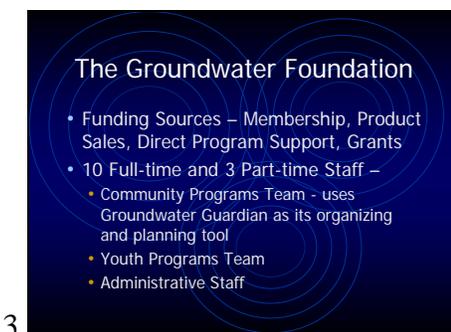
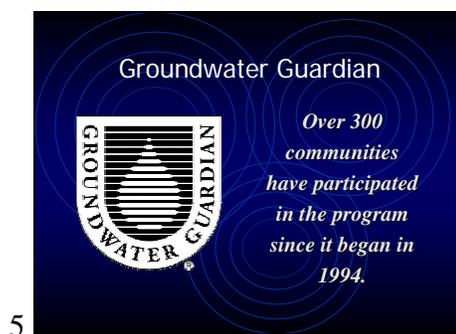
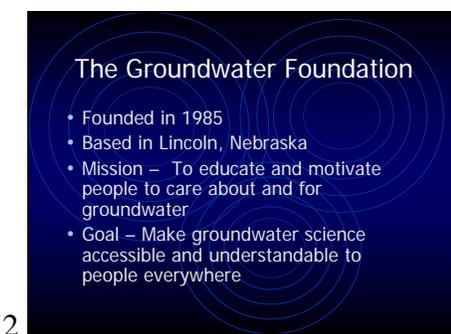
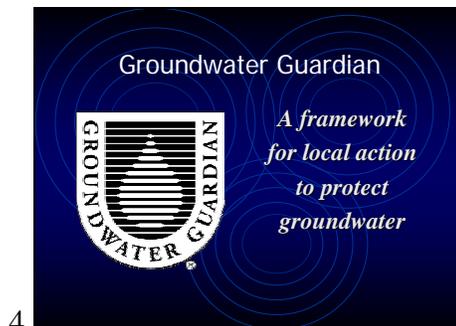


Framing the Dialogue – BEP Target Audience Success Stories

Rachael Herpel, The Groundwater Foundation



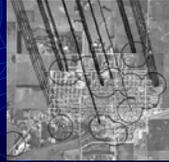
Framing the Dialogue – BEP Target Audience Success Stories

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7

Source Water Assessment

- Understand Available Assessment Data
- Identify Data Gaps
- Develop Plan to Fill Data Gaps (if necessary)



10

Conservation



Chatham County, GA *Orange County, NY*

8

Source Water Protection



- Prioritize Threats
- Identify and Evaluate Potential Education and Protection Strategies
- Develop Action Plans

11

Pollution Prevention



Grand Island, NE *Sidney, NE*

9

Public Education and Awareness



Dayton, OH *Mecklenburg County, NC*

12

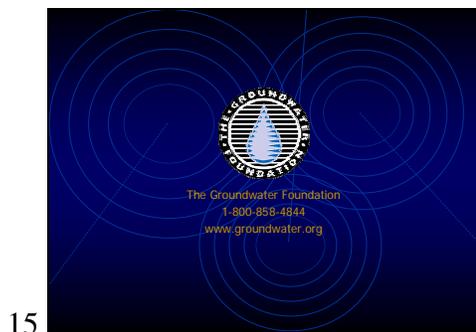
Public Policy



Detroit Lakes, MN *Georgetown, KY*
Battle Creek, MI *Gaston County, NC*

Framing the Dialogue – BEP Target Audience Success Stories

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Professional Development for Natural Resource Professionals

Diane Cantrell, Ohio DNR, Soil & Water Conservation

Professional Development for Natural Resource Professionals

Diane Cantrell, Ph.D.
Deputy Chief for Education
ODNR Division of Soil and Water
Conservation

Best Education Practices for Water Outreach
Professionals Symposium
June 2-4, 2004

1

Professional Development for SWCDs—Prior to 1991

- Three statewide conferences per year
 - Annual meeting
 - All employees meeting
 - Summer supervisors school
- Short course for technicians
- Miscellaneous training

