



Collaboration & Outreach Workgroup Minutes
November 27-29, 2012, Arlington, VA

Participants: Cathy Tate, Barb Horn, Wendy Norton, Dan Sullivan, Dave Fuller, Jeff Schloss, Greg Pettit, Curtis Cude, Michael Eberle, Alice Mayio, Martha Clark Mettler, Mike Yurewicz, Peter Tennant, [Jen Bruce and Cheryl Buchwald (by phone)]

Updates/Highlights/Action Items:

2014 National Monitoring Conference, April 28 – May 2, 2014:

Revised 2014 Conference Agenda:

	Monday	Tuesday	Wednesday	Thursday	Friday	
1	Field trips	Concurrent Extended Sessions	Concurrent Extended Sessions	5KRun Concurrent Extended Sessions	Extended/ workshop sessions — longer, training, known target audience driven	
2		Plenary (welcome; key speaker; charge)	Concurrent Extended Sessions	Concurrent Extended Sessions		
Lunch		90 min	2 hrs: Posters (½)	2 hrs: Posters (½)		
3		Concurrent (3) Network block (6)	Concurrent Extended Sessions	Concurrent Extended Sessions		
4		Concurrent Extended Sessions	Field trips Extended sessions Concurrent	Concurrent Extended Sessions		Side meetings
eve		Reception	Exhibitors Posters (all) Reception	Small Side meetings		

Assumptions made for this format:

- Official start = Tuesday, close is Thursday evening, including dinner
- Side meetings Friday are of the EPA-NARS and USGS type (Longer than 1 hour) versus those on Wednesday
- **ACTION: AGENCIES** (EPS-NARS, USGS, other Agencies) and **GROUPS** need to let Conference Planning Committee know if and when side meetings are taking place by **May 2013?**
- Monday Field trip longer, Tue-Thu field trips shorter block of time, call them "mobile" session
- Default 7 concurrent sessions with 4, 15 min talks, 5 min questions and 2 extended sessions
- Three 15-min talks with 5-min Q&A; last 20-min slot is for discussion
- Network Block
- About 300 concurrent session presentations
- 20 extended sessions (if 1.5 hours each)
- Longer extended sessions on Monday and Friday
- ??? posters (Jeff Schloss will determine on visit to Cincinnati)

PROCESS NOTE: We had extensive discussion regarding the pro's and con's of the above changes and template. We reviewed the evaluations from last year, previous years, success as well, connected with our goals and purpose and new concepts as well. There is no perfect itinerary. We want to stay on the cutting edge and need to ask each cycle what that means, what we keep, delete, evolve or try anew.

Logistics

- Jeff Schloss – going to Cincinnati in December
- USEPA Conference support: Alice Mayo will be working on contract for organizing and producing conference program
- Planning for about 800 attendees but have contingencies for a full 1,000 attendees

Title of Conference – 9th National Monitoring Conference – *Working Together for Clean Water*

PROCESS NOTE: A decision was made to not come up with a unique overall theme each year, but to use the above slogan each year. This will create branding for us and we have not really used the theme in recent years. This slogan was tested in the Water Words that Work effort as well. We WILL continue to use themes to administer abstracts and proposals, to explain what we are going to offer and focus, introduce new focus areas, etc. We began to work those themes from last round's announcement but did not complete this task. It will be taken up by the Program Committee and Barb will help make that information transition.

Draft Conference Themes for 2014

- Addressing Contaminants and Emerging Threats to Human Health and Aquatic Ecosystems
- Evaluating Extreme Events (Hurricane Sandy, drought, fires, oil spills, etc.) – monitoring in the aftermath – extreme watershed makeover
- Evaluating and Managing Water Protection and Restoration Activities
- Demonstrating the value of monitoring in environmental successes
- Connecting Science to Action
 - Communicating Science and Data in Ways that Influence Behavior
- Advancing innovation in monitoring, technology, assessment, modeling, and methods
- Strengthening Monitoring Collaboration and Partnerships
- Managing and Sharing Water Quality Monitoring Data
- The value/cost of water (Describing the economic implications of our monitoring – or not. The role of monitoring in the economics of water management. What is the dollar value of decisions we make based on our monitoring data?)
- Footprinting the Water/Energy Nexus

Timeline for Conference Planning Activities 2013-2014

- Jan 2013: Finalize conference committees and start work on "Save the Date" announcement
- Feb 1, 2013: Subcommittees begin work!
- Issue by March 1, 2013: Issue "Save the Date" announcement
- March/April 2013– Develop subthemes for Call for Abstracts
- May 15, 2013: Issue Call for Abstracts, Online abstract system open
- Sept 20, 2013: Abstract and Extended sessions submittal deadline
- Oct – Dec 2013: Evaluation and Selection of Abstracts for oral and poster presentations, workshops/panels/short courses, etc.,
- Jan 2014: Notification of Speakers
- Dec 2013/Jan 2014: Finalize conference agenda including details regarding plenary speakers, field trips, short courses, workshops, offsite reception, etc.,

- Jan 2014: Rollout registration website
- Mar 2014: Work with presenters/moderators/vendors and finalize conference structure/agenda
- April 28 – May 2, 2014: Hold NWQMC Conference

