

**Collaboration & Outreach Workgroup Break-out Session
Minutes, Action Items, & Major Decisions
December 3, 2009, Denver, CO**

Agenda:

- Conference planning
- Online newsletter
- State and Regional Council webinar Series
- Webpage and updating information

Attendees:

Tracy Hancock
Doug Glysson
Linda Green
Dave Fuller
Barb Horn
Dave Tucker

Barry Long
Jeff Schloss
Dave Wunsch
Sherry Hazelhurst
Wendy Norton

Action Items:

- Check whether Abby Markowitz has been retained for NMC, and if so, for how much time?
- Fuller will follow up with John Waterhouse and Fran Wilshusen.
- Sherry H will send Tracy info about President's volunteer.gov website.
- On the 2010 NMC evaluations, ask people to tell us which topics they want to see in a webinar series. This would enable people who can't attend NMC to still get some of the NMC content.
- Check with Schweinfurth and Spooner about the possibilities for hosting webinars through WEF or EPA.
- Website: Kim Martz add a link to State/Regional Council webinars to the home page.
- Following Denver meeting, Tracy, Dave Tucker, and Wendy will work with Kim to solicit content for the first newsletter and design the layout.
- Website: Doug and Wendy meet with Kim Martz and Carol Lewis to discuss consolidating calendar of events on the ACWI and NWQMC websites so we can avoid conflicts with other major water conferences/meetings. Ask State/Regional Councils to let us know when they're having meetings.
- Website: Kim Martz add a link to State/Regional Council webinars to the home page.
- Website: Swap "New and Newsworthy" with "How the Council Works"
- Website: Take Gail's name off fact sheet that is linked to Council wheel (just make it be NOT a USGS fact sheet).
- Website: Link cogs of wheel to appropriate pages of IMPACT newsletter pages (see AWRA newsletter page under "Products of the Council.")

- Website: Reengineer top navigation bar so that it has one link that goes "back to ACWI" and the rest of the links go to NWQMC pages: About Us; Workgroups; What's New; Meetings; Products; Contacts; Activities & Priorities.
- Website: Instead of "How the Council Works" include a link in the top navigation bar called "About Us" that includes the "How the Council Works" links and the "Members and Partners" section. At the top of the "About Us" page, highlight a paragraph on guiding principles, values, vision.
- Website: Add a link (logo) for NEMI under "Products."
- Website: Delete "Activities and Products (July 2007)" link and doc.
- Website: Rename "Activities and Priorities" to "Workgroups."
- Website: Under "Activities and Priorities" (now called "Workgroups") remove NMN sub-bullets and on the NMN page instead of on homepage.
- Website: Move "Contact the Council" (currently housed in "Members and Partners" section) to the bottom of homepage.
- Website: Under "State and Regional Councils" section, provide directory similar to EPA VolMon directory.

Notes:

C&O special sessions for 2010 NMC –

2010 NMC Workshop

- Reduce all talks to 10 minutes each and give more time for facilitated discussion
- Request participants to return from break earlier
- Come prepared with standard questions with interaction: size, budget, # members, started, pubs
- Considerations: ea Council bring one unique and one budget
- Have Directory for hand out
- 10 minute talks by councils, more time for discussion, more time to ones we have not heard
- Include Tribal
- Ideal to host this early in conference week
- Ask Abby how to organize room
- Pre-register for workshop
- Table for handouts/promo materials
- Do not charge \$
- Advertise in program, use email distribution
- Chocolate!
- Consider evening dinner outing, after reception
- Include a sentence in the program that will attract people who are new to the concept of State/regional Councils and want to learn what it's all about.
- "Experiences from various stages of council development' session --
 - Need a purpose statement for CO State Council session. Their SWAPs are unique. They are also trying to manage **any** data, rather than an exclusive data set or data source; this contrasts with FL and some other

State Councils. What is significant about the longevity of the Councils that have been operating longer?

- Need to allocate more discussion time and less time for presentations, especially since FL people (and State people in general) may not be able to attend, due to budget issues.
 - Address various Councils' size, budget, issues common to diverse Councils.
 - Might be best to schedule this session early in the conference (first day) to help establish connections among various State people. Time currently allocated seems ideal.
- "Alternatives to State Monitoring Councils" session --
 - Need another speaker for this section. Possibilities are someone (Hummer?) from Great Lakes Nearshore Monitoring Group; someone from one of the Tribal groups (John Waterhouse from inter-watershed council on the Yukon River Inter-tribal Watershed Council, or someone from Northwest Fisheries Commission).
 - **Action:** Fuller will follow up with John Waterhouse and Fran Wilshusen.

Poster sessions

- We have 10-12 posters now, several from each abstract review group.
- One session on Monday and one on Tuesday (6p-8p both days). State/Regional Councils poster session will probably be on Tuesday. Schedule a dinner outing following poster session.
- 2010 NMC Poster Session

Plenary:

- Need suggestions for speaking points from plenary workgroup within CPC.
- Formal letters of invitation.

