



# Indiana

## Invasives Initiative

### 2019-2023 Project Plan



SICIM, 1919 Steven Ave., Bedford, IN 47421

Phone: (812) 653-5563

Email: [sicim.info@gmail.com](mailto:sicim.info@gmail.com) -- Website: [www.sicim.info](http://www.sicim.info)

Last updated: 18 March 2019, DRS

# Indiana Invasives Initiative – (III)

Good communication, transparency, real-time collaboration, and a simple way to keep stakeholders in the loop – these are hallmarks of project success.

Initiated by members of the Forestry Committee of the White River RC&D in 2005, the Southern Indiana Cooperative Weed Management Area (now doing business as SICIM) was incorporated in 2008 and received 501c3 status in 2009. SICIM covers 35 counties of Southern Indiana within the Interior Low Plateau Ecoregion.

SICIM has since inception partnered with local groups in the southern portion of the state to help inform and support local communities about invasive species impacts and control. These local groups are often called Cooperative Invasive Species Management Areas (CISMAs).

During 2016-2017, SICIM partnered with The Nature Conservancy (TNC) and Indiana Division of Natural Resources (IDNR), Division of Forestry, to provide start-up funds for new CISMAs within the 35-county service area. Funding quickly ran out and SICIM approached the United States Department of Agriculture, National Resource Conservation Service (USDA NRCS) about a funding agreement to hire staff to help facilitate the formation of local CISMAs and provide training to Indiana Conservation Partners (ICP). USDA NRCS agreed but wanted SICIM to do the project on a state-wide level. In fall 2017, an agreement between SICIM and the USDA NRCS was signed for \$917,400, over a 5-year period, to help cover the cost of agreed upon activities at a state-wide level.

SICIM is working to raise additional funds for this agreement to help hire regional specialists, develop CISMAs across Indiana, educate Indiana Conservation Partners and the public, and provide technical assistance at the local level. This new project is called the Indiana Invasive Initiative (III).

The III seeks to enhance conservation across Indiana by interagency collaboration and partnership to facilitate shared learning on topics such as invasives species management, early detection and rapid response and citizen science. This project includes facilitating the creation of CISMAs, providing training and conducting outreach and education to build skills and advance conservation and restoration to protect Indiana's land and water resources.

By working and training together a larger audience will benefit from increased skills, strategies, capacity and networks to work more effectively and efficiently across agencies, organizations and jurisdictional boundaries.

Shared work and successes will increase community resilience and improve participant's abilities to meet conservation challenges and opportunities.

Working collaboratively at local levels across the state supports a commitment to conservation at local, regional and national levels.

# Indiana Invasives Initiative

## Vision statement:

SICIM and its partners work with landowners and citizens to increase awareness of Invasive species and act to reduce and prevent their spread across all landscapes to protect Indiana's lands and waters.

## Mission:

Develop local capacity by collaborating statewide to protect the health and diversity of our lands and waters by managing invasive species.

## Goals:

1. Ensure every county in Indiana is served by a sustainable CISMA (Cooperative Invasive Species Management Area) in six years
2. Lead the development of an umbrella organization to support CISMAs statewide
3. Lead effort to develop state funding for invasive species management

## USDA NRCS Agreement deliverables:

Conduct 12 training/outreach events per year for 5 years

Provide 80 landowner assessments for control of invasives plants per year for five years

Provide technical assistance to 120 landowners with 10 acres or less per year for five years

Lead establishment of 12 CISMAs per year for five years

Hire 4 regional specialists that will work on the tasks listed above

Hire a part time project coordinator that will supervise regional specialists, develop an organizational template for use by CISMAs and contact and invite over five-year period all (92) soil and water conservation districts to participate in the development of CISMAs.

## **Fulfill the III Mission**

### *I. Partnership, Collaboration and Umbrella Group*

Partnerships and collaboration are critical for the III to succeed. Therefore, SICIM will continue to develop partnerships and enhance collaboration across the state. SICIM will also continue to provide information about invasive species and their management via a variety of techniques that inform the public and partners across Indiana in a statewide cooperative effort.

