma, Michigan)**

❖ Product Development & Donation(\$\$ Saved)	\$1,000.00
❖ Product includes metallic Project FISH tape for tackle	

**Water Gremlin Company (White Bear Lake, Minnesota)**

❖ Product Donation – Lead split-shots	\$ 250.00
---------------------------------------	-----------

### **Mustad & Son (Auburn, New York)**

- ❖ Product Donation – hooks and hats \$ 300.00
- ❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 300.00

### **Kreinik Company Fly Division (Parkersburg, West Virginia)**

- ❖ Product Donation – thread, fly bodies and tying material \$ 100.00
- ❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 200.00

### **Berkley Corporation (Spirit Lake, Iowa)**

- ❖ Product Donation – monofilament line \$ 200.00

### **Northland Tackle Company (Bemidji, Minnesota)**

- ❖ Product Donation – hooks, jigs, spinner materials \$ 200.00
- ❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 150.00

### **Cortland Fly Company (Cortland, New York)**

- ❖ Product Donation - fly vices, scissors and feathers \$ 300.00
- ❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 400.00

### **Nasco Company (Fort Atkinson, Wisconsin)**

- ❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 120.00

### **Michigan United Conservation Clubs (Lansing, Michigan)**

- ❖ Brochure Development (\$\$ Saved) \$ 400.00
- ❖ Mailing Cost to Clubs (\$\$ Saved) \$ 250.00

### **Michigan Department of Natural Resources (Various Sights, Michigan)**

- ❖ Providing Fish Samples For Workshops/Staff Time (\$\$ Saved) \$ 500.00
- ❖ Fish For “Catch a Meal” Programs (\$\$ Saved) \$6,000.00

### **Greenville Printing (Greenville, Michigan)**

- ❖ Reduced Cost For Printing Borchure (\$\$ Saved) \$1,200.00

### **Pro-Max Company (Brooklyn, Michigan)**

- ❖ Reduced Costs on Promotional Materials (\$\$ Saved) \$ 500.00
- ❖ Products include Project FISH stickers/banners

### **Camp Agawam (Clarkston, Michigan)**

- ❖ Donation of Facility For Workshop \$ 800.00
- ❖ Advertisement in Scout Flyer \$ 400.00

### **B-93 Radio (Grand Rapids, Michigan)**

- ❖ Week of Radio Promotion (\$\$ Saved) \$1,200.00

### **Catch a Meal Volunteers**

- ❖ 212 Volunteer Hours @ \$10.00/hr \$2,120.00

### **Workshop Volunteers**

- ❖ 288 Volunteer Hours @ \$10.00/hr \$2,880.00

### **Special Event Volunteers – Shows, Fairs, Derbies, Camps**

- ❖ 441 Volunteer Hours @ \$10.00/hr \$4,410.00

**\*\*Conservative Estimate**

**\$50,130.00**

\*\* In addition, formal educators who have been trained to use Project FISH materials have contributed hundreds if not thousands of hours in reaching youth through community programs, school lessons and special events not reported in this estimate.

*Telling the Story of Great Lakes Fisheries to  
Michigan Youth and Families*  
Through School Enrichment Modules and Project FISH

**Project Accomplishment Report**

**For the Period:  
Year 2 – 1 August through 31 December 1999**

**Prepared for the:  
Great Lakes Fishery Trust**

by:

**Mark Stephens  
Education Program Coordinator**

**13 Natural Resources Bldg., MSU, East Lansing MI 48824**

Phone: 517-432-2700  
Fax: 517-432-1699  
e-mail [steph143@pilot.msu.edu](mailto:steph143@pilot.msu.edu)

and

**Shari L. Dann  
MSU Dept. of Fisheries and Wildlife  
Project Manager**

Assistant Professor & Extension Specialist

11B Natural Resources Bldg., MSU, E. Lansing MI 48824  
Phone: 517-353-0675

Fax 517-432-1699  
e-mail [sldann@pilot.msu.edu](mailto:sldann@pilot.msu.edu)

## **Specific Project Accomplishments**

Report #3 for Project period: 1 August through 31 December 1999

### **August, September, October, November, December 1999**

#### **Continued editing, design, and development of curriculum materials (school enrichment modules).**

- ◆ Continued writing, technical editing, and adaptation of curriculum content & began graphic design for materials – teacher/volunteer curriculum materials, loan boxes for teachers to use for hands-on lessons, lesson plans, multi-media, posters, interactive hands-on display. Identified with partners how to correlate school materials with Michigan Core Content Curriculum standards and MEAP tests, and local school curriculum processes. Design of prototype layouts for lesson plans were developed, and are undergoing review by program partners

