

Sustainability Fee Project Grant Report Guidelines

for grants awarded during FY2015

Due by 5pm August 1, 2015

Email pdf or word doc to cfs@georgiasouthern.edu

Please provide the following information in order to help the Center for Sustainability document the success of the Sustainability Fee Grant Program.

Date: July 28, 2015

Name(s): Jeff Schmuki

Unit/Department(s): Department of Art

E-mail address: jschmuki@georgiasouthern.edu

Phone: 917-445-7880

Project title: The Moth Project

Amount granted: \$7000.00

Amount spent: \$7015.09

Project Outcomes/Value

Detail the planned and actual outcomes of the project here.

The Moth Project shares the importance of pollinators in the environment through hands on community experience for Georgia Southern students of all disciplines. It is also important this project expand the audience's notions of how art can be used to create discourse and civic action outside of traditional formats such as the art museum or gallery. Art teaches the flexible thinking and risk taking that are needed in today's complex and dynamic world by increasing student engagement and unlocking creative thinking and innovation. Artists and scientists both ask big questions; designers and engineers both provide inspired solutions. We now know that together, they are more powerful than apart. Moth Project supports green and sustainable initiatives for participants learn how moths play a vital role in telling us more about the health of our environment. They are widespread found in diverse habitats, and sensitive to ecological changes making them particularly useful as an indicator species of climate change. Monitoring their numbers and ranges can give us vital clues to changes in our own environment, such as the effects of new farming practices, pesticides, air pollution and climate change. During these magical nighttime Moth events, students are invited to take part in this experiential and educational survey of local pollinators. Students aid in the non-destructive survey, identification, documentation, and release of insects drawn to the off grid, solar powered light tents adjacent to the mobile native plant gardens. This visually stunning project shares educational performances, videos, discussions, field reports, and other documentation through a free field guide that promotes an understanding and appreciation for moths and other pollinators found in the area. This visually dynamic project makes use of the ArtLab, an off grid 18ft trailer that acts as the stage for an interdisciplinary public art experience in promoting an understanding and appreciation for pollinators, native plants, ecologically, responsible sources of power and citizen science. Curious visitors are invited into the ArtLab to learn more about pollinators, bee decline and CCD (Colony Collapse Disorder), the value of native plants in the ecosystem, how much of our food is pollinated by bees, and simple daily actions we all can take to make the world a better place for people, insects and plants alike.

Project Timeline

The events and publishing associated with the Moth Project have been completed. Students, classes and the public were welcome to engage the Moth Project from 7PM - 12:00 Midnight at each of the below locations with exception to a day event for Greenfest and the Sustainability Showcase.

Thursday, September 11

- Garden of the Coastal Plain at GSU, 1505 Bland Avenue in Statesboro, GA.

Friday, September 12

- Sweetheart Circle.

Monday, September 15

- Ceramics/Sculpture Building in Parking Lot 33. GSU Campus *beginning at 8pm
- *Join us for the Great Minds Lecture at 7-8pm in the new Bio Building

Tuesday, September 16

- Biology Building's outdoor classroom - just across the street from the Ceramics/Sculpture Bldg. GSU Campus

Wednesday, September 17

- Rotunda. GSU Campus.

Saturday October 4, 9am - 1pm

- Greenfest: Bulloch County Courthouse Lawn, 2 N. Main St., Statesboro, GA

April 12- 22nd

- Sustainability Showcase at the Henderson Library with closing reception on the 22nd 2:30-4:30 pm

Project Outcomes

Proposed

Ecological Literacy
Education on role/value of pollinators
Sustainable Practices supporting pollinators
Solar Energy Education
Interdisciplinary (Art & Science) Learning
Community/Civic Engagement
Interdepartmental Collaboration
Publishing of a free Moth Field Guide

Actual

Ecological Literacy
Education on role/value of pollinators
Sustainable Practices supporting pollinators
Solar Energy Education
Interdisciplinary (Art & Science) Learning
Community/Civic Engagement
Interdepartmental Collaboration
Publishing of a free Moth Field Guide

We are pleased that all of the proposed outcomes were achieved. Challenges included students being pulled away to other events on campus (good there are many opportunities on campus) and the length of time required to design, fact check and publish the Field Guide. We had hoped it would have been ready to distribute in December yet April was the release date. We are proud to mention - Alan Harvey's, Professor of Biology, detailed input has made it our best field guide yet.

