



NATIONAL WATER QUALITY MONITORING COUNCIL

Working Together for Clean Water

Collaboration & Outreach Workgroup Report Out

17 November, 2011

Marketing of Council Effort

- Using Language of Benefits/Results vs Features
- Redo Webpage

WICP

Water Information Coordination Program

ACWI

Advisory Committee on Water Information



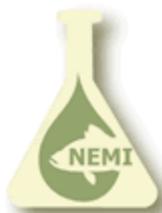
NATIONAL WATER QUALITY MONITORING COUNCIL



Working Together for Clean Water



Methods and Data Comparability Board



NEMI

National Environmental Methods Index

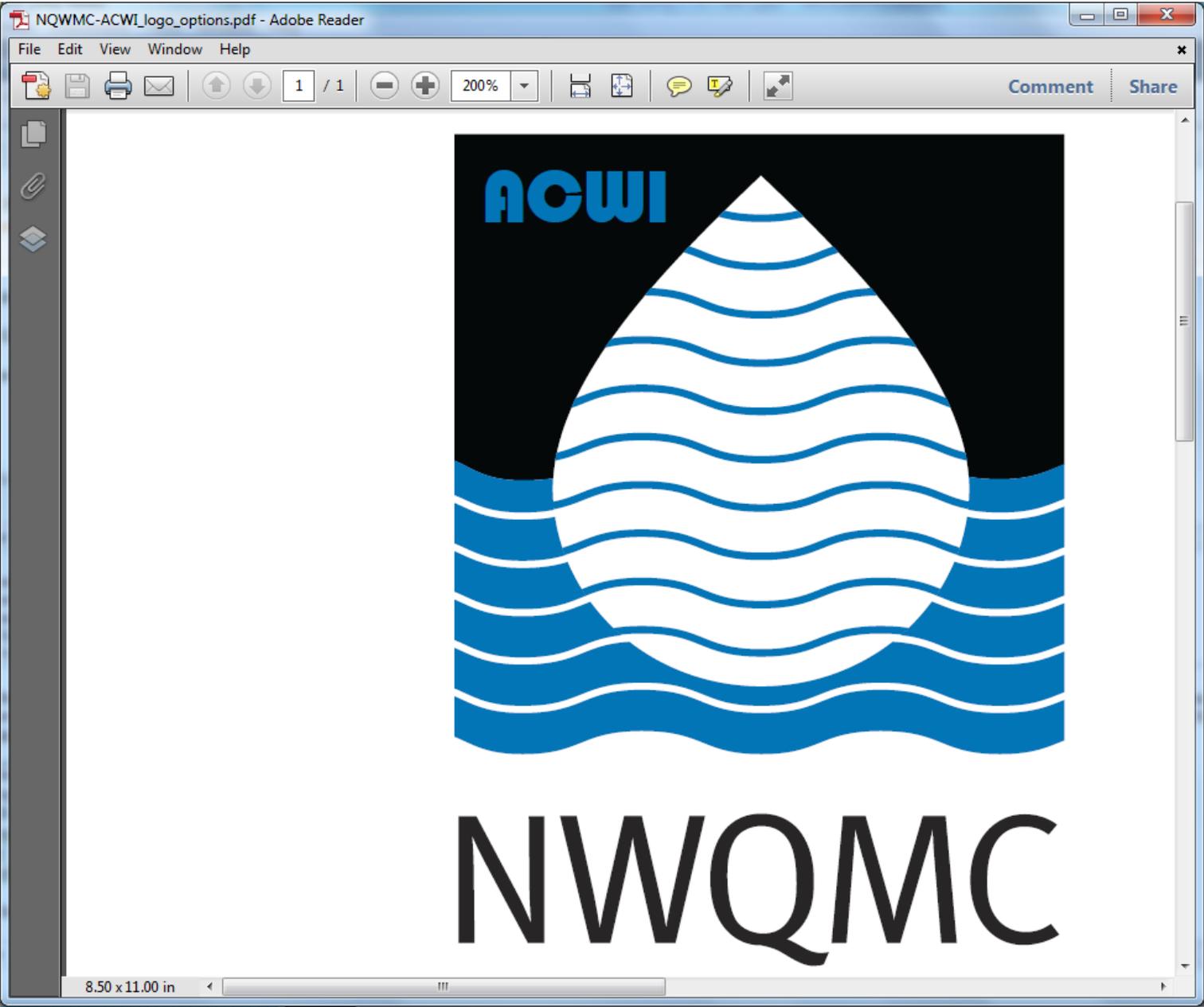


asw

Aquatic Sensor Workgroup
methods and data comparability board

MEMO BETA





ACWI

NWQMC

Marketing of Council Effort

- Defining Target Audience
- Becoming More Proactive and Strategic
 - Calling Card for several audiences/ Wheel
 - Get Marketing Advice
 - Photo Contest

Website – Photo Contest

Wanted your best photos!