#### **Continued public relations, issued press releases, and began marketing and promotion for upcoming events and training, by providing short-term event programming throughout the state, as requested.**

- ◆ Web site is now complete (<http://www.projectfish.org>) It is already receiving use by teachers, volunteers, program advisory committee members, and even youth.
- ◆ Project FISH hosted a hands-on educational/promotional activities through staffing at the State Fair Pocket Park; hands-on fish printing and assistance in fishing instruction were provided (August – September) More than 400 youth (and their families) were instructed over 3 days
- ◆ Participated in September program meeting with B-93 Radio (Grand Rapids), in preparation for August 2000 Family Fishing Festival.
- ◆ Completed third in series of 3 video press releases through MSU Extension for airing on at least 10 Michigan TV stations (October).
- ◆ Participated in Media One television interview (September).

#### **Conducted training institutes, with drafts of school materials, in Lake Michigan and other communities (pilot sites).**

- ◆ Conducted Project FISH Train-the-Trainer weekend (held in Oakland County area – drawing participants from throughout the state) -- September
  - ◆ 17 participants: including teachers, 4-H Extension staff, volunteers, MDNR staff, representatives of conservation/sportfishing organizations, and other partners

- ◆ Trainers provided with in-depth preparation to assist with additional fall teacher/volunteer training workshops
- ◆ Conducted Project FISH Weekend Volunteer/Teacher Training Workshop, in Kalkaska County area (October)
  - ◆ 27 participants included: teachers (various subjects and grade levels), sportsmen/volunteers, 4-H Leaders and MSU Extension staff
  - ◆ Program planned and coordinated locally through planning team from the Traverse City area, which included: MSU Extension, Michigan Sea Grant Extension, Math & Science Center personnel, MDNR staff, USFWS hatchery staff, and tribal biologists and educators
  - ◆ Newly trained Project FISH Trainers assisted in instruction
  - ◆ Gander Mountain and Shakespeare offered in-kind support of supplies/equipment
- ◆ Presented Project FISH teaching activities to 34 teachers from throughout Michigan at Metro-Detroit Science Teachers' Association annual conference (November)
- ◆ Presented Project FISH program to 24 teachers and other professionals at Annual Conference for Michigan Alliance for Environmental and Outdoor Education (September).
- ◆ Met with MSU Extension staff in southwest Michigan (November) and in northern Michigan (December) to plan for future Project FISH local programs and training workshops.

**Established contacts and partnership arrangements for in-kind/matching contributions for sustained program support. Identified additional key contacts and maintained contact database..**

- ◆ Met with Gander Mountain Corporate Headquarters staff to formalize support partnership (October).
- ◆ See attached "Estimated Contributions To Project FISH".

*Teachers and volunteer mentors began to implement school enrichment modules.*

- ◆ Conducted "Catch a Meal" program at State Fair Pocket Park, working to support Gary Williams, MSU Extension and Ken Dodge (MDNR Fisheries). Programs were held 3 times per week from September through mid-October. Approximately 300 new anglers took part.
- ◆ 40 teen volunteers from throughout Michigan received Project FISH training at 1999 4-H Great Lakes and Natural Resources Camp (August)

- ◆ Students/youth learners have been reached through the programs conducted by trained Project FISH program staff, using Project FISH materials, loaner kits, and teaching methods.

*Evaluated progress, workshops, and program impacts and prepared progress report.*

- ◆ Post-workshop educator evaluations were conducted at each training program. A follow-up phone survey was designed to contact all participants 3-months post workshop. Some program participants received a draft pre-workshop survey.



## **Scheduled Activities Toward Accomplishments**

### **January, February, March, April 2000**

Continue to conduct post-workshop, 3-month follow-up surveys with those trained at fall workshops, and conduct 1 year post-workshop follow-up surveys with those trained; compile evaluation results.

Plan for training institutes and workshops for winter, spring and summer 2000.

Prepare additional copies of materials and finish editing/printing/production of curriculum for additional participating communities and workshops.

Continue teacher training programs, and program awareness/promotion at sportshows to recruit volunteers and partners. (e.g., Haslett Schools workshop is scheduled for mid-February, 2000)

ANR Week Advisory Committee program and Meeting

Trainers and volunteers trained at workshops listed above will conduct local/community level teacher workshops in: SW MI, Traverse City area, other communities to be determined

Statewide Project FISH Training workshop – Kettunen Center, Cadillac area, April 14-16 (target audience: Project FISH trainers)

Additional communities (3-4 locales) implement program, host and receive teacher training institutes and volunteer mentor workshops, and plan for Family Fishing Fun Festivals.