Sustainability Improvements

This visually stunning project compiled public lectures, videos, discussions, interactive art and science activities and field reports with documentation that occurred during each public event into a free downloadable field guide along with a softcover version available for purchase through blurb.com at cost – we make no profit. The Moth Project publically demonstrated the fragile connection between natural world and personal action while offering simple, positive changes that can be enacted to increase sustainability-- an activity that can be replicated long after this project has concluded. With support from the Sustainability Fee, the empirical becomes experiential thus becoming memorable and relatable. Additionally, the free downloadable field guide is available to use as an educational resource fostering a better understanding of and positive relationship with pollinators.

- [Click for the free downloadable Moth Project Field Guide](#)
- [Click to order \(at cost\) a softcover version in full color](#)

Outreach

To publicize the Moth Project, we created eye-catching 8x11" and 11 x 17" flyers that blanketed the campus and surrounding community. The Department of Art, Biology, and the Garden of the Coastal Plain posted information on their departmental websites along with digital signage located in the Student Union. The office of Marketing and Communications did a nice web based write up and the project was given a spot on Live at 5 WCSC news on TV. A student mentioned they heard about the Moth Project on the Radio and there was a few local newspaper articles on the events. I feel the project was very well publicized.

Budget report

Deviations from the \$7000.00 Student Sustainability Fee Grant Award were as follows:

- Statesboro Golf Carts was the vender for the deep cycle batteries instead of atbatt.com due to supply outage and shipping costs. Cost savings were \$30.55
- Auburn University provided educational banners in-kind for the side of the ArtLab so we applied banner funds to printing more flyers and stickers. These advertised the events on and off campus while giving participants a web address to download the field guide, money well spent since we have seen an 50% increase in traffic to the Moth site since the stickers with the project website were given out. Everybody likes stickers!
- Co-collaborator Wendy DesChene was paid 2000.00 for her work on the Moth Project and I forwent my artist fee due to Georgia Board of Regents regulations.
- The black-lights at BioQup were on 10% discount for a savings of \$52.00
- The price of the 5 Peterson Guides had increased by \$7.00
- The 2 Bug Tents price had increased by \$56.00 and there was an additional UPS shipping fee of \$24.82
- We created a hardcover Moth Book on MyPublisher to add to the ArtLab for participants, exhibitions, and to spread the word on this project. This added \$448.98 t the budget.

- We did not take into account the very necessary test print of the filed guide from Blurb at \$29.72 and the Field guides went over budget by \$4.04

The Final Budget amount of \$7000.00 went over by \$15.09.

Actual Expenditures

item	supplier	quantity	unit	unit price	cost
Deep Cycle Batteries	Statesboro Golf Carts	5	each	\$319.49	\$1597.45
Inverter	Renogy.com	1	each	\$249.99	\$249.99
Collection tents	Bugdorm.com	1	Pack of 2	\$650.00	\$650.00
International Shipping Fee	UPS	1	each	\$24.82	\$24.82
AC/DC Blacklight	Bioquip.com	2	each	\$111.95	\$223.89
Flyers	Eagle Print	500 8.5x11" 250 11x17"	.27 each .65 each	\$135.00 \$162.50	\$297.50
LED Sign	Whitfield Signs	1	each	\$55.00	\$55.00
Peterson Guides	Amazon	5	each	\$26.40	\$132.30
Banners	Auburn University	4	each	In Kind	0
Field Guide Test print	Blurb.com	1 includes press set	each	\$29.72	\$29.72
Entomologist Support	Alan Harvey	1	each	\$500.00	\$500.00
Artist Fee	Wendy DesChene	1	each	\$2000.00	\$2000.00

Moth Handout and stickers	DRI Printing	2000	.883 each shipping	\$176.66 \$24.74	\$201.40
Moth Book Printing	My Publisher	2	\$90.00 each shipping	\$180.00 \$17.82	\$197.82
Moth Book Printing II	My Publisher	3	\$75.00 each shipping	\$225.00 \$26.16	\$251.16 after tax credit of \$12.94
Field Guide Final Printing	Blurb	54	each	\$11.19	\$604.04
				TOTAL Expenditures	7015.09

