

# Illinois Monarch Project

## Education and Outreach Strategy





## Illinois Monarch Project

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### What is the Illinois Monarch Project?

The Illinois Monarch Project (IMP) is a group of citizens, their organizations, and government bodies working together, through collaborative and coordinated efforts, to ensure the survival of monarchs and their successful migration through Illinois.

### Vision

Inspired Illinoisans sustaining a culture of active monarch butterfly conservation and protection.

### Mission

Preserving our natural heritage and ensuring future biodiversity through the protection of monarch and pollinator habitat.

### Goals

- 1.6 billion milkweed stems nationally over a 20-year time period.
- 180-190 million milkweed stems is a considered target goal over a 20-year time period.

# Illinois Monarch Project Education and Outreach Strategy

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## **What is the IMP Education and Outreach Strategy?**

The Illinois Monarch Project's (IMP) Education and Outreach (E&O) Strategy is designed to align IMP education and outreach initiatives with the IMP's mission and goals. The strategy is a tool designed to be used by IMP educators and outreach specialists when developing IMP programming to ensure that each E&O initiative is aligned with IMP goals and meets audience needs.

## **IMP's Four Fundamental Education and Outreach Outcomes**

The IMP E&O Strategy is centered around 4 fundamental learning outcomes. All programs will incorporate as many of the first 3 outcomes as is relevant and appropriate to the scope of the project, with the fourth outcome to be included in all programming.

- **Understanding connections** between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.
- **Empathy** for monarchs that inspires Illinois citizens and partners to engage in monarch butterfly conservation.
- **Taking action** that leads to an increase in Illinois breeding and feeding habitat for monarchs.
- **Identifying** the Illinois Monarch Project as the coordinated state-wide Illinois effort to ensure the survival of monarchs and their successful migration through Illinois.

# Illinois Monarch Project's Education and Outreach Project Development Process

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## **What is the IMP Education and Outreach (E&O) Project Development Process?**

The following is the step-by-step process for developing an education or outreach project for IMP. This process is intended to standardize IMP programming in terms of approach and striving, in a unified front, toward the same goal. The following is an explanation of each step. Once the steps are understood, use the program development template (p. XX) to develop your program and tailor it to your specific audience.

### **Step One: Audience Research**

#### **1) Familiarize Yourself with the Community**

*Familiarize yourself with the community you will be serving, including the populations, organizations and possible strategic partners within. To consider:*

- What are the demographics?
- Who are the most influential and prominent community organizations?
- Which partnerships might make the most strategic sense?

#### **2) Choose Your Audience**

*Once you have an understanding of your community and possible strategic partners, select the audience or the partner organization for whom or with whom you will develop your program.*

#### **3) Perform a Needs Assessment**

*Perform a needs assessment of your audience or partner organization. Understanding your audience's needs, goals, and concerns will allow you to design your program to fulfill both your audience/partner organization's needs while simultaneously accomplishing the goals of the IMP.*

- What are their needs?
- What are their objectives?
- What are their concerns?

### **Step Two: Program Development**

#### **1) Set Goals**

*The goal for your program is a big, lofty statement about what you want your program to accomplish. See Appendix XX, "Creating Goals and Objectives" for further explanation. You will write your goal using this format:*

**The goal of this program is to (insert goal of your audience/partner organization) through (insert action relating to the IMP educational and outreach outcomes).**

*Example: The goal of this program is to help families bond through the creation and care of a monarch waystation.*

**2) Outline Your Program**

*Determine what action items you will take, what actions your program will include to achieve your goal. For example: create brochures about monarchs, organize a monarch garden planting day, read aloud picture books about monarchs.*

**3) Connect Your Program to IMP’s Outcomes**

*Determine how these action items connect to IMP’s educational and outreach outcomes. You should strive to include as many of these outcomes as is appropriate in each program. The fourth outcome, “identifying IMP as the coordinated state-wide monarch effort” should **always be included in every program**.*

For example:

<p><b>Understanding connections</b> between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.</p>	<p>Performing an activity that emphasizes the importance of pollinators to our food production.</p>
<p><b>Empathy</b> for monarchs that inspires Illinois citizens and partners to engage in monarch butterfly conservation.</p>	<p>Performing an activity that explains the monarch caterpillar’s dependence on milkweed.</p>
<p><b>Taking action</b> that leads to an increase in Illinois breeding and feeding habitat for monarchs.</p>	<p>Making seed balls.</p>
<p><b>Identifying</b> the Illinois Monarch Project as the coordinated state-wide Illinois effort to ensure the survival of monarchs and their successful migration through Illinois.</p>	<p>-Introducing myself as a member of IMP -Explaining who IMP is and what IMP does -Including the IMP logo and slogan on workshop handouts.</p>

**4) Gain-Frame Your Program**

*Programs that begin from or are centered around a loss-frame (i.e. Help, the monarchs are dying! Monarchs may not be around in XX number of years. Monarchs have lost XX% of their habitat over XX number of years) have a hard time inspiring participants to solutions-oriented action. Participants come away from programs centered around loss only remembering the problem and not the actionable solutions. Therefore, IMP asks that you center your program around a gain-frame (i.e. You can help us save the*

*monarch! You can help make your community healthier! You can spend more time out in nature! You can create an easy activity for you and your family to participate in with a native wildflower and milkweed garden!)*

## **5) Create Measurable Objectives**

*Finally, create measurable objectives. Measurable objectives will be your program's performance yardstick to determine if your program has achieved its goals. Objectives should be specific and measurable. For more information on creating objectives, see Appendix XX, Creating Goals and Objectives.*

Example objectives:

- 50 brochures will be handed out.
- 1 monarch way station will be created.
- 80% of participants will be able to identify a monarch butterfly.

## **Step Three: Program Delivery**

*To make your program as effective as possible, IMP programs should include credible, emotional, and logical appeals to your audience. Before executing your program, go through the provided rubric to ensure that your program delivery will include all of these appeals.*

### **1) Credible Appeal**

*Competence:* How will you show that you/IMP are notable in the field or knowledgeable in the subject matter?

*Character:* How will you show you/IMP has integrity, honesty, compassion and respect?

*Goodwill:* How will you show concern for your audience, their needs and best interest?

### **2) Emotional Appeal**

*Empathy:* How will you inspire empathy for monarchs? How will you show you are empathetic towards your audience's needs?

*Hope:* How does your program inspire hope, emphasizing the good we can do, rather than the problems that exist?

*Empowerment:* Does your program make your audience feel like they can make a difference? Enrich their lives?

### **3) Logical Appeal**

*Clear and Reasonable:* Is the information presented in a way that's clear and relevant to your audience?

*Achievable and Measurable:* Can you measure the outcomes of your program? Are your measurable objectives achievable?

# Illinois Monarch Project's Education and Outreach Project Development Template

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## What is the IMP Education and Outreach (E&O) Project Development Template?

The following is the template to use when developing an E&O project for IMP. This template is intended to standardize IMP programming in terms of methods, process, and objectives across all IMP E&O initiatives while approach allowing individual presenters the ability to alter programming to their specific audience. For reference, Appendix XX is a completed project template to give you an idea of how to use this template.

<b>Step One: Audience Research</b>	
<b>1) Familiarize Yourself with the Community</b>	
<ul style="list-style-type: none"> <li>• What are the demographics?</li> <li>• Who are the most influential and prominent community organizations?</li> <li>• Which partnerships might make the most strategic sense?</li> </ul>	
<b>2) Choose Your Audience</b>	
<ul style="list-style-type: none"> <li>• Are you partnering with an organization?</li> <li>• Who have you selected as your audience? Who are you serving?</li> </ul>	
<b>3) Perform a Needs Assessment</b>	
<ul style="list-style-type: none"> <li>• What are your audience's/strategic partner's goals?</li> <li>• What are their objectives?</li> <li>• What are their concerns?</li> </ul>	