Plan summer season events

### **May, June, July 2000**

Communities (e.g., Grand Rapids) implement Family Fishing Fun Festivals.

Compile evaluation data, prepare final report, make final plans for sustaining the program.

*Telling the Story of Great Lakes Fisheries to  
Michigan Youth and Families*  
Through School Enrichment Modules and Project FISH

**Project Accomplishment Report**

**For the Period:  
Year 2 – 1 January through 15 October 2000**

**Prepared for the:  
Great Lakes Fishery Trust**

by:

**Mark Stephens  
Education Program Coordinator**

**13 Natural Resources Bldg., MSU, East Lansing MI 48824**

Phone: 517-432-2700  
Fax: 517-432-1699  
*e-mail* steph143@pilot.msu.edu

and

**Shari L. Dann  
MSU Dept. of Fisheries and Wildlife  
Project Manager**

Assistant Professor & Extension Specialist

11B Natural Resources Bldg., MSU, E. Lansing MI 48824  
Phone: 517-353-0675

*Fax* 517-432-1699  
*e-mail* sldann@pilot.msu.edu

## **Specific Project Accomplishments**

Report #4 for Project period: 1 January through 15 October, 2000

### **January – October, 2000**

#### **Continued editing, design, and development of curriculum materials (school enrichment modules).**

- ◆ Continued writing, technical editing, and adaptation of curriculum content & began graphic design for materials Design of prototype layouts for lesson plans were developed, and were review by program partners.
- ◆ Worked with Marble School curriculum development team, on 4-6<sup>th</sup> grade to incorporate Project F.I.S.H. activities into their program.
- ◆ Met with MSU Trade marking personnel to address future issues involving our logo and its use by our partners and in the curriculum.

#### **Continued public relations, issued press releases, and began marketing and promotion for upcoming events and training, by providing short-term event programming throughout the state, as requested.**

- ◆ Web site is being promoted on many search engines with a number of sites providing links. (<http://www.projectfish.org>) It is already receiving up to 300 hits per day and use by teachers, volunteers, program advisory committee members, and even youth.
- ◆ Attended MUCC District 1 meeting to partner with them on upcoming workshops in the Wayne, Oakland, and Macomb County area.
- ◆ Outdoorama Sport and Travel Show - Nearly 1400 children tied their first fly at this event coordinated by local volunteers partnering with the DNR. In addition Project F.I.S.H. volunteers had a can casting/informational booth as a partnership with MUCC & Gander Mountain.
- ◆ Project F.I.S.H. volunteers held educational activities for families at Gander Mountain's Lansing and Kalamazoo location Grand Openings.
- ◆ Premier of Outdoor Expo, a newly created family outdoor hands on festival on the MSU Campus in cooperation with MUCC. Project F.I.S.H. volunteers worked

with children and adults at the Fishing Village with many Project F.I.S.H. activities and actual fishing. Nearly 6000 people attended the weekend.

- ◆ State Fair Pocket Park – Volunteers helped by staffing the fishing pond for two days and worked with nearly 900 children/families over that period. Volunteers also worked a fish printing station for an additional day and fly tying for two others.
- ◆ Seasoned Citizen Conference and Roundtable Discussion, Grayling – 150 participants attended this retirees conference and visited with Project F.I.S.H. staff about becoming mentors.
- ◆ Twenty-two 4-H staff from the southwest region attended an informational session on Project F.I.S.H. coming soon to their counties.
- ◆ 40 MSU Extension Staff participated in an in-service training session regarding Project F.I.S.H. Another 50 staff viewed and interacted with a Project F.I.S.H. poster display.

**Conducted training institutes, with drafts of school materials, in Lake Michigan and other communities (pilot sites).**

- ◆ Haslett MI Workshop – Trained 17 participants over 4 weeks. These included teachers, 4-H leaders, MSU Extension staff, local sportsmen's groups, DEQ agency staff and MSU students.
- ◆ Project F.I.S.H./Wonders of Wetlands weekend workshop at MDNR's Ralph A. McMullen Conference Center in conjunction with the MAEOE Spring Conference. 12 teachers from around the state were trained in aquatic ecology/Project F.I.S.H.
- ◆ Sent a team of 5 volunteers to the National 4-H Sportfishing Training Workshop. These individuals joined our State Project F.I.S.H. training team.
- ◆ 24 participants went through 15 hours of training at an Oakland County Project F.I.S.H. Workshop held at the Lewis E. Went Nature Center. These included center staff, sportsmen club members, teachers, travelling naturalists, and 4-H/Boys & Girls Club mentors.
- ◆ 43 participants consisting of Grandparents and their grandkids attended a week-long outdoor program at an Intergenerational Elderhostl. This program in Ocala County included Project F.I.S.H. activities. (June)
- ◆ 14 teachers/volunteers participated in 15 hours of training during a Project F.I.S.H. Workshop at Wolf Lake Fish Hatchery -. These included teachers, sportsmen club members, DNR employees, 4-H volunteers.