- ▶ Scenic waterbodies
- ▶ Monitoring photos
 - chemical
 - biological
- ▶ Someone in the laboratory
- ▶ People using water (boating, fishing, drinking water)
- ▶ PRIZE – Susan and Mike will buy you a

- ▶ SEND TO DAN, CATHY, BARB.....



Outreach / Network

- Volunteer Monitoring Webpage



VM
Newsletter
Logo

About VM

Contact Us

What's New

Value of VM

LINKS

Success
Stories

Volunteer Monitoring
Newsletter

Section 1 Topic.....

Section 2 Topic.....

Section 3 Topic.....

Section 4 Topic.....

Where are VM
Programs?



Resourc
es
FAQ's

Link to
NWQM
C
Calend
ar

Provide us Feedback

Outreach / Network

- New Council Initiation (material, webinar, etc.)
- Use Council Meetings for Council Work (esp in person)
- For Council Interest: Use WebEX for technical or speaker presentations

“National Water Monitoring News”

An Online Newsletter for the Water Monitoring Community

- ▶ 4th Edition released **April 2011**
- ▶ Thank you Kim Martz for Layout
- ▶ Articles with photos for Spring 2012 – Feb 3rd 2012
- ▶ Send to Editorial Board
Cathy Tate, cmtate@usgs.gov
John Hummer, jhummer@glc.org
Alice Mayo, mayio.alice@epa.gov
Dan Sullivan, djsulliv@usgs.gov
Wendy Norton, wenorton@usgs.gov

<http://acwi.gov/monitoring/newsletter/index.html>

The screenshot shows the homepage of the National Water Quality Monitoring Council (NWQMC) newsletter. At the top left is the NWQMC logo, a stylized blue wave. To its right is the text "NATIONAL WATER QUALITY MONITORING COUNCIL" and the tagline "Working Together for Clean Water". Below this are four navigation links: "National Council Highlights", "Collaboration through Partnerships", "Council Workgroup Updates", and "National Monitoring Network". The main title "National Water Monitoring News" is displayed in large blue font. A "Highlights" section lists various topics such as the 2012 Conference, Webinars, Member News, and various monitoring programs. To the right is a satellite image of a hurricane over the Chesapeake Bay region. Below the image is a caption: "A satellite photo taken as Hurricane Irene makes landfall on the east coast of the U.S. in late August 2011. Irene dumped heavy rains on the eastern shore of the Chesapeake Bay and pounded the larger Bay region with high winds. Just days later, Tropical Depression Lee dropped record amounts of rain on the western shore of the Bay. The long history of water quality monitoring by the Chesapeake Bay Program Partnership provides an excellent foundation to evaluate the effects of these storms. (Photo courtesy of NASA/NOAA GOES Project)". At the bottom left, there is a circular graphic with the text "COLLABORATE. COOPERATE. COLLECTIVE." and "Partnership for Water Quality". Below this is a short paragraph about the council's role. At the bottom right, contact information for the council is provided: "The National Water Quality Monitoring Council, Editor: Cathy Tate, (303) 235-0927 (phone) • email: cmtate@usgs.gov, <http://acwi.gov/monitoring/>". The date "Fall 2011" is in the bottom right corner.



2011 Web Seminars

- ▶ Jan: **“Marcellus Monitoring: The role of volunteers in baseline data”** by Jinnie Woodward, Julie Vastine, and Candie Wilderman, Alliance for Aquatic Resource Monitoring (ALLARM).*
- ▶ March: **“Water Quality Monitoring Sensors”** by Dan Sullivan, USGS, Aquatic Sensor Workgroup, co-sponsored by the California Water Quality Monitoring Collaboration Network
- ▶ April: **“Tribal Science, Monitoring and Partnerships to Address Environmental Issues”** by Dave Fuller, Port Gamble S'Klallam Tribe.
- ▶ June: **“Introduction to the Environmental Methods Index (NEMI)”** by Dan Sullivan co-sponsored by the California Water Quality Monitoring Collaboration Network.
- ▶ October: **“The Chicago Area Waterway System, Asian Carp, and the Great Lakes”** by Jim Duncker, USGS-Illinois Water Science Center
- ▶ November: **“A multi-disciplinary list of data elements for environmental monitoring: can we all speak the same language?”** by Revital Katznelson, Berkeley, CA.*

* Over 100 attendees for these webinars



Conference Follow Up

- State / Regional Council Workshop
- Field Trips
- Conference PR by Council
- VM Fundraiser Race