

November 9, 2015

Dear Class,

Bluebird Experience is a grassroots environmental community stewardship project dedicated to the restoration of Wisconsin's songbirds in the internet age. Through the use of technology and collaboration with Cornell University's Lab of Ornithology we have successfully established monitored bluebird trails in neighborhoods, golf courses, and the UWEC Children's Nature Academy.

It's time to create a new trail and we need your help. Bluebird Experience needs Dr. Lester's community leadership class to help with the creation of a Bluebird Trail on UWEC's main campus.

A Bluebird Trail consists of at least 10 bluebird boxes that are monitored weekly during Spring and summer. The number of birds and eggs are documented online to be examined by ornithologists and help determine the health of the Eau Claire community.

Objectives:

- Create a marketing campaign to sell Bluebird Experience golf balls in order to raise \$400 for the creation of the campus Bluebird Trail
- Cement collaboration between UWEC Watershed and Bluebird Experience
- Create a Bluebird Trail on campus leaving a legacy for the UWEC community to enjoy

Timeline:

January- Cement university approval

February- Create marketing campaign to raise \$400

March- Installation of Bluebird Trail

April- Begin monitoring season (until class completion)

Why should you pick this project?

Ability to participate in the first city in the United States to bridge nature and technology through Bluebird Trails. Connection opportunities through the community and university which will help build your resume. Enjoy an interactive, environmental, hands-on experience while completing your service learning.

Thank you for considering this project!

Shelly Sutley and Krista Lambrecht
Bluebird Experience



SELL ME!

bluebird experience

Connect.
Collaborate.
Create.