



Collaboration & Outreach Workgroup Minutes November 17, 2011, Salt Lake City, Utah

Participants: Cathy Tate, Barb Horn, Wendy Norton, Dan Sullivan, Dave Fuller, Jeff Schloss, Greg Pettit, Curtis Cude, Michael Eberle, Jen Bruce (by phone)

Updates/Highlights/Action Items:

Marketing of Council Effort

- Use Language of Benefits/Results of what Council products and activities vs Features
- Redo Web pages
- Defining Target Audiences
- Becoming More Proactive and Strategic
 - **Calling Card** for several audiences / use Council's Wheel
 - Get Marketing Advice
 - Run Photo Contest
 - Use testimonials for Council products and activities

Website redesign and updates

- Keep the side navigation bar, which is designed for Council member use, but add a top (horizontal) navigation bar that is more geared to the way other people need the site to work. The top bar might include such things as "For Volunteers" and "Publications" and "Tools" and "Conferences and Events."
- Take a look at "Water Words That Work" website: <http://waterwordsthatwork.com/>
- Need to better define audience: Who are we trying to reach out to? Traditionally Council has communicated downward and laterally. We need to also communicate upward – i.e., the bosses of the NWQMC State reps and people at EPA Office of Water.

Action: Dan Sullivan will post the results of the Council matrix of State, Regional, and Tribal Councils on the website.

Action: Volunteer Monitoring web pages will be added to the website prior to the 2012 Conference (Barb, Dan).

Action: Barb Horn will contact Eric Eckl (Water Words that Work) for help on the calling card, website and marketing ideas. Barb will gather information from the Council's quiz and other sources to talk with Eric.

Website – photo contest

- **Action:** Send your best photos of scenic water bodies, monitoring photos (chemical, physical, biological sampling), people working in the laboratory, or people using water (boating, fishing, drinking water) to Cathy Tate, Barb Horn, or Dan Sullivan. (ALL)
- **Action:** Look at photos from newsletters to find new pictures for the website, especially pictures *including people*. (Cathy, Barb, Dan, Wendy)

Outreach / Network for Council

- New Council Initiation (material, webinar, etc.)
 - When new members join the Council, expectations need to be made clear.

- **Action:** Set up a webinar for new Council member to bring them up to date on what tools and products the Council has available (NEMI, WQDE, webinars), how those tools and products can help their organizations, and how they can be an ambassador for the Council.
- **Recommendation:** Use Council Meetings for Council Work (especially when meeting in person) and communication among Council members (e.g., Roundtables). Use WebEx for technical or numerous presentations that are of interest to the Council.
- **Action:** Council should consider inviting more local State/Regional Council members and EPA Regional representatives to future NWQMC meetings.
- **Action:** Greg Pettit to contact Shaun McKinney to inquire if Shaun would be willing to give a webinar for Council members on what his NRCS programs do.

2012 National Monitoring Conference Follow up

- **State/Regional Council Workshop** – “The making and breaking of State or regional monitoring councils.”
 - Plan for this session, needs to be flexible so it can be tailored to whatever audience shows up.
 - **Action:** Check abstracts and extended sessions to search for representatives from State/Regional/Tribal Councils to tap for workshop. Continue to contact Council’s to solicit their participation in workshop. (Barb, Cathy)
 - **Action:** Give Maggie Craig a list of participants in the workshop so they would not be scheduled for other Conference activities at the same time.
- **Action: Field Trips** –Online registration will start in January. Field trip information, logistics, fees, etc., need to be resolved by January. (Greg Pettit and local planning committee).
- **Action:** Contact Maggie Craig to get spreadsheet of **potential sponsorships and exhibitors** that local committee can use. (Cathy, Jeff, Greg)
- **Volunteers to help at Conference**
 - Council members will provide coverage at the council exhibit booth and serve as moderators.
 - Additional volunteers maybe needed for field trips, greeters, and AV set-up/take-down each day.
 - **Action:** Cathy Tate will send out the spreadsheet from the last conference.
- **Conference PR by Council**
 - **Action:** Greg Pettit’s PR people have offered to help with local PR such as, press releases. He will follow up with them.
- **Volunteer Monitoring Fundraiser – 5K Race**
 - 90% sure this is a go; probably will be in morning or at lunch on either Wednesday or Thursday (May 2-4) so that it will not overlap with Portland “Cinco de Mayo” festival scheduled for May 4-6.
 - Whether run is open to public will depend on tax implications, insurance, etc.,
 - Funds will be used to help pay fees for Volunteer Monitoring future conferences.
 - **Action:** Barb Horn will continue planning/organizing the run with local contacts.
- **Council Members Involvement in Conference**
 - **Action:** Council members should contact their representatives (e.g., States in their EPA regions) prior to Conference and invite them to meet you at the Conference for Outreach/Networking.

