

At the end of each year, each SER chapter and section is expected to provide a summary of their composition, financials, activities & accomplishments, logistical information, and challenges to the SER head office. This report facilitates the relationship between SER and SER chapters/sections by allowing the head office to know what challenges you face, what area's you require assistance in, and what new developments have occurred in your region/thematic focus.

In addition to logistical information, SER requires that all chapters provide their most up to date legal documentation such as chapter bylaws, articles of incorporation and any other documents deemed important for our records.

Please provide us with any pictures of your activities for possible use in the Annual Report, SERNews, and other marketing and promotional materials.

Please return the completed form and any associated attachments (*see below*) no later than March 1, 2015 to Leah Bregman at leah@ser.org.

Chapter Documents Required for 2014:

Membership Roster – Please submit a current list of all chapter members and email addresses.

Financial Report – Please submit a year-end financial report for your chapter. *An example will be provided to each chapter.*

Legal Documents/ Bylaws – Please submit a current copy of the chapter's bylaws, articles of incorporation, and any other legal documents that SER does not already have, or any documents which have changed over the past year. *If your chapter documentation has not changed, and no new documentation has been added, you do not need to submit.*

Chapter Photos -- Please provide SER with any photos from your activities throughout the year. Please title photos descriptively (*location, description of what is happening, date, and names*).

Board Composition

Please provide a list of the most up-to-date information on chapter leaders and members: (*can also submit in a separate file if that's easier*)

Executive Board:

Name	Title	Board Term	Email
<i>See attached sheet</i>			

Other Board Members:

Name	Title	Board Term	Email
<i>See attached sheet</i>			

Committees & Committee Members

Name	Committee	Term (If applicable)	Emails
<i>See attached sheet</i>			

Strategic Plan

Please indicate your strategic plan for the coming year. If you do not have an official strategic plan, please provide a written summary of your chapter’s plans for growth and continued success. If you have a strategic plan, please attach the plan to your email.

2015 will be Year 2 in our 5 Year Strategic Plan (attached). Plans for 2015 include:

- Provide at least one online webinar annually on regional restoration issues, methods, practices, and/or research
- Proactively post timely regional job links
- Collaborate with and support other like-minded organizations by developing and strengthening local/regional private and nonprofit restoration networks
- Jointly host meetings and workshops with other organizations
- Maintain good financial standing, increase sponsorships and private donations

Events

Please provide the name of any major events your chapter held this year (e.g. annual meetings/conferences, field trips, workshops) along with a brief description of each. *Please include any images from these events in your email. Title images descriptively with the name of the event, date, and a description of what is occurring in the photo.*

1. The Midwest-Great Lakes SER Chapter 6th Annual Meeting – Friday March 28 – Sunday March 30, 2014

The Midwest Great Lakes SER Chapter held our sixth annual meeting at the University of Minnesota in St. Paul, Minnesota. The meeting was attended by 137 people representing academia, non-profits, government, industry, and consulting. The meeting goal was to highlight the legacy of ecological restoration in the Midwest and the importance of the linkages between theory and practice in ecological restoration. Our scientific agenda featured two plenary sessions, a keynote address, three symposia, one workshop, 16 contributed poster presentations, and 34 contributed oral presentations on a diversity of topics that reflected our meeting theme.

2. MWGL SER Michigan Career Workshop – Friday, October 24, 2014

The Midwest Great Lakes SER Chapter held our first state-level event at the Matthaei Botanical Gardens and Nichols Arboretum in Ann Arbor, Michigan. The workshop entitled “Career and Professional Development Opportunities in Restoration: A Student Workshop” received interest from 51 participant (34 attendees, 17 who asked to receive future information). The workshop was open to both members and non-members in order to provide restoration services to the region, attract potential new members, and provide a networking opportunity for existing members. MWGL SER members led the discussion on the restoration process (how to go from concept to completion) and career advancement within different sectors (how to go from student to boss).

Communications

Please indicate any communications tools launched and/or publications produced by your chapter in 2014:

Name of communication/ publication (e.g. social media platforms, newsletters, books, guides)	Brief description (include link to websites)
Various News Updates Posted on Webpage:	
<ul style="list-style-type: none"> Student Award Announcements http://chapter.ser.org/midwestgreatlakes/2014/04/02/announcing-student-awards/ Postdoc associate: impact on streams of Amur honeysuckle http://chapter.ser.org/midwestgreatlakes/2014/06/19/wanted-postdoc-associate-impact-on-streams-of-amur-honeysuckle/ Abstracts due Sep 19th: Restoring Native Ecosystems Conference, Michigan http://chapter.ser.org/midwestgreatlakes/2014/07/27/abstracts-due-sep-19th-restoring-native-ecosystems-conference-michigan/ 	

