

## Cooperative Extension - University of Wisconsin-Extension



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### Human Resources Development

## Lake Superior National Estuarine Research Reserve Education Coordinator (100%)

**Applications Due: April 19, 2011**

**Cooperative Extension Purpose:** We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

**Working Title:** Lake Superior National Estuarine Research Reserve (LSNERR) Education Coordinator

**Official UW-Extension Title:** Lecturer Title Series (title prefix to be determined)

**Percent of Employment:** 100%

**Geographic Areas Served:** Primarily northwest Wisconsin and northeast Minnesota, especially portions of Douglas (WI) and St. Louis (MN) Counties within the boundaries of the Lake Superior National Estuarine Research Reserve (LSNERR)

**Office Location:** UW-Superior, 801 28<sup>th</sup> Avenue East, Superior, Wisconsin 54880-3974

**Type of Appointment:** This position is a fixed-term academic staff appointment with Cooperative Extension, a division of the University of Wisconsin-Extension (UWEX). Reappointment to this position after the initial term is dependent upon availability of funding and performance.

**Position Background and Purpose:** The LSNERR Education Coordinator (EC) is the lead educator and education program administrator for the Lake Superior National Estuarine Research Reserve. The Lake Superior National Estuarine Research Reserve (LSNERR) is one of 28 research reserves in the National Estuarine Research Reserve System (<http://www.nerrs.noaa.gov/>) and is the only NERR located in Wisconsin within NOAA's Lake Superior Biogeographical Region. The 16,697-acre LSNERR exists today because of a number of innovative partnerships. The National Oceanic and Atmospheric Administration (NOAA) provides federal funds to the State of Wisconsin through the University of Wisconsin-Extension (UWEX), the State's designated lead agency. In another partnership, the LSNERR has a physical presence on the University of Wisconsin Superior campus and LSNERR staff members are appointed through either UWEX or University of Wisconsin Superior. (Please see addendum for additional background information.)

The LSNERR Education Coordinator (EC) manages the K-12, college, and general public education programs, and the daily operation of the Visitor Center. The EC works closely with the LSNERR Monitoring Coordinator, LSNERR Volunteer Coordinator, LSNERR Research Coordinator and the LSNERR Coastal Training Program Coordinator to provide oversight of the volunteer program and special events. This position provides excellent service and communication with the public and governmental entities by working collaboratively and respectfully to provide needed information. It also works to increase public awareness of LSNERR and its programs and, to build public support.

**Primary Duties/Essential Job Functions:** The LSNERR Education Coordinator (EC) will oversee all educational activities of LSNERR including the conceptualization, development, and conduct of educational programs, curriculum and instructional materials. The EC will work independently and with members of the LSNERR staff involved in educational activities. This position is responsible for the training of adult leaders, staff, and instructors associated with the education programs and services offered by the Reserve.

### 25% Education Program Development and Oversight

Develop and implement a strategic plan for the education program that is integrated with the Reserve management plan, defined by a market analysis and needs assessment, coordinated with other program lead staff on site, and implemented

with the guidance of an education advisory committee. Identify, conceptualize and coordinate preparation of proposals and grant requests to fund education program initiatives and activities. Write grants to secure funding for the education program. Manage grants and contracts for education related programs and initiatives.

Oversee the design and maintenance of various educational databases and resource materials. Share information on innovative programs and products through written articles, web pages and presentations at professional conferences and agency meetings.

### **25 % K - 12 and College Education**

Lead the development and implementation of a K-12 environmental education curriculum aligned with state standards; design activity kits for use on site or in the classroom; design and implement certified teacher professional development; run the daily K-12 school tour programs, and provide teacher support services. Train and supervise staff and volunteers who lead college tours. Supervise and mentor student interns and community service students.

Develop and maintain critical partnerships with local educational and environmental organizations and agencies in order to facilitate meeting the Reserve education program goals and objectives.

### **20% Visitor Center and Public Education**

Oversee the day-to-day operation of the Visitor Center, working closely with the LSNERR Volunteer Coordinator in supervising Visitor Center staff and volunteers. Train staff in appropriate ways to deal with the public and in emergency response protocols. Oversee the design and maintenance of the education web pages and general public information on the LSNERR website. Respond to, and train others to respond to public inquiries via phone, mail and email. Produce or oversee the production of interpretive publications and exhibits.

### **10 % Communications**

Prepare and oversee preparation of press releases and related communications, including program information, promotional, and outreach materials. Represent and oversee preparation and, deliver educational programs about the Reserve at professional workshops and conferences. Prepare routine progress reports, correspondence, and program updates.

