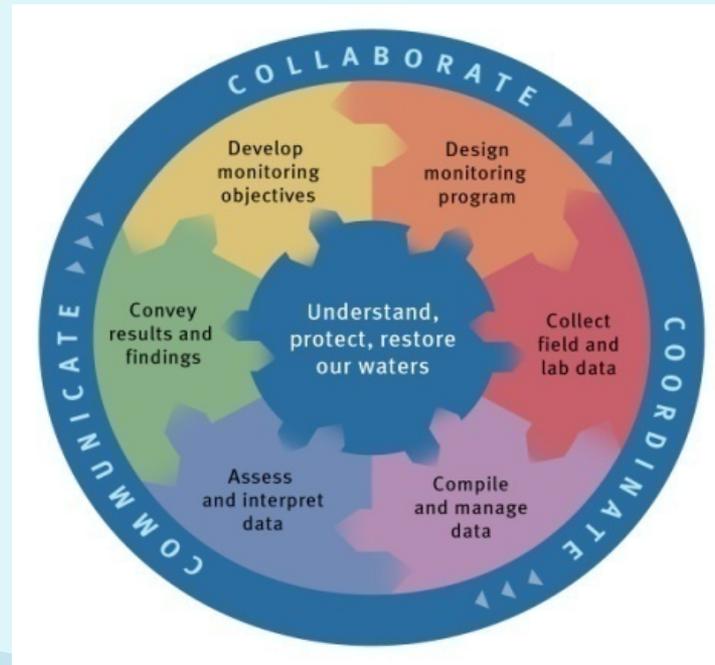




Collaboration & Outreach Updates

Cathy Tate (USGS) and
Barb Horn (Colorado Parks and Wildlife), Co-chairs

September 13, 2012



Overview of What We Do

- ▶ Sponsor web seminars
- ▶ Develop Social Media tools to communicate
- ▶ Produce biannual newsletters
- ▶ Support and expand communication with State/ Regional/Tribal Councils and partners in monitoring
- ▶ Marketing of Council programs, initiatives, and products
- ▶ National Monitoring Conferences

Web Seminars

- ▶ Sponsor web seminars or *webinars* on a wide range of topics and audiences



NATIONAL WATER QUALITY MONITORING COUNCIL
Working Together for Clean Water

NWQMC Webinar Series

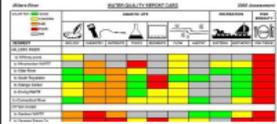
Water Quality Report Cards- Assessments made accessible, the Massachusetts experience

Presented by
Warren Kimball
Watershed Program Manager
Massachusetts Department of Environmental Protection
Worcester, MA

Wednesday, September 12th at 11:00 a.m. EDT (8:00 a.m. PDT)



Warren will discuss the development and implementation of a Water Quality Report Card for the State of Massachusetts. The Report Card can be used to guide public discussions on water quality including the identification of what issues are driving the overall assessment and where state officials can target funding for improvement.



The webinar is free and no pre-registration is required. Please login 10 minutes early.

Website: <https://dollearn.webex.com/dollearn/k2/j.php?ED=141650957>
Password: reportcards
Call-in toll-free number: 1-866-299-3188
Attendee access code: 5661187#

2012 Web Seminars

- ▶ Doug McLaughlin: *Better Access to Statistical and Assessment Methods for Water Quality: A New Component of the National Environmental Methods Index (NEMI)*, June 21, 2012
- ▶ Mike Fienen: *Social Water: A Tool for Harnessing the Power of Crowdsourcing to Involve Citizen Scientists in Hydrologic Data Acquisition*, July 19, 2012
- ▶ Warren Kimball: *Water Quality Report Cards- Assessments made accessible, the Massachusetts experience*, Sept. 12, 2012

2012– 2013 Upcoming Web Seminars

- ▶ Wendy Wilson: *Burning Our Rivers: The Water Footprint of Electricity*, Sept 27
- ▶ Warren Kimball: *Strategic Monitoring and Assessment for River Basin Teams- “SMART” Monitoring”- a proposal to coordinate federal, state and local monitoring programs. Results of a 15 year pilot program in Massachusetts*, Oct. 10
- ▶ Barb Horn: *Summary of Inventory of State, Regional, Tribal Monitoring Councils*, Fall 2012
- ▶ Nate Booth: *Water Quality Portal*, TBD

