

# EXTENSION SNAPSHOT

Fulton-Mason-Peoria-Tazewell Unit

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Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

## New Illinois Pollinator website provides knowledge and tools for users to become active pollinator conservationists

The new [Illinois Pollinator](#) website is raising awareness about the importance of pollinators and equipping users with the knowledge and tools to make a difference in pollinator population support. By providing user-friendly tools and evidence-based information, the new website empowers individuals to become active participants in pollinator conservation.

After a multi-year effort with the University of Illinois Extension horticulture team, the new Illinois Pollinator website was launched on May 10, 2023. In the remaining eight months of 2023, the website jumped to 6,000 active users with more than 40,000 page views for a global audience spanning 49 countries.

"People are looking to know more about pollinators and how to support their populations," noted Nicole Flowers-Kimmerle, horticulture educator serving Fulton, Mason, Peoria, and Tazewell counties. "It was a huge undertaking for our team to develop this website, but we knew the information is very important and sought after."

User data indicates the most popular feature is the plant selection tool, with 18,000 views. This tool enables users to make informed decisions when creating pollinator-friendly environments, translating digital engagement into tangible real-world impact.

"For us, the plant selection tool is more than just a feature; it's a gateway for users to connect with the world of pollinators," noted Nicole. The website provides comprehensive information on pollinators, shows how to create and maintain habitat, contains community science opportunities, and offers educational lesson plans.

The habitat design page guides users in practical habitat creation. With 2,300 views last year, it is evident that users actively seek information on transforming their spaces into pollinator-friendly habitats.

"Our mission goes beyond providing information; it's about inspiring action. The significant user traffic on both the plant selector tool and the habitat design page indicates we are effectively reaching individuals who are not only interested in learning but also committed to making a tangible impact," emphasizes Ryan Pankau, Illinois Extension horticulture educator and website team leader.



*Nicole Flowers-Kimmerle was part of the Illinois Extension horticulture team who developed the Illinois Pollinators website that was launched in May 2023. The website provides comprehensive information on pollinators, shows how to create and maintain habitat, contains community science opportunities, and offers educational lesson plans.*

### Illinois Pollinators

[illinoispollinators.org](http://illinoispollinators.org)

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