Objective 1.1: Develop a list of partners (local, state, federal and regional) and include the roles partners play in the IIII. (Executive committee and staff)

Objective 1.2: Determine relationship with Conservation through Community Leadership (CCL) by June 2019. (Executive Committee and staff)

Objective 1.3: By December 2019, present the IIII to Indiana Conservation Partnership (ICP) partner leaders. (staff)

Objective 1.4: Present legislative funding requests to as many environmental and conservation partners/collaborators/allies beginning February 2019. (Legislative Committee)

Objective 1.5: Continue SICIM presence at Indiana Association of Soil & Water Conservation Districts (IASWCD) annual conference. (Communications Committee/staff)

Objective 1.6: Facilitate the creation of an umbrella group(s) to support IN CISMAs by December 2022.

Objective 1.7: Foster relationship with Indiana Invasive Species Council (IISC) with regular interactions, starting November 2018. (Executive Committee and staff)

## *II. Funding*

Funding is required for SICIM to assist with the conservation, preservation and protection of Indiana's natural landscapes. Financial sustainability is also critical to fulfill the IIII, hire necessary staff to: support development of local CISMAs; educate partners; and provide technical assistance as appropriate.

Objective 2. 1: Create a legislative committee by December 2018 to develop sustainable public funding and support for the IIII. (Executive Committee and SICIM Board)

Objective 2.2: Develop a funding proposal for legislators to address invasive species issues statewide by January 2020. (Legislative /Finance Committees)

Objective 2.3: Identify funding mechanisms in other states by September 2019. Contact MIPN and other regional CISMAs. Evaluate methods that might be relevant for Indiana. (IIII Coordinator)

Objective 2.4: Create appropriate documents (IIII Plan, Contributor/Partner brochures, Project Tracker, Annual Report, etc.) to showcase IIII for project funding by January 15, 2019. (IIII staff and Executive Committee)

## *III. NRCS Deliverables*

To execute the NRCS deliverables SICIM will hire at least four Regional Specialists (RS) and a part time Project Coordinator (PC). These individuals will focus on the IIII project.

Objective 2.1: SICIM will hire a part time coordinator by October 2017.

Objective 2.2: SICIM will hire four Regional Specialists by January 2019.

Objective 2.3: If funding is available, SICIM will hire a fifth Regional Specialist that may serve as a supervisor by July 2019.

Objective 2.4: Regional Specialists will be assigned an area of the state and counties. Each RS will focus their efforts on CISMA development, outreach/ education and landowner surveys and technical support.

Objective 2.4: The Project Coordinator will: assist the Regional Specialists; develop the IIII plan; a CISMA organizational brochure and contributor / partner brochures; engage SWCDs across the state; promote the IIII; project tracker; supervise the regional specialists.

#### *IV. Media Plan*

Objective 4.1: Design an IIII logo by November 2018. (Executive committee)

Objective 4.2: Develop an IIII media campaign that includes annual calendar of events and tasks that will educate ICP and the public about the IIII by January 31, 2019. (SICIM Board, Communication committee and staff)

Objective 4.3: Create publications (CISMA organizational template, CISMA brochure, IIII contributor/partner brochures, landowner brochure, IIII plan and IIII plan tracker) by January 31, 2019. (SICIM staff and Executive committee)

Objective 4.4: Update and revise Facebook accounts as necessary to provide public with latest information about SICIM, IIII and invasive species awareness and management (ongoing). (SICIM Executive committee and staff)

Objective 4.5: Create a list of conferences and meetings to attend and hold across the state. These events will bolster invasive species awareness and provide information about the IIII by January 2019. (SICIM Executive committee and staff)

#### *V. Review and Revise Plan*

Objective 5.1: Review IIII plan annually by December of each year. (Executive committee and staff)

Objective 5.2: Revise IIII plan annually by December of each year. (Executive committee and staff)

## List of Partners / Sponsors

<b>Partners</b>	<b>Sponsors</b>
SWCD supervisors and staff	Sam Shine Foundation?
ICP staff (ISDA, NRCS, Extension, DNR, IDEM)	RC&Ds (see list of contacts in Appendix)
Retired ICP staff	TNC, John Shuey
City/County Parks department managers and staff	NRCS, Brian Kruse
County Commissioners	IASWCD
County Council members	SSCB
County Highway Superintendent	U.S. Forest Service – State and Private (Carleen Yocum)
Drainage/Ditch Board	
County Surveyors	
INDOT rep	
Farm Bureau officers	
Timber industry reps	
Recreation industry reps	
TNC staff	
INPS members	
Master Naturalist groups	
Master Gardner groups	
Foresters	
Classified Forest owners	
College/university professors/staff	
Members of wildlife groups - American Wild Turkey Federation, Pheasants Forever, DU	
Audubon Society members	
RC&D	
Local Land Trusts	
County Seat Council Members	
Interested citizens	
Any Sustainability Groups in County or County seat (KIB, Wildlife Federation reps, etc.)	
Weed Wrangle® (we need to post this on our webpage and develop this partnership – it is a national program)	
Public Right-of-Way managers (roads, gas lines, electric lines)	
Outdoor Recreation Groups- Hoosier Hikers, Hoosier Horsemen, Fishing groups, etc.	