### **20% Cross Program Support**

Participate in staff planning efforts that address Reserve facility developments, restoration activities, land use policies, community partnerships and joint ventures, and other major projects and program developments affecting the overall role and function of the Reserve. Ensure that an education program perspective and appropriate technical advice enters into these efforts at junctures that favorably guide decisions and outcomes that fulfill the mission of the Reserve and the objectives of the Reserve's management plan.

Work with the LSNERR Volunteer Coordinator in the design and implementation of the volunteer program. This includes the design and implementation of the volunteer training class, the mentoring of interpretive guides who lead public tours, the organizing and supervising of volunteers who work in the Visitor Center, and who lead tours, assist with special public events, and work with other programs such as research and restoration.

Coordinate activities with the other functions and program areas of the Reserve in order to sustain the natural dynamics of the Reserve. Work to understand and provide services to the public, meet legal and administrative requirements, and assure that other necessary elements of the Reserve operations are not unknowingly compromised. Participate in staff efforts to integrate the activities of Reserve's respective research, education, stewardship, administration, and physical plant programs and work with other Reserve staff to implement the logical possibilities arising from such analyses.

### **Other Required Job Duties and Responsibilities:**

- Ensure that programmatic and administrative position responsibilities are conducted in a manner that enables all potential clientele to have equal access to programs and facilities
- Prepare a personal annual accomplishment report, including a description of work priorities for the forthcoming year
- Develop and follow a plan for professional development

- Build and strengthen community coalitions and partnerships while collaborating with a diverse network of community-based agencies, groups and individuals to address local issues through educational programming
- Make all reasonable effort to reach a diverse audience, to ensure access to programs and facilities, and to not discriminate on the basis of age, race, creed, color, disability, sex/gender, sexual orientation, national origin, ancestry, religion, marital status, political affiliation, identity as a veteran, disabled veteran, Vietnam veteran or any other military service, arrest record or non-program related conviction record.

**Working Conditions:** The working conditions for this position include all of the following: outdoors work in a range of uncontrolled work-environment conditions including over-water and in-water work in field settings; all weather conditions; remote settings; night work; work on platforms, in unconsolidated sediments, and where unstable footing exists; work environments in which stinging insects, animals, heavy vegetation and slopes are present. The work environment also exposes workers to regular public contact, vessel use, heavy machinery activity, laboratory equipment and chemical materials, as well as light industrial shop settings. Periodic out-of-town travel, often requiring overnight stays, is required. The position duties also involve work at a conventional office desk workstation, potentially for extended periods of time. The EC will work with children (minors). The EC is primarily responsible for the personal safety of large groups of people in remote regions of the Reserve on trails, and in vehicles and boats. The EC will occasionally work during evenings and weekends.

**Administrative Relationships:** This position is accountable to the LSNERR Reserve Manager on all matters related to: (a) program performance and job responsibilities, (b) developing effective external working relationships with clientele groups, other agencies, departments and organizations, (c) continuing professional development (d) reporting and evaluating programs to state and federal governments, as appropriate, (e) vacation, leave of absence, salary and promotion and (f) administration, office management and performance development. The position's hiring authority is through Cooperative Extension's Community, Natural Resources and Economic Development (CNRED) State program office.

**Program Relationships:** This position is part of the Community, Natural Resources and Economic Development (CNRED) program area in UWEX's Cooperative Extension division. This position interacts collegially with (1) appropriate Cooperative Extension teams, programs, units, and centers and appropriate teams, programs, units, and departments at UW-Superior; (2) staff at other NERR sites; (3) university faculty, staff, and students; and (4) State, Federal, Municipal, Tribal, and NGO partners.

#### **Qualifications:**

**To be considered eligible for this position, you must meet all of the following MINIMUM qualifications:**

- Education: A Bachelor's degree from an accredited college or university in environmental education, water resources, natural resource management, conservation, or a related field
- Experience: Significant experience conducting educational programming related to natural resources, especially water resources
- Supervisory Experience: One year of the above experience must include work overseeing an environmental/ natural resources science education program
- Knowledge and skills to effectively interact with people from different cultural backgrounds, including those associated with race, ethnicity, national origin including indigenous cultures, religion, socioeconomic status, age, gender, disability, sexual orientation, and other aspects of human diversity

#### **Desired Knowledge, Skills and Abilities:**

- Education: A Master's degree from an accredited college or university in environmental education, water resources, natural resource management, conservation, or a related field
- Experience: At least four years experience conducting educational programming related to natural resources, especially water resources
- Experience with water quality testing and identification of aquatic plants and animals
- Experience with global positioning systems and geographic information systems
- Demonstration of effective communication skills with people of all ages and educational backgrounds
- Experience writing and securing grants

**Position Description Clarification:** This position description represents a general outline of job duties, expectations, responsibilities and qualifications. It is not intended to be comprehensive in nature. In addition, this position is likely to evolve over time and therefore this position description may not fully reflect the precise nature of the position at a future

point in time.

