

## Wisconsin Department of Natural Resources SWIMS Project Summary

### General Project Information

**Project ID:** AIS-OutreachEd

**Name:** Aquatic Invasive Species (AIS) Outreach And Education

**Type:** Aquatic Invasives Education

**Subtype:** General Category

**Status:** ACTIVE

**Start Date:** 1/1/2011

**End Date:** 12/31/2099

**Purpose:** The spread of aquatic invasive species threatens Wisconsin's public and private water infrastructure, property values, natural heritage and a \$2.75 billion fishing industry that provides 30,000 jobs. To stop the spread of AIS by water users, an effective public communications strategy, including research and evaluation, is of paramount importance.

The department goal is to help water users know and consistently follow all AIS prevention laws and/or change their behavior to stop the spread of AIS. The department also strives to provide partners and stakeholders with current information on AIS distribution, biology, management practices and policy.

**Objective:****Comments:****Outcome:****Study Design:****QA Measures:**

### People

Name	Role	Status	Start Date	End Date	Organization	Comments
Campbell, Christal	COORDINATOR	INACTIVE	2/28/2014	7/20/2015	Dane County	
Campbell, Tim	COORDINATOR	ACTIVE	7/20/2015		UW Extension/WDNR/WI Sea Grant	
Cook, Matthew	TEAM_MEMBER	ACTIVE	2/28/2014		Wisconsin DNR	
Scherer, Jeanne S	COORDINATOR	ACTIVE	8/14/2017		UW Extension	

### Project Statuses

Date	Reported By	Status	Comments
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### Actions

Action	Detailed Description	Start Date	End Date	Status
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### Monitoring Stations

Station ID	Name	Comments
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### Assessment Units

WBIC	Segment	Local Name	Official Name
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### Lab Account Codes

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Account Code	Description	Start Date	End Date
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### Forms

Form Code	Form Name
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### Methods

Method Code	Method Description
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### Fieldwork Events

Start Date	Status	Field ID	Station ID	Station Name
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### Documents

Title	Description	Author	Published	Comments
Aquatic Invasive Species Publications	2024 - added widen link. All updates going forward will be made in widen; The original AIS Publications Catalog produced by Jeff Strobel, UW Madison, Division of Extension. it is now managed by UW Extesntion Lakes - Erin McFarlane and Amy Kowalski with input from the AIS Outreach Specialist, currently Jeanne Scherer	Jeanne Scherer	6/10/2019	

### Budget

**Combined Budgets:**

**Combined WSLH:**

**Combined Total:** \$0.00

### Funding

Organization	Source	Type	Amount	Start Date	End Date
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8/28/2024

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