## Task Breakout by Year

### Year 1:

1. Develop III Project Plan/Campaign
2. Hire RS
3. Train RS
4. RS begin working with interested SWCDs and groups
5. Develop media and media campaign:
  - a. Use III logo to brand project
  - b. Develop a state-wide campaign for the III to ICP, Citizens, etc.
    - i. Share with CISMAs and invasive species meetings across the state (RS and PC)
  - c. Update/revise FB and Website w/ III information (SICIM)
    - i. Have an Official roll out of the III project (Everyone)
    - ii. Consistent messages about Invasive species and the III w/ Monthly plant showcase
    - iii. Quarterly map of Indiana CISMAs
    - iv. Monthly Invasive species displays (RS, SICIM Members)
  - d. Create Publications
    - i. Develop brochures or other media:
      - a. (Tri-fold) for partners
      - b. Sponsor booklet (ICP, donors, etc.)
      - c. Landowner slick
      - d. CISMA template
      - e. Annual III Report
  - e. Media Blast Calendar / Campaign (RS, SICIM Committee, CISMAs)
    - i. Newspapers - 1-2 stories or ads per month published by CISMAs about invasive species
    - ii. Radio -news releases once a month by RS for their area about invasive plant management, etc.
    - iii. Television - once every two months with information about invasive species and III updates
    - iv. Website -RS will send content to SICIM and let SICIM maintain their website
    - v. Instagram -RS will maintain account and post at least three times a week
    - vi. Annual challenge or contest - Would like to develop this idea through Communications Committee – this keeps III fresh or refreshed and provides an update on status
    - vii. Videos (webinars) -Use existing resources
    - viii. Monthly challenge – reward – plant voucher (Develop through Communications Committee for 2020)
      - a. Work w/ INPAWS to develop plant voucher project

- f. Hold/attend meetings across the state at key events (SICIM Board, PC)
  - i. Create list of Conferences/meetings to attend/develop
    - a. Attend ICP partner meetings and introduce the III (PC)
    - b. Attend State Fair (in conjunction w/ DNR (discuss booth dynamics with DNR- Teena and /or PC)
    - c. Attend Green Expo (2020 – SICIM Committee)
    - d. Society of American Foresters meeting (Teena – Sept 2019)
    - e. Society of American Consulting Foresters (Will – June 22-25)
    - f. Wildlife Society (Ask Scott J)
    - g. Indiana Wildlife Federation (Amber and Dawn)
    - h. Fisheries Society (Cheryl)
    - i. Conferences (NAC , Innovations In Invasives Management, etc.) – as available
  - g. Hold annual III event (Weed Wrangle® and SICIM partner meeting)?
- 6. Assist with development of an umbrella organization for CISMAs (doing this through legislative committee and request of legislative summer session)
- 7. Develop Weed Wrangle® as partner and platform/event CISMAs to use
- 8. Begin Landowner Assessments and Technical Assistance
- 9. Begin invasive species outreach events – at county level
- 10. Write Annual Report (January 2019)

**Year 2:**

- 1. Develop a business plan that includes III
- 2. Build financial sustainability for III through fundraising plan
- 3. Present plan to contributors / sponsors
- 4. Present plan to potential CISMAs
- 5. Present plan to primary conservation partners / members
  - a. Present at IASWCD meetings
  - b. NRCS annual Meetings
  - c. SWCD meetings
  - d. DNR meetings
  - e. F&W meeting
  - f. Div. of Forestry
  - g. DNP
  - h. Land Trusts
  - i. Universities
  - j. INDOT
  - k. Master Gardeners & Master Naturalist
  - l. Professional organizations and main sportsman groups
  - m. Right-of-Way managers
    - 1. Partners: Who needs to know