- Application due Nov 1: Ohio Student Research Grant
<http://chapter.ser.org/midwestgreatlakes/2014/09/26/application-due-nov-1-ohio-student-research-grant/>
- Holiday Greeting from the president (Jen Lyndall)
<http://chapter.ser.org/midwestgreatlakes/2014/12/23/holiday-greetings-from-the-midwest-great-lakes-ser-chapter-2013-2/>

Two Email Campaigns via Mail Chimp:

- MWGL SER workshop in Michigan
240 recipients, 26.0% opens
- Holiday Greeting from the president (Jen Lyndall)
259 recipients, 20.8% opens

Maintained chapter Facebook page with various posts about chapter news and events. The Facebook group has 316 participants, some of whom are chapter/SER members.
<http://www.facebook.com/group.php?gid=116944704989364>

Maintained chapter LinkedIn group with various posts about chapter news and events. The LinkedIn group is comprised of 141 participants, some of whom are chapter/SER members.
https://www.linkedin.com/groups?home=&gid=1810671&trk=anet_ug_hm

Joined Twitter (https://twitter.com/mwgl_ser). Tweets focus on MWGL SER, regional events, potential funding sources, and available jobs/internships.

Exhibitor at Natural Areas Conference - October 15-17, 2014. MWGL SER was an exhibitor at the Natural Areas Conference in Dayton, Ohio. Provided attendees with information on SER and the MWGL SER Chapter.

Abstract Book for 2013 Annual Meeting:

Smiley, P.C.Jr., R. Anderson, D.P. Benson, H.Chen, Y. Choi, C. Goebel, J. Lyndall, P. Rice, and D. Tilton (editors). 2014. Ecological Restoration and Sustainability – Partners for the Future. Abstract Book of the Fifth Midwest-Great Lakes SER Chapter Meeting, April 12 to 14, 2013, Ohio Agricultural Research and Development Center, Wooster, Ohio
<http://chapter.ser.org/midwestgreatlakes/files/2012/12/2013AbstractBookFINAL.pdf>

Abstract Book for 2014 Annual Meeting:

Building on the Midwest Legacy of Restoration: Linking Theory and Practice. Abstract Book for the Sixth Midwest-Great Lakes SER Chapter Meeting, March 28 to 30, 2014, University of Minnesota, St. Paul, Minnesota.
<http://chapter.ser.org/midwestgreatlakes/files/2012/12/3122014Draft2014AbstractBook.pdf>

Other Major Accomplishments

Provide a brief description the accomplishment

Major chapter accomplishments for 2014 include the following:

- **Addition of Iowa as a member state:** Due to a high level of interest from Iowa restoration practitioners, the MWGL SER Board evaluated the expansion of the chapter to include Iowa. The MWGL SER Board received numerous letters of support for the expansion. The motion for expansion and updated bylaws were presented at the SER Board December 2014 meeting, where they were approved. Laura Jackson is serving as the interim Iowa representative to the Board.
- **Held first state level event:** The 5 year Strategic Plan calls for state level events to be held annually in addition to our chapter's Annual Meeting. The first state event was coordinated with the annual meeting for the Michigan Consortium of Botanists (MiCOB). The evening before the MiCOB meeting, MWGL SER sponsored a workshop entitled, "Careers and Professional Development in Restoration: A Student Workshop" at the University of Michigan Matthaei Botanical Gardens in Ann Arbor, Michigan. MWGL SER members led a discussion about the restoration process (how to go from concept to completion) and career advancement within different sectors (how to go from student to boss). The workshop received positive feedback from the 34 attendees and several new members joined as a result of this interaction.
- **Streamlined membership options:** MWGL SER has historically offered a "chapter only" membership option that was separate from SER membership. However, the "chapter only" membership option presented unique tracking and synchronization challenges. After much discussion, the board approved a vote to remove the chapter only membership option. We are excited that all of our chapter members will have a chance to experience the benefits offered by SER and that the chapter can take greater advantage of the existing membership tracking and retention infrastructure maintained by SER.
- **Modernized our communications campaigns:** In 2014, the chapter made a significant push to become more active on social media (Twitter, Facebook, LinkedIn) and our website. We began posting relevant job and internship openings, funding opportunities, and regional events and webinars. These social media communications allow us to provide our members with more interactive discussions and real-time information exchange.
- **Began conversion of newsletter to blog:** In an effort to provide more frequent and more flexible communications, we have begun the steps to convert our newsletter (previously sent out in PDF via email) into a blog. Rather than one quarterly newsletter, we will now be focusing on weekly or bi-weekly posts. Blog post topics will include member/project showcases, student perspectives, president's corner, and other chapter related news.