Student and Community Impact

- 0 Undergraduate students employed by the grant, and length of employment (# hours/week for x weeks)
- 0 Graduate students employed by the grant, and length of employment (# hours/week for x weeks)
- 10 volunteers involved in the project, one grad student, two faculty members, and seven art students that totaled 125 volunteer hours.
- 1500 students reached through classes and other means. Alan Harvey's classes were involved and there were a few journalism students who created stories and interviewed the participants and us.
- 500 community members reached including local farmers, beekeepers, gardeners and citizen scientists.

Next time we will hire students since we slept a week after this project!

Grant Leverage

The Moth Project was leveraged for the below National outcomes:

- A prestigious NEA Art Works Grant administered through St. Norberts College: Supports the Moth Project on campus, a field guide and Residency in Green Bay, WI during June 2015.
<http://www.snc.edu/moths/schedule.html>.
- Solo Exhibition opening September 2015 titled "Mothology" at St Norbert College in De Pere WI.
- Greenbay Newspaper Article: McMahon, Todd. "Art Project Aims to Squash Myths About Moths." Green Bay Press Gazette, Green Bay, WI. June 17. Web / Print
<http://www.greenbaypressgazette.com/story/life/2015/06/17/art-project-aims-squash-myths-moths/28890255/>
- Panelist, *Soft Science*. SECAC Conference, Pittsburgh, Pennsylvania slated for October 21-24.

Project abstract

Moths play a vital role in telling us more about the health of our environment. They are widespread, found in diverse habitats, and monitoring their numbers and ranges can give us vital clues to changes in our own environment, such as the effects of farming practices, pesticides, air pollution and climate change.

PlantBot Genetics (Wendy DesChene + Jeff Schmuki) presents *The Moth Project*, a solar powered community based intervention focusing on the importance of insects in our environment. Kaleidoscopic videos of moth wing patterns are projected onto reflective tents with backlights to attract moths and curious people. The Moth Project creates interactive public engagements focusing on environmental education and empowers audiences through citizen science and backyard naturalism that can lead to new conversations and civic action. *The Moth Project* underscores the decline of the pollinator populations and the need to preserve the environment while short-circuiting doomsday predictions. PlantBot Genetics shares simple actions that the community can take to foster local pollinators, demonstrates the fragile connection between natural world and personal action while offering simple, positive changes that can be enacted to increase sustainability -- an activity that empowers the community long after the project has concluded.

Links to Moth Project

Field Guide

[Click for the free downloadable Moth Project Field Guide](#)

[Click to order \(at cost\) a softcover version in full color](#)

News

<http://news.georgiasouthern.edu/2014/09/04/moth-project-to-attract-second-shift-pollinators-on-campus/>

http://www.thegeorgeanne.com/news/article_46b92e88-16e6-5f15-9052-1fbac99b89bc.html

<http://class.georgiasouthern.edu/art/2014/08/21/moth-project/>

<http://www.shop.minutemanpress.com/news/southeast/georgia/statesboro/like-a-moth-to-the-flame-gsu-presents-insect-attraction-61286.html>

<http://www.goerie.com/apps/pbcs.dll/article?AID=/20140905/APN/309059927>

http://steffareffa.com/portfolio_page/the-moth-project/

<http://archive.constantcontact.com/fs177/1102667451170/archive/1118309755442.html>

<http://www.monsantra.com/#!gsu/ch7e>

<https://www.facebook.com/events/1507416296141780/?ref=22>

<http://loganstubbs.wix.com/multimediafall14#!web/c1r75>

<http://www.live5news.com/story/26455192/university-hosts-exhibit-on-insect-pollinators>

<https://vimeo.com/110913060>

<http://www.gsufans.com/tsc/showthread.php?28856-The-Moth-Project>

<http://segazine.com/georgia-southern-studies-shrinking-insect-populations/>

Photos of Georgia Southern Moth Project Events, see shared dropbox account
<https://www.dropbox.com/sh/4lvwqqbe3z53r2y/AABEdi8jgS-D-hlFtLrMUvsia?dl=0>