- a. IISC (Heather R), DNR (Directors), NRCS (Shannon), IASWCD (Joe Schmees), Land Trusts (Cliff Chapman), TNC, FWS Centers (Jeff Keifer), National Park Service (Teena), Forest Service (Cheryl Coon), INPS (Ellen Jacquart), Purdue (Steve Yaninek.), Franklin College (Alice Heikens), IU (Vicky M.), AIM (Association of IN Municipalities) (Town Government), AIC (Association of IN counties), KIB, Audubon Groups, Sportsman Roundtable, INCA, IFWOA, Landscaper Architects (David Gorden), INLA, (Rick Haggard), Association of Consulting American Foresters (Mike Warner), ISA (Indiana Chapter of Arborists), Ball State, INDOT (Matt Kraushar)
  - b. We want to contact person in charge and discuss III – do they take and spread information, or do we have a chance to present during one of their meetings? That will depend upon the group.
6. Obtain additional funding (goal ½ million)
  7. Continue to develop umbrella organization via Legislative committee
  8. Hire additional RS (2-3)
  9. Continue ICP outreach / education
  10. Add Public outreach events (Land trust meetings, RC&D, and others),
  11. Regional Specialist continue with interested counties & add additional counties (3 more each),
  12. Reopen CISMA grants if funding is available
  13. RS continue landowner assessments and county level invasive species outreach event,
  14. Compile III Annual Report,
  15. Update Media Plan

**Year 3:** Fund Raise, Continue ICP and Public outreach w/ status updates and add 3 more counties to RS workload, begin formalizing the umbrella organization, present to State Legislature

**Year 4:** Continue w/ year 3 work and add 3 counties to RS workload/revise III Plan

**Year 5:** Continue w/ year 4 work and add 3 counties to RS workload/ revise III Plan

**Year 6:** Continue w/ year 5 work and add 3 counties to RS workload/revise III plan

## **Where will SICIM work to fulfill III deliverables and meet project goals**

SICIM will work throughout the state

- a. Create county priorities based on progress made each year and based on interest
- b. Create RS focal areas

- c. SICIM board members and the PC will work in areas not covered by the RS

## **Implementation**

See the timeline in Appendix A.

## **Recognizing Donors**

The secretary for SICIM will send thank you letters to all donors/sponsors. In addition, secretary will ensure Gold and Platinum donors receive printed copies of SICIM's Annual Report, Business Plan and Sponsor Guide.

## Partners and Sponsors for III and SICIM

A **Partner** is an organization that helps lead and disseminate SICIM initiatives (e.g. Indiana Invasive Initiative). These can include, but are not limited to, such organizations as NRCS, IASWCD, Indiana State Soil Board, NGO's, and other government and state organizations.

A **Sponsor** is an individual or organization that contributes financially to SICIM. This can include one-time donations or sponsorship levels as suggested below:

Sponsors	Suggested yearly Sponsorship levels
Student	\$1-20
Regular	\$30-99
Patron	\$100-\$149
Bronze	\$150-\$499
Silver	\$500-\$1,999
Gold	\$2,000.00 +

A quarterly SICIM newsletter goes out free to anyone who signs up by email or provides a sponsorship.

Sponsors will be listed on the Annual Report, unless they choose to be anonymous.

All sponsors get a copy of the SICIM Annual Report (electronic). Upon sponsorship payment, sponsor will receive past Annual Report with their "Thank You" letter, and then receive the next Annual Report when completed.

Sponsorships will be via PayPal on SICIM website, or a check sent to the Treasurer. Treasurer and PayPal manager will communicate with Secretary on all sponsorships received.

Secretary will manage the Sponsor database, email/mail all quarterly Newsletters and Annual Reports, and all "Thank you" letters to sponsors as received.

Large donors (Platinum sponsors) – those contributing \$5,000 or more will, have something named after them and will have a Steering Committee member assigned to check in with them quarterly with calls or emails. Their contributions will be acknowledged at SICIM public events.

All Gold and Platinum donors will receive printed copies of SICIM's Annual Report, Business Plan and Contributor Guide.

## APPENDIX A

Goals	Objective	Action Steps (How)	Benefits	Who Will Execute	Due Date	Date Accomplished
Write III Plan	Plan will guide SICIM and be available to present to partners and donors	Meet with SICIM Board multiple times to complete plan	III success	PC and Board	December 31, 2018	Mostly complete Dec 2018, revision completed Feb 22, 2019
Develop Logo	Create a logo that represents III effectively	Board creates or contracts out	III Project	Board	Nov 29, 2018	2018
Develop Sponsor Guide	Fundraiser for III	Create brochure to present to potential donors that explains the project and how they may contribute	III Project, Contributors, Partners	PC and Board	Dec 31, 2018	Dec 2018
Develop Landowner Flyer or slick	Landowners	Develop trifold to present to landowners	III Project promotion, landowner	Troy and Board	Jan 31, 2019	Done
Develop Partner Brochure	Partners	Create brochure to present to Partners that explains the program/how they can contribute	III Project promotion and partners	PC and Board	March 15, 2019	
Develop CISMA Brochure	Future and Established CISMAs	Develop brochure for CISMAs that explains what a CISMA is,		1st draft is complete.	August 2018	Done!

