



MONARCH JOINT VENTURE

Partnering across the U.S. to conserve the monarch migration

www.monarchjointventure.org

Monarch Joint Venture

The Monarch Joint Venture (MJV) is a partnership of federal and state agencies, non-governmental organizations, businesses and academic programs working together to protect the monarch migration across the United States.

Monarch Joint Venture's mission is to protect monarchs and their migration by collaborating with partners to deliver habitat conservation, education, and science across the United States.

Monarch Joint Venture's vision is thriving monarch populations that sustain the monarch migration into perpetuity and serve as a flagship for the conservation of other plants and animals.

Contact us

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Photo credits: Wendy Caldwell, Laura Lukens, Kiley Friedrich

About the Monarch Joint Venture

The Monarch Joint Venture (MJV), initiated in 2008, transitioned from a 10-year history with the University of Minnesota to become a standalone 501(c)3 nonprofit organization in 2019. MJV supports monarch and pollinator conservation planning and implementation efforts on a broad scale by facilitating information sharing, partnership building, and carrying out identified conservation priorities within its Monarch Conservation Implementation Plan. With over 100 partners, ranging from federal and state agencies, to non-governmental organizations, businesses, and academic programs, the MJV partners to protect the monarch migration across the United States. The MJV's work leverages partnerships and the charisma of the monarch butterfly as a flagship for broader conservation benefit.

MJV Partners

A joint venture is a partnership that increases the efficiency and effectiveness of conservation by bringing together the science, people, and resources needed to implement conservation plans within a specific geographical area. MJV partners are engaged in many activities that support monarch and pollinator conservation. These activities include things like habitat restoration and maintenance, plant material production, community engagement, research and monitoring, education and outreach, advocacy and legislative work. The MJV serves as a coordinating body to help partners connect, share information, leverage resources, and make greater strides towards our collective conservation goals outlined in the MJV Monarch Conservation Implementation Plan. The extensive network is organized through an online partner portal and directory to streamline connections and community wide tracking of activities and accomplishments.



To learn more about partnering with the MJV, please contact the MJV Partnership Coordinator, Stephanie Rohdy (srohdy@monarchjointventure.org).

MJV Monarch Conservation Implementation Plan

The Monarch Conservation Implementation Plan is a routinely updated plan that describes priority monarch conservation actions for the U.S. that will help restore sustainable populations. It identifies opportunities for collaboration, and supports and guides conservation actions carried out by monarch conservation stakeholders.

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The Monarch Joint Venture works across four main program areas to achieve its mission: **education, habitat, science, and partnerships.**

MJV program staff provide tools and guidance to other organizations engaging in monarch conservation activities. This model enables partners to be effective in engaging and mobilizing their existing networks for monarch conservation with unified messaging, best practices, and the support and momentum of a broad coordinating entity. In addition to these coordination services, the MJV programs run several initiatives:

Education: Using a train-the-trainer, professional development model, the MJV works to cultivate a network of formal and non-formal educators to engage the next generation of conservationists. We curate print and online educational resources, co-host monthly webinars, and provide outreach presentations, community science training, and educational courses for many audiences.



Habitat: Leveraging our research partners, we work to compile and disseminate current best practices for breeding, migrating, and overwintering habitat work based on the best-available science. The MJV maintains the Pollinator Habitat Help Desk (337) HABITAT, or (337) 422-4828 to help landowners across the country get connected with the best resources and local partners to meet their needs. We provide hands-on habitat technical assistance in California and the Midwest.

Science: The MJV science program fosters the expansion of monarch and habitat monitoring efforts, supports broadscale information sharing and analyses, and makes scientific findings more accessible to partners and the general public. We administer the Integrated Monarch Monitoring Program, a national effort to advance understanding of the status of monarchs and their habitats across the U.S. on a variety of land-use types, and to evaluate the effectiveness of different monarch conservation practices. The MJV jointly manages the Monarch Larva Monitoring Project, a long-standing community science program, with the University of Wisconsin-Madison Arboretum. Roadside Habitat for Monarchs, another science initiative, provides tools to help transportation managers create monarch habitat in their roadside rights-of-ways.



Partnerships: MJV partners are the boots on the ground for implementation of monarch conservation activities across the country. To ensure our partners are equipped with the most effective tools for their audiences and initiatives, we work with them regularly to learn about their efforts and ways that MJV can support and uplift their work. An online partner portal facilitates partnership wide coordination through activity and accomplishment tracking, and a network directory to streamline connections to others with shared interests or geographies.



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