**Position Benefits:** Excellent State of Wisconsin benefits, including retirement, health insurance, vacation, sick leave, and other insurances.

**Equal Opportunity:** As an affirmative action employer, UW-Extension provides equal opportunity in programs and employment; and is strongly committed to maintaining a climate supportive of respect for differences and equality of opportunity. UW-Extension does not discriminate on the basis of age, race, creed, color, disability, sex/gender, sexual orientation, national origin, ancestry, religion, marital status, arrest record or non-program related conviction record; or identity as a veteran, disabled veteran, Vietnam veteran or any other military service. *We promote excellence through diversity and encourage all qualified individuals to apply.*

#### **APPLICATION PROCEDURE AND DEADLINE:**

To receive full consideration, application materials must be received electronically by **April 19, 2011** and include **all** of the following:

- **Cover letter** that summarizes how you meet the minimum qualifications of this position. Please describe how you meet each of the minimum qualifications. Include descriptions of your formal education, training, professional work history, volunteer work, research, and any related life experiences in your response. Please note that your response will be evaluated for content and written communication skills.
- **Professional resume**, including related education, professional work history and volunteer experience.
- **Contact information for three (3) professional work references**, including at least one person who has been your immediate supervisor. For each reference, please indicate the nature of your professional relationship and include the person's title, e-mail address and telephone number.
- **Final college transcripts** for each of your degrees. Unofficial copies are acceptable at this point in the process. Official transcripts are required upon hire.
- [Applicant Survey Form](#)

Application materials that do not comply with these instructions are incomplete and will not be considered. Applications will continue to be accepted until the screening process is complete.

Submit application materials to Cooperative Extension Human Resources at [ces.jobs@uwex.edu](mailto:ces.jobs@uwex.edu).

Optional Confidentiality Form. Under Wisconsin Statutes, if asked, UW-Extension is required to provide a list of all nominees and applicants who have not requested in writing that their identities remain confidential. The identities of all finalists must be released upon request.

Please note that a criminal records review will be conducted prior to employment. In compliance with the Wisconsin Fair Employment Act, convictions and pending charges will be considered only as they relate to this position.

Materials will be made available in alternative format upon request. Please call 711 if you are hearing or sight impaired and need assistance. Direct inquiries concerning equal opportunity to: UWEX Workforce Equity and Diversity; Room 501; 432 N. Lake Street; Madison, WI 53706.

#### **Addendum: Position Background Information**

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

The Lake Superior National Estuarine Research Reserve (LSNERR) is one of 28 research reserves in the National Estuarine Research Reserve System (<http://www.nerrs.noaa.gov/>) and is the only NERR located in Wisconsin within NOAA's Lake Superior Biogeographical Region. Designated in October 2010, LSNERR joins Old Woman Creek on Lake Erie as the second Great Lakes freshwater estuary in the NERR System. LSNERR is situated on the most western tip of Lake Superior and contains examples of many of the types of habitats associated with the St. Louis River freshwater estuary and its watershed. The St. Louis River is the largest United States tributary to Lake Superior and flows 179 miles through a 3,634 square mile watershed. The lower 23 miles of the St. Louis River form the boundary between Wisconsin and Minnesota.

The 16,697-acre LSNERR exists today because of a number of innovative partnerships. The National Oceanic and Atmospheric Administration (NOAA) provides federal funds to the State of Wisconsin through University of Wisconsin

Extension (UWEX), the State's designated lead agency. In another partnership, the LSNERR has a physical presence on the University of Wisconsin Superior campus and LSNERR staff members are appointed through either UWEX or University of Wisconsin Superior.

