



# Natural Resources Institute

UW-Madison Division of Extension

UPDATED 2022

## At the crossroads of natural resources and society

From water and forestry programming to conservation training and youth environmental education, our outreach specialists, educators, researchers, affiliates and support teams **navigate complex issues, facilitate challenging conversations and help prepare and guide the next generation of community leaders.**

One of three institutes in Extension's Agriculture, Natural Resources & Community Development Program Area, we embrace and

embody the Wisconsin Idea, harnessing the leading-edge research of the university and facilitating change through an extensive network of state and regional partnerships. We understand the value of on-the-ground, local relationships and are committed to providing the information and leadership needed to grow healthy, thriving communities and support resilient, productive natural resources, food systems and economies.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

### NATURAL RESOURCES INSTITUTE STRUCTURE

#### RESERVES AND CENTERS

- Lake Superior National Estuarine Research Reserve
- Upham Woods Outdoor Learning Center
- Wisconsin Geological and Natural History Survey (WGNHS)

#### PROGRAMS AND INITIATIVES

- Aquatic Invasive Species Outreach
- Conservation Professional Training Program
- Lake Superior Collaborative
- North Central Region Water Network
- Regional Natural Resources Education Program
- Water Action Volunteers (WAV)
- Wisconsin Maple Program
- Wisconsin Master Naturalist Program

#### NATURAL RESOURCES AFFILIATE PROGRAMS

- Center for Land Use Education (UW-Stevens Point)
- Center for Watershed Science and Education (UW-Stevens Point)
- Extension Lakes Program (UW-Stevens Point)
- Wisconsin Center for Wildlife (UW-Stevens Point)

#### PROFESSIONAL SERVICES

- Evaluation
- Instructional Design
- Marketing & Communications

#### EXTENSION EDUCATORS

- See page 4

### PROGRAMMING CATEGORIES:



**Agricultural Stewardship**



**Citizen Science**



**Environmental Education**



**Minerals and Geology**



**Sustainable Forestry**



**Water Resource Management**



**Wildlife Management**

### AREAS OF EXPERTISE:

- Process Facilitation
- Network Analysis and Guidance
- Basic and Applied Research
- Data Acquisition and Analysis
- Multistate Collaborations
- Youth and Adult Education
- Program Development and Evaluation
- Marketing and Communications Strategy and Delivery

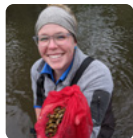
## PROGRAMS AND INITIATIVES



### Aquatic Invasive Species (AIS) Outreach

[naturalresources.extension.wisc.edu/programs/aquatic-invasive-species-outreach/](http://naturalresources.extension.wisc.edu/programs/aquatic-invasive-species-outreach/)

Working in collaboration with the Wisconsin Department of Natural Resources (WDNR), Extension's AIS outreach efforts focus on **containing the the spread of invasives that are**



**already in the state and reducing the introduction of new species to the state's waters and wetlands.**



Extension Leadership: Jeanne Scherer and Emily Heald



### Conservation Professional Training Program

[conservationprotraining.org](http://conservationprotraining.org)

The Conservation Professional Training program has developed a portfolio of 50+ conservation



#### Conservation Professional Training Program

courses in online, classroom, field and hybrid formats. Working in collaboration with partners like USDA-NRCS, Wisconsin DATCP and others, the program **offers full-service curriculum and course development and delivery on topics like conservation planning, nutrient management, soil health, forestry and more.**



Extension Leadership: Kevin Erb



### Lake Superior Collaborative

[naturalresources.extension.wisc.edu/programs/lake-superior-collaborative/](http://naturalresources.extension.wisc.edu/programs/lake-superior-collaborative/)

The Lake Superior Collaborative (LSC) is a **network of organizations working in partnership to coordinate protection, restoration and climate resilience efforts in the Wisconsin portion of the Lake Superior watershed.** The



#### LAKE SUPERIOR COLLABORATIVE



collaborative is composed of local governments; state, Tribal and federal government agencies; academic institutions; and nonprofit organizations working within the Lake Superior Basin of Wisconsin.

Extension Leadership: Erin Burkett



### North Central Region Water Network

[northcentralwater.org](http://northcentralwater.org)

The North Central Region Water Network is a 12-state collaboration of land-grant universities and partners, **working together to ensure the conservation, protection and restoration of water resources for individuals, communities and ecosystems.** We work to enhance connectivity across regional and



state water projects, integrate outreach and education and coordinate projects with measurable environmental and social impacts. The network is overseen by an Extension-based director and a team of Extension-appointed state contacts.