- ◆ 20 graduate students participated in Project F.I.S.H. aquatic ecology activities and tackle crafting activities during an MSU Environmental Education Class at Kellogg Biological Station. These included agriscience teachers, elementary teachers, middle and high school science teachers and curriculum coordinators.
- ◆ 36 participants consisting of Grandparents and their grandkids attended a week-long outdoor program at an Intergenerational Elderhostel. This program in Oceola County included Project F.I.S.H. activities. (August)

**Established contacts and partnership arrangements for in-kind/matching contributions for sustained program support. Identified additional key contacts and maintained contact database..**

- ◆ Met with Wolverine Worldwide and other potential donors about possible sustained program funding through the MSU Fisheries and Wildlife Department's Youth Education and Aquatic Stewardship Legacy Endowment.
- ◆ Made a presentation to the Harold and Jean Glassen Memorial Foundation for funding to support one half of the program for the next two years.
- ◆ See attached "Estimated Contributions To Project FISH".

*Teachers and volunteer mentors began to implement school enrichment modules.*

- ◆ Central Michigan Fly fishing show. Volunteers from Gander Mountain and Michigan Fly Fishing Club worked with children to tie flies.
- ◆ Volunteers from around the State promoted Project F.I.S.H and worked with fly tying for beginners at the Michigan Fly Fishing Show, Southfield MI
- ◆ Volunteers and Project F.I.S.H. staff tied flies and made tackle with nearly 200 children and adults at the Southgate Michigan Steelheader Spring Fishing Show.
- ◆ 23 Kindergarten children from the Grand River watershed participated in a week long program involving Project F.I.S.H activities.
- ◆ 15 kids ages 12-16 attended 8 hours of fishing education at a Gander Mountain/Project F.I.S.H. Workshop followed by a fishing trip on Lake Erie for walleye with local charter captains.
- ◆ 240 kids from the Mid-Michigan area attended a Project F.I.S.H. exhibit at the annual Arbor Day Celebration in Lansing, on the importance of trees for clean water.
- ◆ Local volunteers fish printed with children during a Walleye Week Community Festival in support of Project F.I.S.H.
- ◆ 55 fifth grade kids from Warren Schools attended a Project F.I.S.H./Gander Mountain Kids Camp at Cedar Lake in Washtenaw County for three days of Project F.I.S.H. and related outdoor activities.

- ◆ Nearly 1200 students did aquatic sampling with Project F.I.S.H. volunteers at St. Joseph County Conservation Days.
- ◆ Pocket Park Fishing Programs took place in partnership with DNR and Wayne County Extension.
- ◆ Charter fishing trip as a culmination to a year-long program in Hartford schools in Van Buren County. 18 kids went fishing with volunteer captains on Lake Michigan and followed up in the classroom with cleaning/preparation of fish for other kids in the school led by the Project F.I.S.H. trained teacher.
- ◆ Project F.I.S.H. sponsored two-day training workshops for kids age 11-14 at 4-H Exploration Days in the areas of Aquatic Ecology, Fish Decoy Carving, Angling Skills, and Fly tying. Over 80 kids participated.
- ◆ Kalamazoo County 4-H Fishing derby sponsored by Project F.I.S.H./4-H and Gander Mountain. This was a Family Fun Fishing Festival with nearly 100 participants.
- ◆ Manistee area kids fishing program sponsored by Project F.I.S.H. and The Little Manistee Watershed Council. 25 kids participated in 6 days of education followed by a fishing trip with local volunteer captains.
- ◆ Gander Mountain Kids Workshop was held in Kalamazoo, MI , in cooperation with County 4-H programs and Kalamazoo Chapter of Trout Unlimited.
- ◆ A Project F.I.S.H. trained volunteer worked with children for 8 weeks at a residential summer camp providing a complete Project F.I.S.H. program. These children were from affluent non-fishing families in the suburbs of Detroit.
- ◆ 53 teen campers learned a variety of fisheries related activities including charter fishing, fish filleting, cooking, aquatic ecology, fisheries management, tackle crafting and leadership at the 4-H Great Lakes and Natural Resources Camp.
- ◆ Burchfield Park fishing days in cooperation with Lansing Parks and the DNR – a Project F.I.S.H. trained volunteer worked with this program for the entire summer as well as others throughout the state.
- ◆ Conducted “Catch a Meal” program at State Fair Pocket Park, working to support Gary Williams, MSU Extension and Ken Dodge (MDNR Fisheries). Programs were held 3 times per week from September through mid-October. Approximately 400 new anglers took part.

