



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581
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Memorandum

Date: March 12, 2025

To: Lower Platte South Natural Resources District Board of Directors

From: Jodi Delozier, Communications Coordinator

Subject: Minutes for Information and Education Subcommittee Meeting

The Information and Education (I&E) Subcommittee met on Thursday May 8th at 5:30 PM, to take action on two items. Subcommittee members present were Susan Seacrest (Chair), Tom Green, Gary Aldridge, John Yoakum, Lisa Lewis, Stephanie Matejka, and Melissa Baker. Others in attendance included Board Chair Bob Andersen and staff members Jodi Delozier, Sam Elofson, and Adam Sutton. I&E Subcommittee member Suzanne Mealer was not present. A quorum was present for the meeting.

The first agenda item involved consideration of support for a 7th grade outdoor education pilot program planned for fall 2025. The program, developed through a collaboration between Lower Platte South NRD (LPSNRD), Spring Creek Prairie, Pioneers Park Nature Center, Lincoln Public Schools, and UNL's FEWS (Food, Energy, Water, and Societal Systems), aims to address a gap in outdoor learning opportunities at the middle school level. It also directly supports science curriculum topics such as biodiversity, human impact, agriculture, and conservation careers. The four-hour, expert-led outdoor field trips include hands-on rotations aligned to science standards.

Subcommittee members raised questions about the program's future should the pilot prove successful, which I&E staff member Sutton addressed. Director Aldridge recommended that the I&E team promote broader participation by engaging private, parochial, non-denominational, and home schools, and suggested contacting media outlets to increase public awareness of the program.

It was moved by Yoakum, seconded by Green, and approved by the I&E Subcommittee to recommend that the Board of Directors approve financial support — up to \$5,000 — for Pioneers Park Nature Center and Spring Creek Prairie Audubon Center to provide guided prairie field trips for 7th grade students from two middle schools during the 2025/2026 school year.

Motion Passed: 7-0

The second agenda item involved consideration of a proposal to produce an animated video to promote the programs and projects of the Lower Platte South Natural Resources District. I&E staff member Delozier shared details about the video's purpose and development. The discussion included potential distribution platforms—such as the LPSNRD website, social media, and possibly streaming services—as well as the video's focus areas: water quality and public health, recreation, and flood mitigation. The video is intended to be educational and informational in nature and is expected to be completed by the end of the summer.

It was moved by Baker, seconded by Matejka, and approved by the I&E Subcommittee to recommend that the Board of Directors approve financial support for Unanimous to develop, design, and deliver a 2-minute,

30-second, and 15-second animated video series promoting LPSNRD programs and increasing public awareness of the District's role in conservation.

Motion Passed: 6-1

There being no further business, Chair Seacrest adjourned the meeting at 6:13PM.

PC: I&E subcommittee file



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Memorandum

Date: May 6, 2025
To: I&E Subcommittee
From: Adam Sutton, Environmental Educator
RE: Background Information for May 8th, I&E Subcommittee meeting

The Information and Education Subcommittee will meet on Thursday, May 8th, at 5:30pm in the large conference room. On the agenda will be consideration of a new 7th grade field trip pilot program with Spring Creek Prairie and Pioneers Park Nature Center.

Funding Request for 7th Grade Field Trip Pilot Program

The Lower Platte South NRD, in continued partnership with Pioneers Park Nature Center (PPNC) and Spring Creek Prairie Audubon Center (SCP), proposes a pilot outdoor education program for 7th grade students at Lincoln Public Schools (LPS) during Fall 2025. This program addresses a gap in outdoor learning opportunities at the middle school level and directly supports science curriculum topics such as biodiversity, human impact, agriculture, and conservation careers.

Pilot Program Overview:

- Target Schools: Lefler Middle School (~173 students) and Schoo Middle School (~339 students)
- Locations: PPNC and SCP
- Format: 4-hour, expert-led outdoor field trips including hands-on rotations aligned to science standards
- Partners: LPSNRD, LPS, PPNC, SCP, and UNL's FEWSS (Food, Energy, Water, and Societal Systems)
- Fee: \$9.50 per student per field trip location

Funding Request:

LPSNRD is asked to fund student admission costs, consistent with prior field trip support.

Total requested: Not to exceed \$5,000

Additional support may be available from the Friends of Pioneers Park Nature Center, who have previously offset field trip fees.

LPSNRD staff recommends approval of funding for the 7th Grade Field Trip Pilot Program in an amount not to exceed \$5,000. This initiative supports our mission to promote conservation education and enhance students' understanding of Nebraska's prairie ecosystems and related career opportunities.

STAFF RECOMMENDED MOTIONS:

7th Grade Field Trip Pilot Program

It was moved by _____ and seconded by _____ to approve financial support for Pioneers Park Nature Center and Spring Creek Prairie Audubon Center to assist in providing guided prairie field trips for 7th grade students from two middle schools during the 2025/2026 school year.



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Memorandum

Date: May 8, 2025
To: I&E Subcommittee
From: Jodi Delozier, Communications Coordinator/Adult Environmental Education
RE: I&E Subcommittee Meeting

The Information and Education Subcommittee will meet on Thursday, May 8th, at 5:30 PM in the large conference room. One key agenda item will be the consideration of a proposal to produce an animated video to help promote the programs and projects of the Lower Platte South Natural Resources District (LPSNRD).

Funding Request for the LPSNRD Animated Video

The Lower Platte South NRD is proposing to engage the marketing agency **Unanimous** to develop, design, and deliver a suite of animated videos to support public outreach and education. The deliverables will include:

- One **2-minute video**
- One **30-second video**
- One **15-second video**

These videos will be used to promote LPSNRD's diverse programs and initiatives to a broad audience. The scope of Unanimous's services includes content development, professional voiceover, custom animation, music, and quarterly collaborative reviews with NRD staff to ensure alignment with District messaging and goals.

Total Funding Request: \$14,900

Staff Recommendation

LPSNRD staff recommends approval of funding in the amount of \$14,900 to support the development of the three animated videos. This project will enhance public engagement and increase awareness of the District's mission and conservation efforts.

Staff Recommended Motion

It was moved by _____ and seconded by _____ to approve financial support for Unanimous to develop, design, and deliver a 2-minute, 30-second, and 15-second animated video series promoting LPSNRD programs and increasing public awareness of the District's role in conservation.

Agency	Unanimous	Lincoln Journal Star	Firespring	RedThread
Total Price (\$15,000 max)	\$14,900	#1 - \$10,000 #2 - \$18,000	\$14,600	\$15,050
Video Length (two minutes max)	3 videos- <ul style="list-style-type: none"> • 2 minutes • 30 seconds • 15 seconds 	#1 video quote - <ul style="list-style-type: none"> • 15 to 30 seconds #2 video quote - <ul style="list-style-type: none"> • 60 seconds 	2 videos – <ul style="list-style-type: none"> • 15 seconds • 30 seconds 	1 video – <ul style="list-style-type: none"> • 60 seconds
Video (animation)	Animation	Animation	Animation	Animation
Video samples provided	Yes	Yes	Yes	Yes