Extension Leadership: Rebecca Power



### Regional Natural Resources Education Program

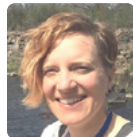
[naturalresources.extension.wisc.edu/programs/nre-program/](http://naturalresources.extension.wisc.edu/programs/nre-program/)

Natural Resource Educators **provide leadership on nutrient reduction and water quality projects and a variety of forestry initiatives across the state.**



Natural Resources Education Program  
UW-Madison Division of Extension

Signature water projects include building capacity of groups and individuals to improve water quality in the Fox, Wisconsin, St. Croix,



Red Cedar, Wolf, Manitowoc/Sheboygan and Rock River watersheds. Forestry initiatives include workshops and other efforts to engage landowners and encourage sustainable management of privately owned forests.

Extension Leadership: Kris Tiles



### Water Action Volunteers (WAV)

[wateractionvolunteers.org](http://wateractionvolunteers.org)

The WAV citizen science stream monitoring program is an ongoing partnership between Extension, the Wisconsin Department of Natural Resources, Wisconsin volunteers and local groups. **The program aims to preserve, protect and restore Wisconsin's 86,000+ miles of streams and rivers by educating and empowering volunteers to gather high-quality stream data useful for decision-making and natural resource management and to share their data, knowledge and passion for stewardship with others.** More than 500 volunteers and an estimated 2,000 supervised students monitor 600+ stream locations annually.



Extension Leadership: Katy Bradford



### Wisconsin Maple Program

[naturalresources.extension.wisc.edu/wisconsin-maple-program/](http://naturalresources.extension.wisc.edu/wisconsin-maple-program/)

The Wisconsin Maple Program is a new three-year project supported by the USDA Agricultural Marketing Service (AMS) through the Acer Access and Development Program.



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The program's main areas of focus include: **supporting sustainable forest practices of maple syrup producers**, especially relative to climate change adaptation strategies; **providing resources and support to foresters and other advisors who work with maple syrup producers**; and **better understanding and supporting the needs of tribal communities in Wisconsin related to maple syrup production.**



Extension Leadership: Jeremy Solin



### Wisconsin Master Naturalist Program

[wismasternaturalist.org](http://wismasternaturalist.org)

The Wisconsin Master Naturalist Program is a network of well-informed volunteers and instructors **dedicated to conservation education and community service.** The Master Naturalist training provides 40 hours of primarily field-based experiences covering topics related to Wisconsin's natural world and human connections with nature.

WISCONSIN  
Master Naturalist



Partner organizations, such as state parks, nature centers and friends groups, host trainings across the state. Master Naturalists provide at least 40 hours of volunteer service and receive eight hours of additional training annually to maintain their certification.

Extension Leadership: Becky Sapper

## RESERVES AND CENTERS



### Lake Superior National Estuarine Research Reserve (Lake Superior Reserve)

[lakesuperiorreserve.org](http://lakesuperiorreserve.org)

The Lake Superior Reserve is a member of the National Estuarine Research Reserve System, a network of 30 reserves across the United States designated for long-term research on coastal resources and the human populations they support. The Lake Superior Reserve is one of only two estuarine reserves in the Great Lakes and **focuses on educating residents of the Lake Superior watershed through integrated research, education, outreach and stewardship.** Comprised exclusively of public lands and waters, the Reserve contains about 16,000 acres of terrestrial and aquatic habitats.



**Extension Leadership: Deanna Erickson**



### Upham Woods Outdoor Learning Center

[fyi.extension.wisc.edu/uphamwoods/](http://fyi.extension.wisc.edu/uphamwoods/)

Upham Woods **provides educational opportunities to youth, youth leaders and adults through programs focused on environmental and leadership education.** Situated on the Wisconsin River, the center is uniquely positioned to provide outdoor education year-round through environmental lesson plans, summer camp programming, leadership workshops and other conferences. The center is also a recognized leader in technology-based environmental education through its DOTS (Digital Observation Technology Skills) learning framework.



### Wisconsin Geological and Natural History Survey (WGNHS)

[wgnhs.wisc.edu/](http://wgnhs.wisc.edu/)

A state institution since 1853, WGNHS **provides objective scientific research and information about the geology, mineral resources and water resources of Wisconsin through publications, technical talks and responses to inquiries from the public.**



These activities support informed decision-making by government, industry and business leaders and individual citizens of Wisconsin.



**Extension Leadership: Ken Bradbury, Director and State Geologist**

Follow us on social for the latest updates from our family of programs.

  @UWMadisonExtNRI

[NATURALRESOURCES.EXTENSION.WISC.EDU](http://NATURALRESOURCES.EXTENSION.WISC.EDU)

## PROFESSIONAL SERVICES

Natural Resources Institute professional service teams provide marketing and communications, evaluation and instructional design support to dozens of internal and external partners annually.