2012– 2013 Upcoming Web Seminars

- ▶ Leslie McGeorge: *Water Quality Indices Survey*, Dec. 2012
- ▶ Rick Hooper: *CUAHSI HydroDesktop Demo*, Jan. 2012
- ▶ Rachel Noble: *Rapid methods for recreational criteria as related to the new EPA criteria -- what does the new criteria document mean to NWQMC?* Fall/Winter 2012
- ▶ Michelle Moorman: *Albemarle Sound – Pilot study of the National Monitoring Network for U.S. Coastal Waters and their Tributaries*, Jan/Feb 2013

*Send us your ideas or volunteer to
give a web seminar!*



Social Media Tools

▶ Council Calendar

- Dan Sullivan and Cathy Tate will continue to try to get a calendar that works!



▶ Council Blog

- Continue to push approval for blog



▶ Recording Webinars

- Continue to pursue recording of webinars





NATIONAL WATER QUALITY MONITORING COUNCIL

Working Together for Clean Water

Support and Expand Communication with other Councils and Partners in Monitoring

Inventory of State, Regional & Tribal Councils

Inventory Categories

1. Primary Information
2. Composition, Scope and Initiation
3. Finances
4. Leadership
5. Objectives



Councils that Completed Inventory (12)

- ▶ Ohio Resource Council, Water Monitoring Work Group
- ▶ NJ Water Monitoring Council
- ▶ Colorado Water Quality Monitoring Council
- ▶ California Water Quality Monitoring Council
- ▶ Florida Water Resources Monitoring Council
- ▶ Lake Michigan Monitoring Coordination Council
- ▶ North Dakota Water Quality Monitoring Council
- ▶ Maryland Water Monitoring Council
- ▶ New England Regional Monitoring Collaborative
- ▶ Indiana Water Monitoring Council
- ▶ Wisconsin Groundwater Coordinating Council
- ▶ Virginia Water Monitoring Council





Councils that Have Not Completed InventoryYet

- ▶ Utah Monitoring Council
- ▶ Chesapeake Bay Program
- ▶ Michigan Clean Water Corps
- ▶ National Tribal Water Council
- ▶ Oklahoma Water Quality Monitoring Council

...So if you can help encourage these groups to participate ... then please do! Contact Barb Horn



NATIONAL WATER QUALITY MONITORING COUNCIL

Working Together for Clean Water

Marketing of Council Programs, Initiatives, and Products

Council Marketing Team

(Members from USGS unless indicated)



Dan Sullivan



Cheryl Buchwald
(Team coordinator)



Barb Horn
(CO Division of
Parks & Wildlife)



Jen Bruce



Eric Eckl
(Water Words That Work)



Cathy Tate

Other participants not shown are:
Wendy Norton and Susan Holdsworth (USEPA)

Overall Goal

- ▶ Improve how we (Council) communicate our role within the water-quality monitoring community
- ▶ Update our website and modify the way we describe our mission

