

Missouri Master Wildlifer

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Missouri Master Wildlifer

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
131	Alternative Uses of Land	5%			
135	Aquatic and Terrestrial Wildlife	90%			
605	Natural Resource and Environmental Economics	5%			
Total		100%			

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	0.0	0.0
Actual	1.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 63400	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Develop curriculum-based Missouri Master Wildlifer Program Reference Manual, presentations and support materials, including assessment and evaluation tools, marketing strategies and promotional materials. Provide in-service training (ISE) for regional natural resource program coordinators. Collaborate with various "conservation partners" in the delivery of the short course. These partners might include natural resource professionals with the MDC, NRCS, Soil and Water Conservation Districts and volunteers selected from various nonprofit conservation organizations (such as Conservation Federation of Missouri, Quail Unlimited, Wild Turkey Federation, Ducks Unlimited, Isaac Walton League).

2. Brief description of the target audience

The short course is designed for citizens and private landowners interested in integrating wildlife considerations into their current land use and management activities.

V(E). Planned Program (Outputs)**1. Standard output measures****Target for the number of persons (contacts) reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	160	320	0	0
2007	155	7	0	0

2. Number of Patent Applications Submitted (Standard Research Output)**Patent Applications Submitted**

Year	Target
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Plan:	0
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2007:	0
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Patents listed**3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

Provide one training session for Extension specialists at the annual statewide Extension meeting. This will include Missouri Woodland Steward and Missouri Master Naturalist.

Year	Target	Actual
2007	1	1

Output #2**Output Measure**

Provide one annual in-service training (ISE) session for regional natural resource program coordinators. This will include Missouri Woodland Steward.

Year	Target	Actual
2007	1	0

Output #3**Output Measure**

Coordinate delivery of a growing number of short courses to private landowners at selected locations across Missouri.

Year	Target	Actual
2007	8	12

V(G). State Defined Outcomes

O No.	Outcome Name
1	50 percent of participants will increase their knowledge of wildlife ecological principles.
2	50 percent of participants will increase their knowledge of habitat assessment techniques.
3	50 percent of participants will increase their knowledge of benefits of improved wildlife habitat.
4	50 percent of participants will increase their knowledge of wildlife habitat improvement practices.
5	50 percent of participants will increase their knowledge of various technical assistance, professional services and resources available to achieve their wildlife management objectives through the MDC, NRCS, and private wildlife and land management consult
6	30 percent of participants will engage in at least one wildlife habitat improvement practice after six months.
7	30 percent of participants will improve their capability to manage the wildlife resource on their property and, as a result, their potential for achieving ecological, economic and social benefits.
8	50 percent of participants will increase the economic value of their property by integrating management practices that enhance wildlife habitat with ongoing agricultural, forestry, recreational or related natural resource enterprises.
9	50 percent of MU Extension and conservation partner teams collaborate in the development of additional Missouri Master Wildlifer or wildlife-related programming to meet the educational needs of private landowners and other audiences within the community
10	50 percent of participants completing wildlife habitat improvement practices will see a corresponding increase in the population of target species.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Brief Explanation

The Missouri Master Wildlifer Program uses the distance education technology of Interactive TV and the Centra videoconferencing system to deliver the program. However, the technology allows for a maximum of 10 locations to participate in the LIVE program. This limits the number of clientele that can participate in the live events. However, through the use of Centra, clientele have been able to participate in the program on a delayed basis. Use of new distance education technology has the potential to increase the scope of this program.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Before-After (before and after program)

Evaluation Results

To evaluate the program, participants voluntarily provided responses to a 34-question pre- and post-course assessment, developed to determine if knowledge of ecological and wildlife management concepts improved. Questions were grouped into eight Ecological Concept Areas (corresponding to the subject matter taught during each session) to facilitate the analysis of responses, which used paired sample statistics. Using a Likert scale (1-5), mean responses of the learners perceived "current level of knowledge" (2.16) and perceived "level of knowledge gained" (3.99) indicated that a significant increase in knowledge scores resulted. A 6-month follow-up evaluation was also conducted to assess whether management practices were adopted. Over 95 percent of the learners gained knowledge and skills enabling them to implement ecologically sound management practices for wildlife benefits on their property. As a result of these impacts, the Missouri Master Wildlifer Program provides an effective educational model for delivering science-based information featuring ecological and wildlife management concepts to adult learners.

Key Items of Evaluation

Biology and management of bobwhite quail and grassland birds in prairie communities; biology and management of white-tailed deer and forest wildlife management; biology and management of wild turkey; biology and management of Missouri's furbearers and wildlife damage management; Missouri's aquatic resources: streams, lakes and ponds; Managing to improve biological diversity on your property; Prevention and control of invasive species on your property; Wildlife habitat management techniques.