

## **Project Summary**

### **Rocky Mountains Cooperative Ecosystem Studies Unit**

*Project Title:* MT Statewide Noxious Weed Awareness and Education Campaign

**Type of Project:** Education

**Project Discipline:** Natural

**Funding Agency:** Bureau of Land Management

**Other Partners/Cooperators:** Montana State University

**Effective Dates:** 8/1/2009 - 7/31/2014

**Funds:** \$78,000 [FY11: \$25,000; FY10: \$28,000; FY09: \$25,000]

**Investigators and Agency Representative:**

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**Investigator:** Liz Galli-Noble, Director, Center For Invasive Plant Management, Montana State University, Dept. LRES, 333 Leon Johnson Hall , PO Box 173120, Bozeman, MT 59717-3120; 406-994-6832; elizabeth.gallinoble@montana.edu

**Project Abstract:** The BLM requested the Services of the Montana Statewide Noxious Weed Awareness and Education Campaign (MSU LRES) to continue conducting a general public education campaign to provide educational outreach for the people of Montana to realize the economic and environmental impacts of noxious/invasive weeds and to become supportive of all management aspects of the integrated weed management programs. MSU performs the administrative functions of the campaign, in-kind support to maintain the campaign's operation, adherence to the rules and regulations, procedures and standards of the BLM, and as an equal participating partner to the MOU between the parties of the working group (MSNWAEC) actively contributing as well as serving in the administrative role of receiving and distributing contributed funds. BLM in turn participates as a full committee member of the Statewide Noxious Weed Awareness and Education Campaign, providing funding each Fiscal year (subject to available yearly budget allocation) to support an active awareness and education campaign throughout the State of Montana.

STATEWIDE NOXIOUS WEED AWARENESS AND EDUCATION CAMPAIGN OUTREACH ACTIVITIES INCLUDE THE FOLLOWING:

- 1) Facilitation of volunteer educators across Montana to develop and implement outreach programs;
- 2) Motivating leaders to take on projects that meet agency noxious weed educational goals- provide support for these leaders to lead them successful implementation of these programs;
- 3) Leverage existing funding for projects to seek out, and to secure the resources necessary to guarantee fulfillment of the development and distribution of educational materials, workshops, and outreach activities;
- 4) Two general membership meetings are held each year to develop buy-in and support of the Campaign from volunteers, educators, and land owners/mangers- including setting priorities for the year;

An Executive Committee serves in the capacity of advisory, project coordinator performance evaluation, and update of Campaign supporting documents such as the Committee Charter.

**Outcomes with completion dates:** 7/31/2014

**Keywords:** Noxious weed education and public outreach, project facilitation, cooperative weed management, Bureau of Land Management, Montana State University