**Notes:** \_\_\_\_\_

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<b>Step Two: Program Development</b>	
<b>1) Set Goals</b>	
<ul style="list-style-type: none"> <li>• Why are you doing the program?</li> <li>• What is its purpose?</li> <li>• How does your program meet both the goals of your audience <i>and</i> the goals of IMP?</li> </ul>	<b>To</b> ( <i>goal of audience/partner organization</i> ) <b>through</b> ( <i>action relating to IMP educational/outreach outcomes</i> ):
<b>2) Outline your Action Items</b>	
<ul style="list-style-type: none"> <li>• What are the steps you will take, the actions you will perform throughout your program to achieve your goals?</li> </ul>	
<b>3) Connect Your Program to IMP's Outcomes</b>	
All programs should incorporate as many of the following outcomes as is relevant and appropriate to the scope of the project, keeping in mind that <b><i>the fourth outcome must be included in all E&amp;O programs.</i></b> Use the space provided to outline the ways you will meet as many IMP educational outcomes in your program as possible.	
<b><i>Understanding Connections</i></b> between Monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for Monarchs.	
<b><i>Empathy</i></b> for Monarchs that inspires Illinois citizens and partners to engage in Monarch butterfly conservation.	
<b><i>Taking action</i></b> that leads to an increase in Illinois breeding and feeding habitat for Monarchs.	
<b><i>Identifying</i></b> the position of IMP as the authoritative voice on monarch conservation in Illinois.	



<b>4) Gain-Frame Your Program</b>	
<ul style="list-style-type: none"> <li>How will you make your program hopeful and solutions-first (solutions-centered, solutions-centric, solutions-focused)?</li> </ul>	
<b>5) Create Measurable Objectives</b>	
<ul style="list-style-type: none"> <li>What are the specific skills, values and attitudes participants should gain?</li> <li>How will you measure this growth and, therefore, your program’s success?</li> </ul>	

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**Program Delivery**

Your programs should have credible, emotional, and logical appeals to your audience. Work through this checklist to be ensure the delivery of your program will include these appeals.

**1) Credible Appeal**

<p><i>Competence:</i> How will you show that you/IMP are notable in the field or knowledgeable in the subject matter?</p>	
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<p><i>Character:</i> How will you show you/IMP has integrity, honesty, compassion and respect?</p>	
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<p><i>Goodwill:</i> How will you show concern for your audience, their needs and best interest? (Reminder: the goal of your program should be geared toward helping fulfill the needs and goals of your audience)</p>	
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**2) Emotional Appeal**

<p><i>Empathy:</i> How will you inspire empathy for monarchs? How will you show you are empathetic toward your audience’s needs?</p>	
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<p><i>Hope:</i> Is your program geared toward a gain-frame? Emphasizing the good we can do, rather than the problems that exist?</p>	
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<p><i>Empowerment:</i> Does your program make your audience feel like they can make a difference? Enrich their lives?</p>	
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<b>3) Logical Appeal</b>	
<i>Clear and Reasonable:</i> Is the information being presented in a way that's understandable and relevant to your audience?	
<i>Achievable and Measurable:</i> Can you measure the outcomes of your program (you should have made it measurable with your objectives)?	

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## Appendix XX: **Creating Goals and Objectives**

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### **What are Goals and Objectives?**

There is a similarity between goals and objectives. To some degree, they both describe the intended purpose and expected result of your program. Goals are the big, lofty wishes you have for your program. Objectives are the specific indicators you will use to determine if you have met your goals.

**Goals** relate to the mission.

- You may find it helpful to phrase your goal using the following formula: The goal of this project is to *[insert goal of audience/partner organization here]* through *[action relating to IMP educational/outreach outcomes]*.
- Is your goal tied both to the goals/needs of your audience/partner organization and IMP's goals?
- Is your Goal Statement a broad, general statement of what the program or activity intends to accomplish?
- Does your goal describe a broad outcome and concept (what you want participants to learn, do, think or feel) expressed in general terms?
- Does your goal provide a framework for determining specific program objectives?
- Does your goal support the mission of the program and/or the organization?