[naturalresources.extension.wisc.edu/services/](http://naturalresources.extension.wisc.edu/services/)

### Marketing and Communications

- Branding and identity
- Graphic design
- Web development
- Editorial guidance and review
- Marketing strategy



**Extension Leadership: John Kriva**

### Instructional Design

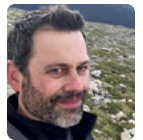
- Online and blended courses
- Peer-based instructional strategy
- Content analysis
- Video and script development
- Captioning
- Webinar delivery



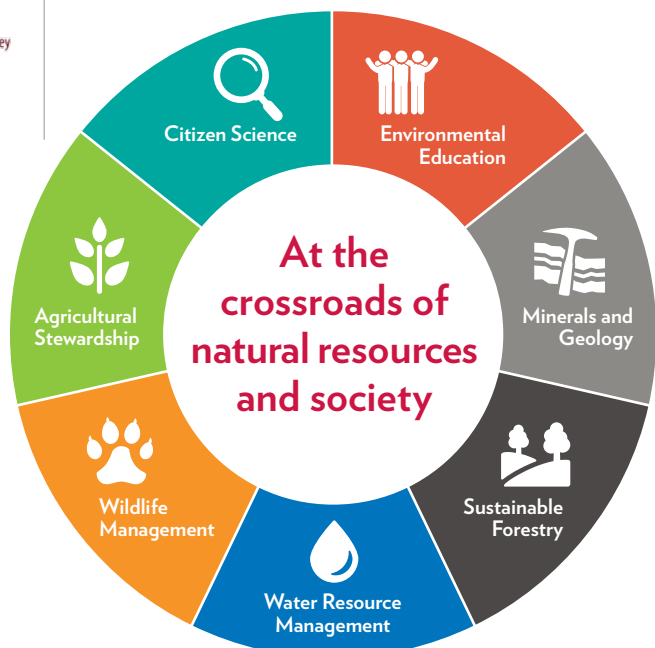
**Extension Leadership: Janice Kepka**

### Evaluation

- Program planning and development
- Quantitative analysis (pre-, post- and follow-up surveys)
- Qualitative analysis (individual and focus group interviews and field observations)
- Multi-method program evaluation



**Extension Leadership: Samuel Pratsch**



## NATURAL RESOURCES INSTITUTE AFFILIATE PROGRAMS



### Center for Land Use Education (CLUE)

[uwsp.edu/cnr-ap/clue](http://uwsp.edu/cnr-ap/clue)

CLUE is a focal point for land-use planning and management education. CLUE faculty and specialists conduct applied research, teaching and outreach to support students, local government officials, communities and K-12 audiences on a variety of land



and water topics including planning and zoning, land divisions, fragmentation, sustainability, bio- and renewable energy, food systems, shorelands and wetlands.

Extension Leadership: Anna Haines

### Center for Watershed Science and Education

[uwsp.edu/cnr-ap/watershed](http://uwsp.edu/cnr-ap/watershed)

The center helps individuals, organizations and private and public water resource professionals understand water quality and quantity in private wells, groundwater, lakes and rivers. Center staff provide guidance on sampling and data collection, education on water quantity and quality, and interpretation and evaluation of monitoring



results. Research priorities include nitrate nitrogen in soil and groundwater, the quantity and chemistry of groundwater, changes in lake water quality and the occurrence of pharmaceuticals and pesticides in the water.

Extension leadership: Paul McGinley

### Wisconsin Center for Wildlife

[uwsp.edu/cnr/wcw](http://uwsp.edu/cnr/wcw)

The Wisconsin Center for Wildlife engages students, landowners, professionals and the public in sustainable wildlife management through research, education and outreach efforts. The center's programming strives to (1) increase public literacy around natural resources; (2) improve networking and engagement within the



natural resources community; (3) increase knowledge and skills of wildlife students and professionals; (4) increase conservation of wildlife and wildlife habitat and (5) resolve human-wildlife conflicts.

Extension leadership: Scott Hygnstrom

### Extension Lakes Program

[uwsp.edu/cnr-ap/uwexlakes](http://uwsp.edu/cnr-ap/uwexlakes)

Based at UW-Stevens Point, the Extension Lakes Program seeks to preserve Wisconsin's legacy of lakes through education, communication and collaboration. The program works with over 800 local lake associations and lake districts in Wisconsin, assisting them through education and capacity building. Lakes also partners with the Wisconsin DNR to coordinate a number of programs and projects to assist those concerned with the future of our lakes, including the [Citizen Lake Monitoring Network](#), the [Clean Boats](#),



[Clean Waters](#) program and the [Lake Leaders Institute](#). The [Lake Tides newsletter](#) reaches thousands of readers throughout the region with timely content on lake management and protection.

Extension leadership: Eric Olson

## EXTENSION EDUCATORS

### County Educators

Affiliated educators assist communities and organizations by identifying shared natural resource issues and challenges and by developing, delivering and evaluating related educational programs and events.

#### Michelle Probst

Dane County, Natural Resources Educator

#### Madeline Roberts

Washburn County, Natural Resources Educator

#### Mike Travis

Pepin County, Agriculture and Natural Resources Educator

#### Rachael Whitehair

Wood County, Natural Resources Educator

## INSTITUTE LEADERSHIP



#### Tricia Gorby

Institute Director

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#### Chad Cook

Associate Director of Outreach

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