



Collaboration and Outreach Workgroup Minutes February 1-3, 2011 Pensacola

Participants: Cathy Tate, Barb Horn, Wendy Norton, Sheri Alcalde, Curtis Cude, Dave Fuller, John Hummer, Jeff Schloss, Kim Martz (phone), Tim Smith (phone)

Action Items/Highlights:

- **February 25th is deadline** for submitting articles for the Spring 2011 Newsletter. Send in your articles and contact your colleagues for ideas.
 - Send articles to Editorial Board: Cathy Tate, cmtate@usgs.gov; John Hummer, jhummer@qlc.org; Alice Mayo, mayio.alice@epa.gov; Dan Sullivan, djsulliv@usgs.gov; Wendy Norton, wenorton@usgs.gov
- Please send ideas for additional webinar topics and speakers
- Begin thinking about what the C&O workgroup would like to contribute to the 8th National Monitoring Conference (products, workshops, panels, sessions, etc.).

Webinar topics and speakers

- Volunteer Monitoring Programs– Linda Green, University of Rhode Island, Watershed Watch Program Director – early 2011
- Methods Board & NEMI – Dan Sullivan, USGS, Co-Chair Methods Board
 - Sensors and their applications – March 17th *
 - Introduction to NEMI – June 16th *

*In collaboration with California Surface Water Ambient Monitoring Program
- Tribal Science, Monitoring and Partnerships to Address Environmental Issues – Dave Fuller, Port Gamble S'Klallam Tribe – April 19th (11:00 am EST) and April 21st (2:00 pm EST)
- Water Smart Initiative? – Wendy Norton will ask Eric Evenson if they'll have anything to report by March
- Great Lakes energy water nexus project – John Hummer and co-presenters – Fall 2011
- Chesapeake Bay Issues – Peter Tango; Chesapeake Bay workshop for criteria – discuss if “umbrella criteria” can be used – Fall 2011
- Nutrient Criteria? – follow up on Pensacola discussion and based on upcoming Utah workshop; Barb Horn and Jeff Ostermiller – Summer/Fall 2011?
- WIS workgroup – statistical toolbox (common framework for statistical analysis and assessment – Doug McLaughlin – when ready
- Successes and challenges of monitoring groups?
- Send in your ideas

Blogs and Social Media Tools

- Council Calendar – let Cathy Tate or Dan Sullivan know when there is something going on!

- Council Blog – paperwork submitted
- Exploring use of “SharePoint” for internal information exchange (e.g., planning for conference, workgroups)

“National Water Monitoring News” – Spring Issue

Deadlines:

April 11, 2011 – target date for 3rd Edition

February 25, 2011 – Articles with photos due

Send articles 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

Suggested Format:

- include issue number/date on front page
- have a wide suite of topics in each issue, to appeal to the broadest possible audience

Suggested Content:

National Council Highlights

- NWQMC/GOMA joint meeting – Highlight?
- Council Transitions
 - Outgoing members – thanks to Dave Wunsch, Don Dycus, and Dave Tucker?
 - New Council members –
 - Derric Iles, State Geologist of South Dakota is the AASG representative
 - Michael Eberle, Forest Service, National Surface Water Program Leader
- Save the Date – 2012 National Monitoring Conference/River Rally
- Web Seminars – update by Cathy Tate

Collaboration through Partnerships

Federal

- Water Smart – (Wendy Norton will ask Eric Evenson if they have anything to report by March)
- Check USGS highlights – (Pixie Hamilton will work on this)
- Wetlands/NARS

Regional

- Great Lakes Restoration Initiative (GLRI) – Dan Sullivan
- CDC - Harmful algal blooms –Oregon – example Curtis Cude

State/Volunteer Monitoring

Spotlight on a Council

- Utah Council turns 1 year old – volunteer morning, Lake watch, GRSL monitoring – Jeff Ostermiller
- California Water Quality Monitoring Council released its Comprehensive Monitoring Program Strategy for California in late December and State Water Board released its 2010 update of the California Water Quality Monitoring and Assessment Strategy.– Jon Marshack
- Monitoring on the Monongahela River –