**Objectives** relate to the goals.

Below are three types of objectives, which reflect different aspects of learning:

- Cognitive objectives: *"What do you want your participants to know or gain awareness of?"*
  - Affective objectives: *"What do you want your participants to think or care about?"*
  - Behavioral Objectives: *"What do you want your participants to do?"*
- Often, you can start to write your objectives with the sentence "The participants will..."
  - Are your objectives brief, clear statements?
  - Do your objectives describe the desired outcomes of your program? i.e., the specific skills, values, and attitudes participants should exhibit that reflect your broader goals?
  - Are your objectives measurable? (Example: 8 out of 10 participants will think, agree, be inspired to...)

Objectives are **SMART**

- **Specific**
  - Using action phrases such as "to inspire", "to reduce", "to create", can help.
- **Measurable**
  - A number allows you to see if you've achieved your desire outcome.
  - A measurement or recording method is needs such as a survey, raise of hands etc.
- **Attainable**
  - If objectives are too hard or unachievable, your program will not be successful.
- **Relevant**
  - The objective and/or desired outcome has to be in the participants' area of control so they are motivated to achieve them.
- **Time-bound**
  - There needs to be a timeframe for achievement and for measuring success.

Appendix XX:

## Education and Outreach Project Development Template (SAMPLE)

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Below is a sample template was filled out for a pollinator garden project done in conjunction with Cantata Senior Living Residence. This sample is to give you an idea of how this template can be used.

<b>Step One: Audience Research</b>	
<b>1) Familiarize Yourself with the Community</b>	
<ul style="list-style-type: none"><li>• What are the demographics?</li><li>• Who are the most influential and prominent community organizations?</li><li>• Which partnerships might make the most strategic sense?</li></ul>	Possible strategic partnerships in the area: Boy Scout Groups, Libraries, Community Centers, CSS Services, Senior Living Facilities
<b>2) Choose Your Audience</b>	
<ul style="list-style-type: none"><li>• Are you partnering with an organization?</li><li>• Who have you selected as your audience? Who are you serving?</li></ul>	We will be partnering with the Cantata Senior Living Community to serve their residents, being persons aged 50+ living in assisted and independent housing at the Cantata Senior Living site.
<b>3) Perform a Needs Assessment</b>	
<ul style="list-style-type: none"><li>• What are your audience's/strategic partner's goals?</li><li>• What are their objectives?</li><li>• What are their concerns?</li></ul>	Cantata's goal: To enrich the lives of Cantata's residents by providing them with access to an underutilized area of their campus.

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<b>Step Two: Program Development</b>	
<b>1) Set Goals</b>	
<ul style="list-style-type: none"> <li>• Why are you doing the program?</li> <li>• What is its purpose?</li> <li>• How does your program meet both the goals of your audience <i>and</i> the goals of IMP?</li> </ul>	<p><b>To</b> (<i>goal of audience/partner organization</i>) <b>through</b> (<i>action relating to IMP educational/outreach outcomes</i>):</p> <p><b>To enrich the lives of the Cantata Senior Living residents through the creation of a pollinator-friendly garden.</b></p>
<b>2) Outline your Action Items</b>	
<ul style="list-style-type: none"> <li>• What are the steps you will take, the actions you will perform throughout your program to achieve your goals?</li> </ul>	<ul style="list-style-type: none"> <li>-Give presentation on pollinators to residents.</li> <li>-Create signage connecting pollinators to Cantata’s 4 Best Life Pillars</li> <li>-Host a planting day for residents and their families</li> </ul>
<b>3) Connect Your Program to IMP’s Outcomes</b>	
<p>All programs should incorporate as many of the following outcomes as is relevant and appropriate to the scope of the project, keeping in mind that <b><i>the fourth outcome must be included in all E&amp;O programs.</i></b> Use the space provided to outline the ways you will meet as many IMP educational outcomes in your program as possible.</p>	
<p><b><i>Understanding Connections</i></b> between Monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for Monarchs.</p>	<p>The presentation on pollinators will emphasize pollinators’ importance to our food supply.</p>
<p><b><i>Empathy</i></b> for Monarchs that inspires Illinois citizens and partners to engage in Monarch butterfly conservation.</p>	<p>Signage will focus on creating empathy for pollinators, especially explaining how monarch caterpillars need milkweed for food.</p>
<p><b><i>Taking action</i></b> that leads to an increase in Illinois breeding and feeding habitat for Monarchs.</p>	<p>The planting of the garden with milkweed and native wildflowers will increase Illinois breeding and feeding habitat for monarchs.</p>
<p><b><i>Identifying</i></b> the position of IMP as the authoritative voice on monarch conservation in Illinois.</p>	<p>I will introduce myself as a part of IMP when giving presentations and meeting those involved with the project. I will explain who the IMP is and what the IMP does. The IMP logo will be included on handouts, in my email signature, and on signage.</p>

