

## MONARCH JOINT VENTURE OVERVIEW

Since 2009, the Monarch Joint Venture (MJV) has brought together partners from across the United States in a unified effort to conserve the monarch migration. As a leader in monarch conservation, the MJV supports monarch conservation planning and implementation efforts on a broad scale by facilitating information sharing, partnership building, and carrying out identified conservation priorities.



## BACKGROUND

From 2009 to present, the MJV has grown dramatically in partners (<http://monarchjointventure.org/about-us/partners/>). This diverse partnership ranges from state and government agencies, to NGOs, to academic institutions, to businesses, and works together to implement science-based conservation actions. These actions are organized in an annually updated *Monarch Conservation Implementation Plan* (<https://monarchjointventure.org/our-work/2018-monarch-conservation-implementation-plan/>), which serves as a framework to guide conservation planning for individuals, partners, or other interested stakeholders nationally. The MJV funds project contracts to carry out priority actions identified in the Implementation Plan. In addition to our formal partners, MJV regularly engages other entities or stakeholders with an interest or investment in supporting monarch conservation.

From 2009 through 2018, the MJV operated as a program of the University of Minnesota, after which it established as a standalone nonprofit organization, EIN: 83-1343107. Funding for MJV comes primarily from federal agencies, and supports a team of 7-10 full time and seasonal employees. Staff support major program areas, including partnerships and collaboration, education, science, and habitat conservation.

The MJV is governed by a board of directors, and maintains an advisory committee to advance the strategic direction of the organization.

**MJV Mission:** Recognizing that North American monarch (*Danaus plexippus*) conservation is a responsibility of Mexico, Canada and the United States, as identified in the North American Monarch Conservation Plan, this Joint Venture will work throughout the U.S. to conserve and protect monarch populations and their migratory phenomena by implementing science-based habitat conservation and restoration measures in collaboration with multiple stakeholders. Our mission will be achieved by coordinating and facilitating partnerships and communications in the U.S. and North America to deliver a combination of habitat conservation, education, and research and monitoring.

**MJV Vision:** The vision of this Joint Venture is abundant monarch populations to sustain the monarch migratory phenomena into perpetuity, and more broadly to promote monarchs as a flagship species whose conservation will sustain habitats for pollinators and other plants and animals.

## MJV's APPROACH

To reach our nation's ambitious monarch and habitat targets, commitment from a diverse set of stakeholders is required. The MJV works to recruit, educate, and inspire to action a broad spectrum of individuals and entities. In addition to regular communication with organizations working on this issue, the MJV also provides key messaging to a variety of sectors within the general public.

The MJV maintains a dynamic website ([www.monarchjointventure.org](http://www.monarchjointventure.org)) that serves as a clearinghouse for monarch conservation information. It draws from the materials and expertise of partner organizations to provide accessible information and guidance on this issue and highlights conservation efforts in various ways. The *Monarch Conservation Implementation Plan* captures national objectives, actions, and priorities set forth by the MJV partnership each year.

To better facilitate coordination and cooperation across the United States, the MJV engages partners through working group conversations on different topics, hosts an annual meeting for information sharing and networking, and disseminates information through an email listserv to staff level points of contact. The MJV staff team regularly engages partners to maintain knowledge about their various initiatives and helps to guide projects and facilitate connections with others who could benefit from or contribute to their work. Our work promotes efficiency and reduces redundancy in monarch conservation efforts.

MJV's leadership, staff, and partners are leaders in the Monarch Conservation Science Partnership (<https://umesc.usgs.gov/management/dss/monarch.html>), which strengthens the scientific foundation of our work and the guidance that we provide. The MJV along with other partner organizations are leading in development and implementation of the *Integrated Monarch Monitoring Program*, (<http://monarchjointventure.org/get-involved/mcsp-monitoring/>), a national framework for monitoring monarchs and their habitats. This program provides an opportunity to engage a diverse set of partners and the general public in a long-term, unified monitoring effort that will inform future strategies and decisions as they relate to monarchs and their habitat.

To discuss partnership opportunities, or for more information:

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