Goals	Objective	Action Steps (How)	Benefits	Who Will Execute	Due Date	Date Accomplished
Internet Campaign (FB and Website)	Increase venues to showcase III, CISMAs and Invasives species issues to recognize contributors and partners	Update w/ III logo and vision, mission, etc.	III project, contributors, partners, landowners, etc.	Everyone? We need SICIM to write a press release for the III. This can be distributed to RS, who can post locally. I suggest SICIM and the PC be responsible for pushing this message while the RS continue to develop CISMAs	Completed by Sept 2018	We need a press release for the III. Note: online discussion is ongoing via Instagram, IISC IPAC FB, SICIM FB. Instagram created in 2018 by Amber, & Emily maintained website monthly
Provide ICP Training (at least 4/yr)	Educate conservation partners about invasive species and III	Work w/ NRCS and Laura Fribley to provide training events annually	ICP	PC / RS	Completed by Dec of each year	6 ICP trainings in 2018
Organizational Template for CISMAs	Assist CISMAs in organizational development	Research and compile	CISMAs	PC / Executive Committee	Dec 31, 2018	Initial draft being used in 2018. Revision completed Feb 22, 2019
CISMA development	RS and PC assist with CISMA development in each county	"What is a CISMA" mtgs, Surveys, Demographic surveys, Call out meetings, Organizational meetings,	Local ownership of invasive species issues	Staff	3 started each year	10 new CISMAs were established by Jan 31, 2109

Goals	Objective	Action Steps (How)	Benefits	Who Will Execute	Due Date	Date Accomplished
		Establishment meetings, Follow-up meetings, Outreach events				
Conduct Landowner Surveys & write plans	Invasive species Education and Management		Landowners	Staff	Annually meet NRCS agreement goals	
Conduct Landowner technical surveys	Invasive species Education and Management		Landowners	Staff	Annually meet NRCS agreement goals	
Conduct public outreach events in each county	1.Increase awareness of III 2.Increase awareness of invasive species 3.Increase awareness of impacts of invasive species 4.Develop more partners and advocates.		Public	Staff, SICIM board members, CISMAs	Meet NRCS Agreement and conduct one per month per staff member	Completed over 100 in 2018.
Umbrella organization	Assist with development of umbrella organization that will provide support for	Work with Partners to determine who is best to take the lead on this initiative	CISMAs, Partners who manage invasive species	Board and Project Coordinator	1.By end of 2018 create legislative committee 2. By end of 2019 work with partners to appoint / create /	1. Mike Warner took Chair of Legislative committee, 2018. In Feb 2019, Jeff Cummings stated a legislative summer session was approved.



Goals	Objective	Action Steps (How)	Benefits	Who Will Execute	Due Date	Date Accomplished
	CISMAs across the state				fund an umbrella organization 3. By end of 2020 hire personnel	Who are the legislatures?
Sustainable funding	Obtain funding sources	Apply / solicit at least 2 funding streams per year	III	Executive committee & Legislative committee	2019: request summer session to address sustainable funding and umbrella group	
III Staff	Increase staff to fulfill III goals and objectives and agreement w/ NRCS	Update position profile, advertise position and interview	Expansion of III, Landowners	Board and the Project Coordinator. Hire someone to supervise full time staff	2018: Hire 2 full time RS at beginning of project 2. 2019: Hire 2 RS in Jan. Hire 1 RS mid-yr 2019.	2 RS hired in 2018; 2 more hired Jan 2019
SICIM Annual Meeting	Provide an annual meeting to support collaboration between CISMAs and conservation partners	O& D committee will coordinate	CISMAs, partners, etc.	O&D committee	Annually in June	Scheduled June 21, 2109
Legislature Contacts/ Presentations	Acquire sustainable funding and an umbrella group	Legislative committee will work on this task	CISMAs, and statewide invasive species management	Legislative committee	Begin in 2019	