- Dave Saville, Outreach Coordinator, West Virginia Water Research Institute, West VA Univ.
- Volunteer Monitoring for Upper Monongahela River Association -- Duane Nichols

Volunteer Monitoring

- Mary Skopec – volunteer monitoring and teacher’s use of DNR data in Iowa

Tribal Monitoring (not all will be used in Spring newsletter)

- Maine Rivers – Nutrient reduction
- Great Lakes – Regional water quality sampling in relation to wild rice and human health
- Nebraska – Winnebago shallow ground water quality characterization

Workgroup updates

- Aquatic Sensors?
- Water Information Strategies?
- Methods Board?
- Subcommittee on groundwater – (Wendy Norton will talk to Bill Cunningham)
- Update on reference site network

New Tools and technology

- Diatoms of the U.S. – Sarah Spaulding (Pixie will email Sarah)
- NEMI-ACT web portal update – Dan Sullivan (Fall issue?)
- WQX /Portal and collaboration with others – Nate Booth (Fall issue?)

National Monitoring Networks

Articles of Interest

- Invasive species
 - Asian Carp – Mississippi River/ Great Lakes separation – John Hummer
 - Spartina – collaborative effort, tribes, vol. groups, state, cities, and others – Dave Fuller
- Nutrients – Utah Conference for Rocky Mountain Region (Barb Horn/Jeff Ostermiller)

Announcements

- National Academy review of NAWQA’s Cycle 3 plan (Wendy will talk to Pixie/Donna about this)

Topics for Fall issue of newsletter:

- NADP
- Chesapeake Bay
- Great Lakes energy/water nexus

Expand communication with other Councils and partners in monitoring – Calling card

- Below are ideas for revising the Council Calling Card
 - Make the sheet about the audience, instead of about the Council. What problems are we solving? Pose questions instead of using statements for the headlines. The Council wheel states the problems, so we can use the verbal content of the wheel.
 - Include pictures of people at the top instead of pictures of scenery
 - Include a web version of the calling card on the Council web site, with links
 - Make the website reference larger

- Replace statistical assessment toolbox with the creating and sustaining councils toolbox
- Do we need to add some statement about how/why the Council exists? "Why should we care?"
- Do we want to include the Council wheel in some fashion (perhaps as a background or watermark)?
- **Next step:** Council "calling card" will be revised or several versions will be made for reviewing – Barb Horn will pass it around among her marketing-oriented friends

State Council News:

- Utah is approaching its one-year anniversary;
- Oregon is in the process of forming a council

Refine online "How to" tool kit for state, regional, and tribal councils

Create/Update power point presentations:

- Still need a lead this effort!

Produce model analysis (or matrix) of water monitoring councils:

- Target audience is new councils that are just starting or established councils that are evolving
- Team includes Barb Horn (lead), Jody Arthur, Alice Mayo, and David Fuller
- Constructed a survey -- which will be called an "Update for existing Councils"
- Content approved by C&O workgroup and will be put in a format for updating the old matrix
- Send to 17 Councils and 6-7 Tribe groups that function like a Council

Website:

- Switch "ACWI" and "About the Council" links in left-hand navigation bar.
- Update the "About the Council" page to match the calling card, and include dynamic links.
- Link to blog and other social media needs.
- Include recordings of the webinar series on the website.
- Highlight Tribal monitoring activities.
- Highlight volunteer monitoring activities.

Analysis of Council Webpage Usage

- **Goal:** Determine web usage and web areas most and least used
- **Purpose:** Assist in webpage updates, discover the audiences reached, improve visibility of least used webpage(s), etc.,
- **Total yearly hits have increased over time**
 2010: 373,887
 2009: 368,932
 2008: 317,277
 2007: 319,673
- Specific webpage use – summarization in progress

8th National Monitoring Conference -- See separate Summary