<b>4) Gain-Frame Your Program</b>	
<ul style="list-style-type: none"> <li>How will you make your program hopeful and solutions-first (solutions-centered, solutions-centric, solutions-focused)?</li> </ul>	<p>The program is geared toward equipping participants with knowledge on how they can make a difference (planting milkweed). I do not start off my presentation with how monarchs are in decline or how much of their habitat has been destroyed, nor do these facts make up a large part of my program. My program is mostly focused on giving people the skills to appreciate and help monarchs.</p>
<b>5) Create Measurable Objectives</b>	
<ul style="list-style-type: none"> <li>What are the specific skills, values and attitudes participants should gain?</li> <li>How will you measure this growth and, therefore, your program's success?</li> </ul>	<ol style="list-style-type: none"> <li>Cantata Senior Living Residence will engage in 1 type of gardening action to support pollinators.</li> <li>15% of residents will participate in yearly gardening efforts.</li> <li>60% of residents will use the garden as an outdoor space for relaxation and recreation.</li> </ol>

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<b>Program Delivery</b>	
Your programs should have credible, emotional, and logical appeals to your audience. Work through this checklist to be ensure the delivery of your program will include these appeals.	
<b>1) Credible Appeal</b>	
<i>Competence:</i> How will you show that you/IMP are notable in the field or knowledgeable in the subject matter?	In all of my programming, I will establish that this program is put on with the help of IMP. I will explain who IMP is and that we are a powerful network of citizens, organizations, and government bodies working together for monarch conservation. I will include IMP branding on all deliverables (signs, handouts, etc.).
<i>Character:</i> How will you show you/IMP has integrity, honesty, compassion and respect?	My program goals are aligned with the needs and goals of my audience—creating an outdoor space for residents—which shows my compassion and respect for my audience’s needs. I will be honest about the limits of my knowledge.
<i>Goodwill:</i> How will you show concern for your audience, their needs and best interest? (Reminder: the goal of your program should be geared toward helping fulfill the needs and goals of your audience)	My program goals are aligned with the needs and goals of my audience—creating an outdoor space for residents—which shows my concern for my audience, their needs and best interest.
<b>2) Emotional Appeal</b>	
<i>Empathy:</i> How will you inspire empathy for monarchs? How will you show you are empathetic toward your audience’s needs?	Many of the signs will detail aspects of a monarch’s life, allowing the audience to “walk a mile in a monarch’s shoes,” inspiring empathy. Again, with my goal being aligned with my audience needs, I am showing empathy for my audience’s needs.
<i>Hope:</i> Is your program geared toward a gain-frame? Emphasizing the good we can do, rather than the problems that exist?	I will be talking about the good we can do with this garden, not focusing on the problems that face monarchs.
<i>Empowerment:</i> Does your program make your audience feel like they can make a difference? Enrich their lives?	The creation of the garden will enrich my audience’s lives, giving them a green space to access. I am equipping my audience with the knowledge they need to plant additional pollinator gardens, empowering them to take further action to support pollinators. I also will tie the impact their garden will have to the impact all of the IMP gardens will have—power in numbers will show them they are a part of a powerful movement.





Appendix XX (IN PROGRESS): **Gain-Framing Your Program**

Allison Ledgerwood’s TEDtalk “XXXXXXXXXXXXXXXXXXXX” outlines the psychological theories behind gain-framing.

DRAFT