State/Regional Council Webinars –

- What do State/Regional Councils want from the National Council? In many cases they don't **know** what they need, so the National Council needs to say what we are able to provide (i.e., a menu of **descriptive** items, not just a list of topics and speakers).
- Pick a topic (membership, funding, organization, etc) and let every Council on the call talk about how they handle those issues, rather than just hearing from a representative from a single State/Regional Council.
- Need to balance quantity versus quality in participation -- i.e., get just a handful of people who will go more in-depth, rather than a large group who will only scratch the surface of common issues.
- Next webinar is in February (Feb 21-25 is bad for Green and Schloss and anyone else who gets USDA grants). We need a topic -- perhaps use a doodle poll to choose a topic? Potential topics:
 - Tribal Councils; a discussion of how Councils outreach and recruit more people

- use of social media communication tools for recruitment/outreach (poll to see who is using these, and how). New technologies, e.g. facebook, wiki, twitter...., check with Cude, Twitter
- Water Words That Work (Eric Eckl).
- **Action:** Sherry H will send Tracy info about President's volunteer.gov website.
- May want to put some of the NEMI applications on the menu of topics. Or perhaps we could suggest that the Methods Board start their own series of webinars.
- **Action:** On the 2010 NMC evaluations, ask people to tell us which topics they want to see in a webinar series. This would enable people who can't attend NMC to still get some of the NMC content.
- Can we find a way to allow people to count webinar attendance as "brownie points" toward professional accreditation?
- **Action:** Check with Schweinfurth and Spooner about the possibilities for hosting webinars through WEF or EPA. Webex Capacity (# portals): check with EPA and WEF. Not later than a 3:30 start time for ET. Suggest 2 time slots (repeat 2x): different day, different time.

Webinar series for National Council

Parents/hosts: individual workgroups

- NMC
 - Ask on evaluation re topics of interest and who they represent
 - Post conference webinars on conference topics of interest
 - Favorite talk at session, expand on topics which were only 20 minutes
- Long term
 - Use of vendors to contribute
 - Offer stipend or discount on conference registration fees
 - Professional Development points/certification (go to WEF for certification) – talk to Rob evaluate topic by topic

NWQMC Newsletter

Goal: 3x, after Council meetings; first will be launched at 2010 NMC in April

Audience: Reach water monitoring community at large

- Launch at 2010 NMC. Include updates from National Council, update on NMN pilots, and volunteer monitoring, capacity building for State/Regional Councils.
- Can we have OFAs contribute to the newsletter? Highlight Forest Service, for example (Greater Yellowstone Coordinating Committee). Link to EPA newsnotes by using one-sentence teasers in our newsletter. For an example of this format, see the Massachusetts Riverways newsletter.
- Link to NPS Vital Signs newsletter.
- The newsletter will be published 3 times a year, after each NWQMC meeting. We could use our meetings as a venue to finalize each issue.
- **Action:** Following Denver meeting, Tracy, Dave Tucker, and Wendy will work with Kim to solicit content for the first newsletter and design the layout.
- Standard Content will include --
 - Side bar on Council mission with Council cogs

- Upper corner feature state council logo with link and a feature article
- Council business: Hamilton & Spooner
 - Updates from NWQMC meetings, highlights of major decisions and actions from most recent meeting, and link to approved minutes from previous meeting -- Wendy, Pixie, and Chuck
 - New members
 - Calendar of events (linked to main Council webpage) of other councils and groups
- State and Regional Council updates -- Barb Horn
- Methods Board -- Dan Sullivan
- Water Information Strategies Workgroup / Stats Toolbox -- Peter Tennant and Mary Skopec / Dan McLaughlin
- VolMon -- Linda Green
- National Monitoring Network (updates from Demos and developments with IOOS)
- Tribal issues -- Dave Fuller
- Other Agencies contribute, help with their visibility
 - Forest Service – ex: Greater Yellowstone coordinating committee
 - EPA - line with link to News notes
 - NPS - Vital Signs monitoring on water quality
- Hot topics of the day:
 - SOGW if relevant updates
 - Stimulus Funding
- Link to Past Newsletter content

Other Newsletters to check out as models:

- Mass Riverways notes: one or two liners to links for more info on a feature, easy to skim
- Great Lakes Commission Newsbriefs
- MiCorps Monitor
- VA Council newsletter
- CO Council newsletter
- YSI Newsletter (Water Monitor)
- Astoria Pacific International (API) newsletter

Pass out at 2010 NMC as single sheet at Council booth as handout.

NWQMC Website

- **Action:** Doug and Wendy meet with Kim Martz and Carol Lewis to discuss consolidating calendar of events on the ACWI and NWQMC websites so we can avoid conflicts with other major water conferences/meetings. Ask State/Regional Councils to let us know when they're having meetings.
- **Action:** Kim Martz add a link to State/Regional Council webinars to the home page.
- **Action:** Swap "New and Newsworthy" with "How the Council Works"
- **Action:** Take Gail's name off fact sheet that is linked to Council wheel (just make it be NOT a USGS fact sheet).

- **Action:** Link cogs of wheel to appropriate pages of IMPACT newsletter pages (see AWRA newsletter page under "Products of the Council.")
- After NMC, use the NMC spot to highlight top headline "what's new" stories, and then put the other "what's new" stuff immediately below.
- "Success Stories" -- use newsletter to solicit new stories.
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- **Action:** Instead of "How the Council Works" include a link in the top navigation bar called "About Us" that includes the "How the Council Works" links and the "Members and Partners" section. At the top of the "About Us" page, highlight a paragraph on guiding principles, values, vision.
- Include field trip info and photos under "Council Meetings" info.
- **Action:** Add a link (logo) for NEMI under "Products."
- **Action:** Delete "Activities and Products (July 2007)" link and doc.
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