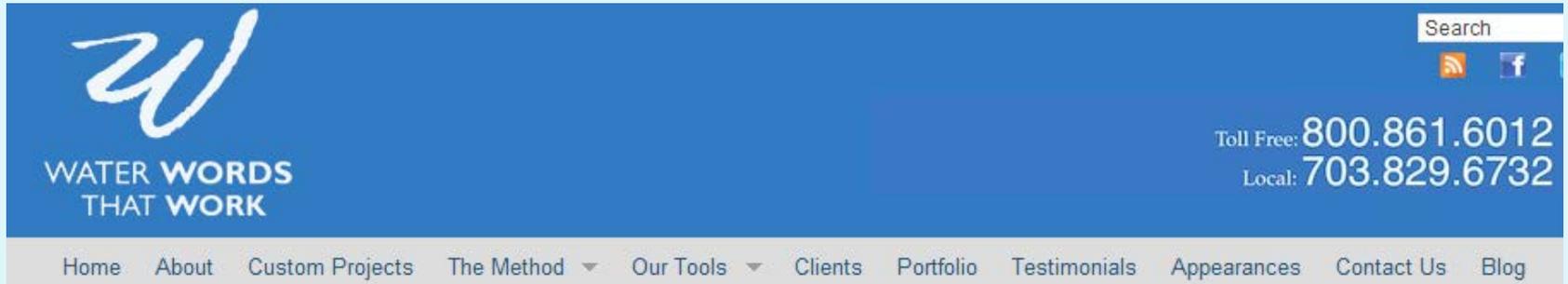
Specific Goals

- ▶ Clarify our mission
- ▶ Sharpen our messages to make a good first impression
- ▶ Improve how we represent ourselves to stakeholders and the public
- ▶ Reach out to the water quality community and solicit involvement with the Council
- ▶ Better understand our current audience
 - Types of persons visiting our website
 - What products or information they are seeking

We're Getting Advice !

Water Words That Work, an environmental communications group, to help with our messaging.

They will help us better target our audience and reduce the science-jargon.



Approach

▶ Task 1

- Express our problem, goals, and expected outcomes.

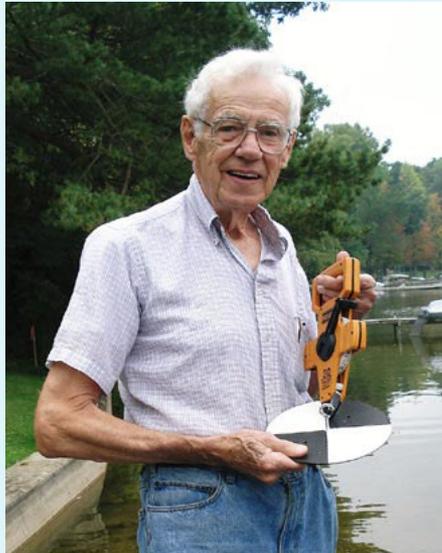
▶ Task 2

- Define what our current audience profile,
- Describe what types of persons we may not be reaching but want to include, and
- Write descriptive representations expressing what their relationship to water-quality monitoring is and what they may come to our website for.

Website Avatars -to represent our audiences



Cara - Council member



Carl - Coordinator or manager of water-quality monitoring programs



Steve - Civil Servants at federal, state and local



Vicky - Volunteers or Citizen scientist



Terry - Employee of environmental consultant, instrumentation company, or laboratory

Others - Tribal programs, NGOs, academics, municipalities, and others interested in water quality monitoring.

Approach

▶ Task 3

- Get input from a perspective audience and our current audience through a survey
- ▶ We wanted to learn about how:
 - we are reaching each audience type
 - we can improve our message
 - our current audience interacts with the Council
 - familiar our current audience is about our mission, work groups, and products

Task 3 continued...

- ▶ An identical survey was distributed in 2 different ways:
 - An “outsider” focus group (or test panel) of 25 participants
 - An “insider” survey consisting of 5211 email invitations.
- ▶ Responses:
 - Test panel –100% (25 persons) provided feedback
 - Insider group –6% (330 persons) completed the survey

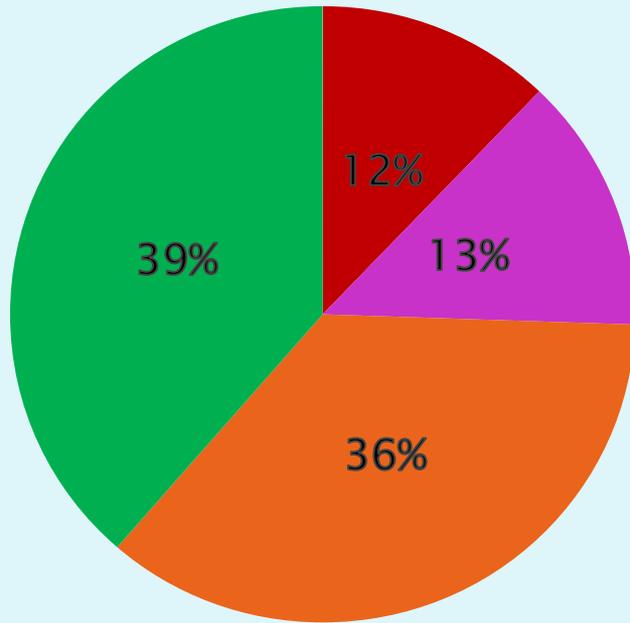
Task 3 continued...

