



C&O Update

- Webinars
 - Need suggestions for future speakers
- Newsletter
 - Now accepting articles for Fall 2018
- OUTREACH
 - Sharing NWQMC at upcoming meetings and conferences
 - Promoting other council products and activities
 - 2019 NMC Outreach and Advertising

Data is not our product it is
our raw material

Our product is information
and actionable insights



How do we turn cotton into t-shirts?

How do we turn our data into something valuable to people?



2011 Pew Research Center Survey:
71% of Americans said the country should
do whatever it takes to protect the
environment



National Assessment

- When the idea was proposed (December 2016), we thought we would start by focusing on the “nutrient issue” at the national scale
- “State of the Water address” suggested
- Could work on this type of initiative in years between conferences
- We will need to outline a plan and select a topic to kick it off at the 2019 NMC. We need to determine our audience, our topic, and the types of product we’d like to deliver.