The Reserve contains a variety of habitats including sedge meadows, emergent marshes, barrier beaches, upland coniferous forests, lowland hardwoods, and open water areas of the freshwater estuary, rivers and tributaries, and near shore areas of Lake Superior. The LSNERR consists of existing public property, which has an established system of authorities and management plans. LSNERR, in cooperation with municipal, state, federal, and tribal partners, have developed a management plan following existing management plans and NOAA's NERR guidelines. The three tenets of the LSNERR are research, education, and stewardship. The LSNERR will serve as a field laboratory where scientists can study patterns and processes along a river-large lake ecological gradient. LSNERR office will house a visitor center and support public programs where students of all ages can learn about freshwater and Great Lakes ecology. Finally, several of the LSNERR programs are specifically designed to ensure that scientific knowledge is made available to guide actions of decision makers and members of the public throughout the region.

### ***University of Wisconsin-Extension***

Through UWEX, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work. UWEX is a unique partnership of counties, the U.S. Department of Agriculture, and the University of Wisconsin working together to help people put knowledge to work. It reflects the vision that has become known as The Wisconsin Idea.

This partnership brings education to people where they live, through Extension offices, throughout Wisconsin. UWEX supports educational programs for farmers, businesses, communities, families, and young people. UWEX uses education to help people understand and solve problems. Educational programs reflect local issues and apply research-based knowledge from the University of Wisconsin, other universities and the United States Department of Agriculture to help address them.

UWEX has been working with WCMP and WDNR on the Wisconsin Freshwater Estuary Initiative. The Initiative is a statewide effort to increase our understanding and stewardship of Great Lakes freshwater estuaries. One means to reach the goal of the Initiative is through the designation of the LSNERR on Lake Superior. UWEX is the lead state agency for the LSNERR and is responsible for the implementation of the management plan.

### ***University of Wisconsin-Superior***

UWS is located in the northwest corner of Wisconsin in the city of Superior. UWS was established in 1893 and joined the University of Wisconsin System in 1971. Enrollment is approximately 2,800 students. UWS has a reputation for academic excellence through its academic programs and research efforts. UWS is home to Lake Superior Research Institute (LSRI) as well as two other research centers focused on transportation and Great Lakes Maritime Commerce.

LSRI was created in 1967 with a mission focused on environmental research, environmental education, and public outreach for the Great Lakes Region. Major research efforts have focused on water quality monitoring, assessment of stream and coastal wetland aquatic communities, Great Lakes monitoring of plankton and benthos, ballast water treatment research, biodiesel fuel research, invasive species monitoring, and toxicity testing. LSRI anticipates expanding research opportunities with the establishment of the LSNERR. Faculty and researchers work closely with the LSNERR staff to identify research needs and to work in partnership with NERR researchers.

Additionally, LSRI maintains a 58-foot research vessel (*L.L. Smith, Jr.*), an invertebrate taxonomy laboratory, analytical chemistry labs, aquatic animal culturing laboratory, aquatic toxicology testing lab, and a computer/data management center. The *L.L. Smith, Jr.* is used extensively for both research and education. Educational programs provide participants with an opportunity to study the biology of Lake Superior and learn about local and regional environmental issues. The *L.L. Smith, Jr.* educational programs have been developed for students, local government officials, and the public. On-board scientists give introductory lectures and slide shows while en route to sampling sites on Lake Superior. The *L.L. Smith, Jr.* and the LSRI laboratory facilities will be available for outreach programming and research conducted by LSNERR staff.

Additionally, UWS owns a 72 acre parcel of land on the south shore of Lake Superior that includes Dutchman Creek. This parcel of land was named the Nelson Outdoor Laboratory in 2007. The area is to be used to enhance the instruction,

research, and public service missions of the University. This land is available for use by the LSNERR as the mission of a NERR is in sync with the operating agreement for the Nelson Outdoor Laboratory.

Students majoring in natural science programs have opportunities to participate in LSRI research projects as student research assistants, interns, or temporary employees upon graduation. The Department of Natural Sciences includes majors in biology; broad field science; cell/molecular biology; ecology, aquatic biology, and fishery science; plant science; chemistry; geography; geology; and physics. Faculty and students in the Natural and Social Sciences will have expanded opportunities for research and outreach within the LSNERR.

#### POSITION VACANCY ANNOUNCEMENT

Lake Superior National Estuarine Research Reserve Education Coordinator (100%)

Posted: 3/16/11

Refer to: PVL# C11033

REVIEW BEGINS: 4/19/11

University of Wisconsin, United States Department of Agriculture and Wisconsin counties cooperating. An Equal Opportunity/Affirmative Action employer, the University of Wisconsin-Extension provides equal opportunities in employment and programming including ADA and Title IX requirements.