Asked background questions

- ▶ “How familiar are you with the following aspects of the National Water Quality Monitoring Council?”
 - Our mission and goals
 - Monitoring framework
 - Council workgroups
 - Council newsletter and publications
 - Council website
 - Council products (NEMI, WQP, etc.)
 - Biennial conference
 - Volunteer monitoring network

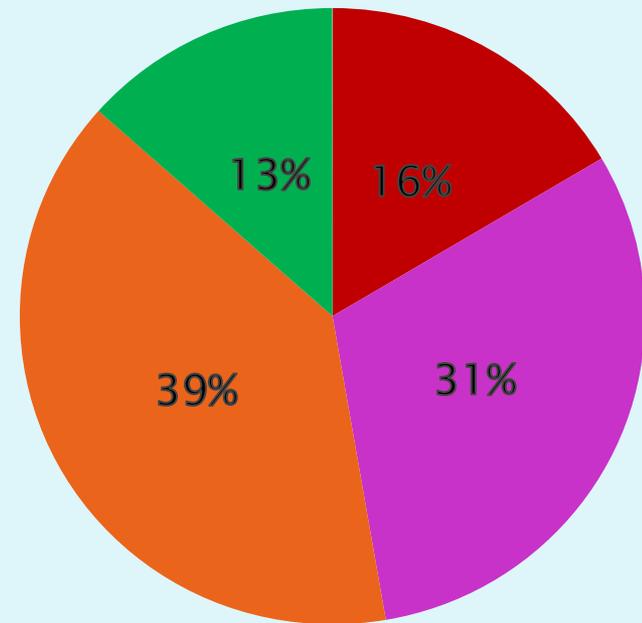


Biennial conference



- Not at all familiar
- Not very familiar
- Somewhat familiar
- Very familiar

Council website



- Not at all familiar
- Not very familiar
- Somewhat familiar
- Very familiar

A majority (75%) of our audience is familiar with our conference but only half are familiar with our website.

Survey input

- ▶ Provided participants with several choices for the Council's slogan, mission statement and elevator speech.
- ▶ Asked for their thoughts about which candidate statements better conveyed certain messages (a list was provided).
- ▶ Also asked for comments on candidate statements and their overall choice.
- ▶ Analyses of survey results is not complete; however, we were able to conclude which candidates were most successful and why.

Updates on Council “Brand”

Slogan:

Working Together for Clean Water

Mission Statement:

The National Water Quality Monitoring Council brings together scientists, managers, and citizens to ensure information about the quality of our water resources is accurate, reliable, and comparable. The Council fosters collaborative and cost-effective approaches to improve and advance the science of water-resources monitoring.

Updates on Council “Brand”

Elevator Speech:

Every day, our Nation's water quality faces threats like population growth, changing weather patterns, and resource extraction. The Council's goal is to develop and implement strategies that advance the understanding and collection of our water-quality information. We promote communication, collaboration, and coordination among all stakeholders to improve decisions that affect how we protect and restore our water resources.

... We welcome feedback



Future tasks

- ▶ Reorganize our website
- ▶ Use what we learned through
 - Water Words That Work
 - Our internal website statistics
 - The NWQMC QUIZ Council members took in New Orleans
- ▶ To do the following
 - Create a draft reorganization plan
 - Identify areas where more content is needed
- ▶ Focus will be on:
 - Design flow – a clear path to find information that an audience member is looking for
 - Provide organized, edited and updated information

Update the Council “Calling Card”

Create more than one for different audiences

http://acwi.gov/monitoring/workgroups/co/NWQMC_callingcard.pdf



ABOUT THE COUNCIL

OUR MISSION is to develop approaches to monitor, assess, and report on our Nation's water quality in collaborative, comparable, and cost-effective ways.

