

CELEBRATING OUR NATION'S WATERS: MONITORING TO MOTIVATE, STIMULATE, AND INTEGRATE

Moderators: Elizabeth Herron¹ and Linda Green¹

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Biographical Sketch of Moderators

Elizabeth Herron has been Program Coordinator for the URI Watershed Watch program for ten years. She is the Leadership Committee chair of the New England Chapter of the North American Lake Management Society (NALMS), and is the NALMS Region I director. Linda Green has been Program Director of URI Watershed Watch for fifteen years. She is the volunteer monitoring representative to the National Water Quality Monitoring Council, and co-chairs its Collaboration and Outreach workgroup. Both Linda and Elizabeth have been actively involved with volunteer monitoring locally, regionally, and nationally and are proud to be a part of such a vibrant, diverse community of involved citizens.

This interactive session will focus on large-scale events and activities as opportunities for stimulating interest in monitoring, promoting watershed stewardship, and integrating public and professional involvement. National Water Monitoring Day, the Great American Secchi Dip-In, Pennsylvania's Watershed Snapshot, Texas' Earth Day, as well as other events, will be highlighted in a round table presentation. The *Volunteer Monitor* newsletter will also be featured. There will be ample opportunity for workshop participants to introduce their own statewide or regional events.

Following these presentations we will discuss the steps involved in organizing, planning, and carrying out these events. How does a great idea become reality? What are the obstacles and challenges? How did organizations overcome them? How did you build support for your event? Where does the funding come from to carry them out and how much do you need? What's the most effective way to work with the media to get your message(s) across? What has been the public and professional response to these events? How do you measure success? What would you do differently?

In many of these events, the data collected is viewed as secondary to the event itself. If data is collected, what is done with it? How have you involved water quality "professionals?" Have you been able to successfully integrate volunteer collected data with that of professionals?

We will finish our interactive session with suggestions/proposals to the National Water Quality Monitoring Council as to how it might support, enhance, promote, and sustain these unique activities.

All are welcome to bring handouts to display and/or share. Due to the informal nature of this workshop, we invite those interested to bring 5-10 minute presentations using overhead transparencies to highlight their events.