*Evaluated progress, workshops, and program impacts and prepared progress report.*

- ◆ Post-workshop educator evaluations were conducted at each training program. A follow-up phone survey was designed to contact all participants 3-months post workshop. Some program participants received a draft pre-workshop survey.

**ESTIMATED CONTRIBUTIONS TO PROJECT F.I.S.H.**  
**January 1<sup>st</sup>, 2000 – October 15<sup>th</sup> 2000.**

Please note, these are only *estimates*

**Gander Mountain (Minnesota Corporate and Michigan Retail Stores)**

❖ Product Donation – Bobber Plush dog promotion	\$5,000.00
❖ Staffing at Shows & Booth Cost	\$3,200.00
❖ June 1 <sup>st</sup> Fundraiser	\$4,500.00
❖ Tackle Pack Donation	\$12,500.00
❖ Printing/staff time & promotional floor space	\$10,000.00

**Shakespeare Corporation (Columbia, South Carolina)**

❖ Product Donation – rod & reel combos, giveaways	\$ 500.00
❖ Reduced Pricing for Instructors (\$\$ Saved)	\$1,200.00
❖ Rod Blanks for Rod Building	\$1,000.00

**Worth Company (Stevens Point, Wisconsin)**

❖ Reduced Pricing For Instructors (\$\$ Saved)	\$2,000.00
❖ Products include tackle crafting components	

**Oregon Pacific ((Lake Oswego, OR)**

❖ Reduced Pricing For Instructors (\$\$ Saved)	\$ 6 00.00
--	------------

**Wright & McGill Company – Eagle Claw (Denver, Colorado)**

❖ Product Donation – hooks and terminal tackle	\$ 200.00
❖ Reduced Pricing For Instructors (\$\$ Saved)	\$ 150.00

**Mustad & Son (Auburn, New York)**

❖ Product Donation – hooks and hats	\$ 500.00
-------------------------------------	-----------

❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 300.00

**Kreinik Company Fly Division (Parkersburg, West Virginia)**

❖ Product Donation – thread, fly bodies and tying material \$ 100.00

**Wapsy Fly Company** – (Harrisburg, Virginia)

**Product donation – Fly Tying components \$ 200.00**

**Gudbrod Inc (Pottstown PA)**

❖ Product Donation – Rod and Fly thread \$ 400.00

**Northland Tackle Company (Bemidji, Minnesota)**

❖ Product Donation – hooks, jigs, spinner materials \$ 200.00

❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 200.00

**Nasco Company (Fort Atkinson, Wisconsin)**

❖ Reduced Pricing For Instructors (\$\$ Saved) \$ 400.00

**Sevier Company (Highland Ranch, Colorado)**

❖ Product Donation – Rod building components \$ 1,000.00

**Windsor Nature Discovery (Seattle WA)**

❖ Reduced Pricing (\$\$ Saved) – Posters \$ 150.00



**Michigan Department of Natural Resources (Various Sites, Michigan)**

- ❖ Providing Fish Samples For Workshops/Staff Time (\$\$ Saved) \$ 600.00
- ❖ Fish For “Catch a Meal” and other project programs (\$\$ Saved) \$6,000.00

**Lewis E. Went Nature Center (Clarkston, MI)**

- ❖ Facility Donation for Workshop \$ 200.00

**Wolf Lake Interperative Center (Mattawan, MI)**

- ❖ Facility Donation for Workshop \$ 300.00

**Murphy Elementary (Haslett, MI)**

- ❖ Facility Donation for Workshop \$ 200.00

**MAEOE (Lansing, MI)**

- ❖ Donation for Workshop meeting space \$ 200.00

**Greenville Printing (Greenville, Michigan)**

- ❖ Reduced Cost For Printing Brochure (\$\$ Saved) \$1,200.00

**Catch a Meal & Pocket Park Volunteers**

- ❖ 260 Volunteer Hours @ \$10.00/hr \$2,600.00

**Workshop Volunteers**

- ❖ 312 Volunteer Hours @ \$10.00/hr \$3,120.00

## **Special Event Volunteers – Shows, Fairs, Derbies, Camps**

❖ 600 Volunteer Hours @ \$10.00/hr \$6,000.00

**\*\*Conservative Estimate \$64,720.00**

\*\* In addition, formal educators who have been trained to use Project FISH materials have contributed hundreds if not thousands of hours in reaching youth through community programs, school lessons and special events not reported in this estimate.