SINCE 1997, the Council has provided a voice for monitoring practitioners across the Nation and fostered increased understanding and stewardship of our water resources. Members come from all levels of government, Tribes, industry, volunteer monitors, and academia.

SERVING YOUR WATER NEEDS THROUGH —

COMPATIBLE DATA RETRIEVALS AND COMMON WEB SERVICES

Direct access to water data from multiple sources in a common format for use in mapping, assessments, statistical, and modeling applications, all through a user-friendly web portal.
<http://qwwebservices.usgs.gov/>

GUIDES FOR SENSORS

Tools to promote consistency as new technology takes off: checklists for calibration and record-keeping; deployment, siting and maintenance; data elements for sensors; and a glossary of terms.
<http://watersensors.org/>



A NATIONAL ENVIRONMENTAL METHODS INDEX

Since 1992, an online resource hosting information on more than 1,110 physical, chemical, and biological lab methods and field protocols. Coming soon: Sensors!
<http://www.nemi.gov>

STATISTICAL AND ASSESSMENT TOOLBOX

An online guide to help in the design and analysis of monitoring data to meet specific assessment and research needs (in development).

NATIONAL MONITORING NETWORK

Assessing the health of our coastal ecosystems and inland tributaries via a nationwide, integrated water quality monitoring plan and strategy for improved national and regional management.
<http://acwi.gov/monitoring/network/>



COMMUNICATE, COLLABORATE, & COORDINATE —

WEBINARS

An exciting new program from the Council, webinars are open to all and provide a forum to exchange monitoring success stories and challenges and discuss emerging water issues.

THE NATIONAL WATER MONITORING NEWS

Water news, monitoring success stories, assessment needs, conferences and other upcoming events, and more are shared in the Council's biannual newsletter.

NATIONAL CONFERENCES

Bring together stakeholders from across the water-resources spectrum to showcase new findings on the quality of the Nation's waters and innovations and cutting-edge tools in water-quality monitoring, assessment, and reporting. See you in Portland, Oregon in May 2012 for the next biennial conference!

Learn more about us at —
<http://acwi.gov/monitoring>





NATIONAL WATER QUALITY MONITORING COUNCIL

Working Together for Clean Water

National Monitoring Conference

National Monitoring Conference

- ▶ Presentations from 2012 National Monitoring Conference in Portland now online:
<http://acwi.gov/monitoring/conference/2012/>
- ▶ Prepare for 2014 National Monitoring Conference

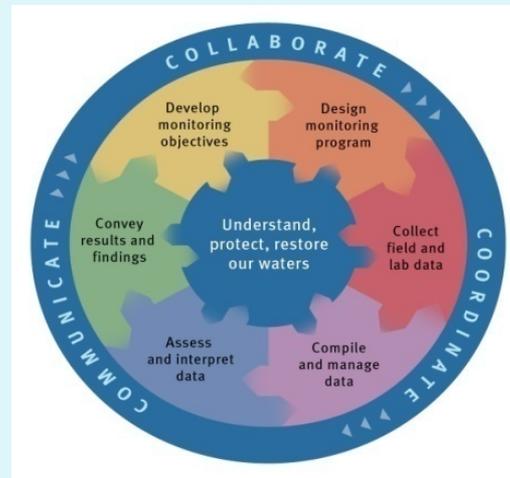
Goals for November Meeting

- ▶ Work with Council Workgroups and Committees for their Outreach/Marketing needs
 - Webinars, Newsletter articles, website, material rewriting, other?
- ▶ Begin preparations for the 2014 Conference
 - Theme, “Save the date”, Set up subcommittees, Program agenda, etc.,
- ▶ Finalize a workplan for 2013 through 2014 Conference

Collaboration & Outreach

We always welcome new members to the workgroup.

We want your ideas for web seminars,
articles for the newsletter, and other ways to
Collaborate, Communicate, Coordinate!



Cathy Tate and Barb Horn

(cmtate@usgs.gov) or (Barb.Horn@state.co.us)