“National Water Monitoring News”

- 4th Edition of National Monitoring News released November 10, 2011:
http://acwi.gov/monitoring/newsletter/National_Monitoring_News_fall2011.pdf
- **ACTION:** Articles with photos for 5th Edition to come out in Spring 2012 - now being accepted; **Deadline is FEB 3, 2012**
- **ACTION:** Send articles to Editorial Board: Cathy Tate, cmate@usgs.gov; John Hummer, jhummer@qlc.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>

Some Suggested Topics for the Spring Issue of Newsletter:

- Water Quality Exchange Portal
- Primer on biological assessment in EPA monitoring
- San Gabriel River Regional and the Los Angeles River Watershed-wide Monitoring Programs -- Council for Watershed Health
- Jason Jones of Arizona might submit an article on Wetlands Sampling despite fire and rains in Arizona
- Update on the status of monitoring Pathogens by Steve Wolfe

ACTION: Greg Pettit offered to send Cathy additional names for the newsletter distribution list.

Webinar topics and speakers

2011 Web Seminars:

- ▶ Jan: "**Marcellus Monitoring: The role of volunteers in baseline data**" by Jinnie Woodward, Julie Vastine, and Candie Wilderman, Alliance for Aquatic Resource Monitoring (ALLARM).*
- ▶ March: "**Water Quality Monitoring Sensors**" by Dan Sullivan, USGS, Aquatic Sensor Workgroup, co-sponsored by the California Water Quality Monitoring Collaboration Network
- ▶ April: "**Tribal Science, Monitoring and Partnerships to Address Environmental Issues**" by Dave Fuller, Port Gamble S'Klallam Tribe.
- ▶ June: "**Introduction to the Environmental Methods Index (NEMI)**" by Dan Sullivan co-sponsored by the California Water Quality Monitoring Collaboration Network.
- ▶ October: "**The Chicago Area Waterway System, Asian Carp, and the Great Lakes**" by Jim Duncker, USGS-Illinois Water Science Center.
- ▶ November: "**A multi-disciplinary list of data elements for environmental monitoring: can we all speak the same language?**" by Revital Katznelson, Berkeley, CA.*

* Over 100 attendees for these webinars

Future Web seminars:

- December 8, 2011: "**Lake Michigan Monitoring Council**" by John Hummer, Great Lakes Commission

Possible topics for future webinars:

- SPARROW model.
- Clean Water Act 40th anniversary.
- Tribal continuous monitoring (canoes drag continuous monitoring instruments behind them).
- Linda Green's survey on how volunteer monitoring programs evaluate success.
- Greg Pettit: Emerging contaminants in wastewater – the Oregon experience.
- From WIS Group: Set up webinars for Council on NEMI, CUAHSI HydroDesktop, and Jeff Deacon's effort on integrated database in northeast.

Action: Send in your ideas!

Action: Continue to pursue recording Webinars with an accompanying blog.

Action: Look at list of the email addresses of webinar attendees as a way to solicit ideas for future webinars.

Future C & O Workgroup Outreach Activities:

- Launch of Water Quality Exchange Portal. **Action:** A small workgroup will be identified to work on this plan (Mike Yurewicz, Cathy Tate, and others to be identified).