Questions for local committee and program committee to work on:

- Field trips (re-label as "mobile sessions"?) – Mon vs Wed, Mon vs Thurs, type, number, etc.
- Monday reception – welcome, sponsor
- Poster themes and how will posters be divided / 2 - 3 slots
- Tues – reception, sponsor
- Fri – workshop/training/appropriate sessions (target audience, time, needs, etc.)
- Concurrent number of total, number within format / extended session
- Mon or Fri side meetings – who, number, needs, etc.
- Wed or "other" side meetings – who, number, needs, etc.
- Network block – is another committee needed to organize this activity
- 5k Run – Kris Stepenuck has agreed to organize but will need to work with local committee

Conference Subcommittees

- Conference Planning Committee – Co-chairs, Jeff Schloss, NALMS, Cathy Tate, USGS, Alice Mayo, EPA
- Program committee – Co-chairs, Curtis Cude, Mary Skopec, and ?
- Local Planning Committee – Chair, Peter Tennant, ORSANCO
- Plenary Committee – Need Lead
- Extended Sessions Committee (Workshops/Panels/Short Courses) – Co-chair, Monty Porter and ?
- Network Block: Co-Chair Barb Horn and ?
- Awards Committee – Chair, Dan Sullivan
- Sponsors/Exhibitors Committee – need lead
- Fluid 5K run – Chair, Kris Stepenuck, work with Local Planning Committee
- Conference Volunteers (people helping at the meeting) - TBD
- **ACTION:** Finalize committee leads and participants. Send out signup sheet to Council members including those that did not participate in Council meeting to sign up.

Website redesign and updates

- Cheryl Buchwald along with Jen Bruce of USGS, presented an update on website work and plans, including a "wire frame" mock-up of the main page (see presentation).
 - Draft redesign of the navigation to include broader audience than Council members
 - Discussed options for side bars and top bars – Structure/function and by Topics
- **ACTION:** Cheryl Buchwald and Jen Bruce are revising the mockup of the website given the feedback they received. A webinar presentation to the C&O workgroup to discuss revisions will be set up before Christmas
- **ACTION:** Feedback from Council will be requested after C&O workgroup presentation.

Outreach / Network for Council

- **ACTION:** Workgroups/committees need to let C&O workgroup know of their Outreach needs
- **ACTION:** From State/Regional Inventory Matrix: 1) to invite a local council to present when we are in their area, even if need to call in or try to get one each meeting- start a connection, find out what they are doing, what need and let them know what we have to offer. They are already on our webinar/mailling list. We also have a session at conference for them.

“National Water Monitoring News”

- Fall 2012 Edition of National Monitoring News released November 21, 2011: http://acwi.gov/monitoring/newsletter/national-monitoring-news_fall2012.pdf
- **ACTION:** Articles with photos for 7th Edition to come out in Spring 2013 are now being accepted; **Deadline is FEB 1, 2013**
- **ACTION:** 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; or Wendy Norton, wenorton@usgs.gov
- “Guidelines for contributors” can be found at: <http://acwi.gov/monitoring/newsletter/index.html>

Potential webinar topics and speakers:

- Barb Horn: Summary of Inventory of State, Regional, Tribal Monitoring Councils, Winter
- Leslie McGeorge: Water Quality Indices Survey, Spring
- Rick Hooper: CUAHSI HydroDesktop Demo, **Jan. 9, 2012 at 11:00 am ET**
- Rachel Noble: Rapid methods for recreational criteria as related to the new EPA criteria -- what does the new criteria document mean to NWQMC? Winter
- Michelle Moorman: Albemarle Sound – Pilot study of the National Monitoring Network for U.S. Coastal Waters and their Tributaries, Jan/Feb 2013
- Jenn Krstolic: Environmental Flows in Shenandoah Region of Virginia, **March 7, 1:00 pm ET**
- Curtis Cude: Human health view of water quality management versus environmental view
- Jeff McCoy: Elisa methods versus pesticide analyses
- Jeff Ostermiller: Utah's economic results and implications
- Mike Eberle: Forest Service's core BMP recommendations
- Mike Eberle: Forest Service's evaluation report card
- Dennis Helsel: Statistics
- Nate Booth and Charles Kovatch: Water Quality Portal
- Edward Stets? : Century-Scale Perspective on Water Quality in Selected River Basins of the Conterminous United States
- WIS - Integrated reporting and assessment protocols
- Extreme Events?

Support and Expand Communication with other Councils and Partners in Monitoring

- Barb Horn presented results from the inventory of State, Regional, and Tribal councils conducted to learn their composition, scope, finances, objectives, and leadership (see presentation).
- **ACTION:** Barb and Cathy will schedule a Webinar to present results to State, Regional, and Tribal Councils

Future C &O Workgroup Outreach Activities:

- **ACTION:** Council Marketing team will revise Council Calling Card after work on website update.
- **ACTION:** Cathy Tate and Dan Sullivan will pursue Council Blog and other social media tools.
- **ACTION:** Cathy Tate will edit and post recorded webinars.