Year-End Chapter Summary

Each chapter will need to provide a short summary of their activities in 2014 for SER's Annual Report. In each Annual Report the SER head office includes a section on the activities and accomplishments of each chapter/section from the year.

Please Note: Summaries should be no more than 250 words. Summaries should be written with care as they will appear in the Annual Report (please use third person).

The SER Midwest Great Lakes chapter continued to implement the 5 year strategic plan by improving outreach, benefits, and services for members. The chapter's annual meeting "*Building on the Midwest Legacy of Restoration: Linking Theory and Practice*" in St. Paul, Minnesota was the largest yet, with 137 attendees from across the region. The MWGL SER chapter encouraged greater student involvement and recognition by providing several student awards at the annual meeting. The chapter's first \$1000 Student Research Grant was awarded to Amy Alstad, a PhD candidate at University of Wisconsin for her project "*Seed size as a determinant of recruitment success in prairie restoration.*" In October, chapter members organized a successful student career workshop, "*Career and Professional Development Opportunities in Restoration: A Student Workshop*" at the University of Michigan.

Greatest Accomplishment & Photo

Please provide one sentence of your chapter/sections greatest accomplishment, or of a fun memory/activity, in 2014. Please attach in the email containing your annual report one high quality photo to accompany this sentence or that represents your group/membership. Photo should be from 2014.

The MWGL Chapter of SER is pleased to announce the expansion of the chapter to include Iowa as a member state!

Chapter Challenges

Please describe any challenges your chapter is currently facing and ways you are trying to overcome them. *Please include any comments on how you believe the SER head office could assist in supporting your chapter with these challenges.*

- (1) We will be hosting quarterly webinars beginning in Spring 2015. This is a new technology for our chapter so we hope that the webinar learning curve is not steep. We are grateful to SER for the access and training on the gotowebinar software.
- (2) Managing our email campaigns, website, social media, and blog is a significant effort. We hope that use of some synchronization software (e.g., Hootsuite) will alleviate some of that strain.
- (3) We have been using Eventbrite for our annual meeting registrations. However, as far as we know, there is not a way to sync registrants against the SER member list. So, for example, a person could register as an SER member, but we have no way of confirming their membership status unless we manually verify after they have registered. It would be helpful if SER could work with us (and/or Eventbrite) to determine if it is possible to link the membership list to the registration system.
- (4) In the past we have not used any consistent branding (colors, terminology). We will be making a push this year to set up templates so that we are conveying a clear, consistent, professional image in our various outreach activities. We would appreciate feedback from SER to ensure

that our templates are consistent with SER’s mission and preferences.

(5) Like any group, we always have challenges with consistent commitments from Board members, which is largely due to the fact that this is a volunteer role and Board members are also actively involved in their careers and other commitments. We have tried to match the Board members to committees that match their interests so that individuals will be excited/interested in maintaining an active role.

(6) The expanding role of the chapter in the region (awards, exhibits, state events, etc) has resulted in additional financial strains on the chapter. Although we are currently in good financial health, we hope to continue our fund-raising efforts to strengthen our financial position.

(7) Currently, the committees are primarily comprised by Board of Directors members. However, in order to meet the goals of the Strategic Plan and to support member interaction, we would like to encourage chapter members who are not on the Board to join committees or help with event planning. We will continue to use our annual meeting and social media to alert members of opportunities for involvement.

Volunteer Hours

Please provide the number of volunteers and an estimate of the total number of volunteer hours contributed by your chapter (*estimate if you’re unsure*):

The following is an *estimate* of total chapter volunteer hours:

	Number of People	Volunteer Hours/Year/ Person	Total Volunteer Hours/Year
Board Member Calls	17	24	408
Treasurer	1	52	52
President	1	156	156
Annual Meeting Committee (includes sponsorship solicitation, awards, and meeting organization)	9	80	720
Meeting Local Organizing Committee	6	80	480
State Event Planning	4	32	128
Webinar Planning	4	32	128
Social Media	1	52	52
Website	2	52	104
Membership	1	40	40
Blog	2	52	104
Total	48		2372

Membership

Please provide a brief membership report for 2013 (*number, composition, geographic distribution, etc*).

Total number of members:

This section not required (per Leah Bregman 2/24/15)

Composition:

This section not required (per Leah Bregman 2/24/15)

Geographic distribution:

This section not required (per Leah Bregman 2/24/15)

Additional comments? Please provide any additional comments that you have for the SER staff, Board, or just general comments you wish to include.