4

Ohio's Soil and Water Conservation Partnership

- ODNR Division of Soil and Water Conservation (DSWC)
- Ohio Federation of Soil and Water Conservation Districts (OFSWCD)
 - 88 SWCDs
 - Staff of 2-10 employees (Mean = 5)
- Natural Resources Conservation Service (NRCS)

2

SWCD Education Programs Prior to 1991

- Who was responsible for education
 - A few SWCDs had education specialists
 - Secretary, technician, and/or program administrator met education requests

5

DSWC Role with SWCDs

- Administer state match to SWCDs
- Provide technical assistance
- Provide professional development

3

•What was the nature of SWCD education programs for youth?

- Poster contests
- Essay contests
- Coloring books
- Classroom presentations
- Field day for a specific grade level
- Science fairs
- Envirothon
- Teacher workshops

6

Professional Development for Natural Resource Professionals

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What was the nature of SWCD education programs for adults?

- > Field days
- > Pond clinics
- > Tours
- > Workshops
- > One-on-one consulting

10

Timeline—In 1992

DSWC hired a NPS Pollution Education Coordinator who had a degree in elementary education

- Administered the grant program
- Required/promoted county Education Advisory Committees
- Informally mentored new education specialists
- Provided 1st conservation education workshop

8

SWCD Education Programs After 1991

DSWC Goal: to build the capacity of SWCDs to deliver effective education programs to youth and adults

Target audience: SWCD staff providing education programs

11

Timeline—In 1994

DSWC established the Environmental Education and Communication Section comprised of five staff members

- Continued 1992 initiatives
- Provided new EE resources
- Provided professional development
 - > New EE resources
 - > Education theory and practice
 - > Current education and EE issues and topics

9

Timeline—In 1991

OSWCC designated \$120,000 of state funding for Nonpoint Source Pollution Education Grants

- Personnel grants
 - > \$15,000 1st year
 - > \$10,000 2nd year
 - > \$7,500 3rd year
- Special project grants
- DSWC technical staff administered the grant program

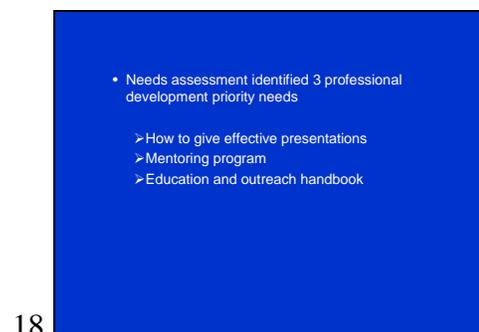
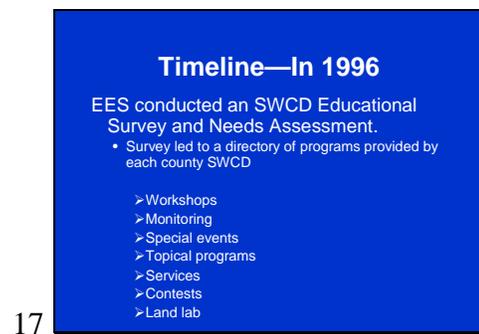
12

EnviroScape Model



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**Target audience expanded to include all staff from S&WC partnership agencies—
Natural Resource Professionals**

22

Mentoring program

- Application process
- Workshops for selected mentors
- Pairing with protégés
- Follow-up with mentors and protégés

20

Key Premises

We Are All Educators

We Are All Responsible for Outreach

23

SWCD Outreach Handbook

- Handbook developed by a team:
 - > SWCD education specialists
 - > EES staff
- Area workshops—two people per SWCD
- Follow-up

21

Effective Presentations

- Resource book
- 1-day workshop
- Participant planning time
- 1-day workshop with participant presentations and feedback

24

Best Practices

- Provide major resources through area workshops
- Practice what we preach
- Provide follow-up
 - > List serv and e-newsletter
 - > Help Line—just call us
 - > Networking
 - > Feedback
- Encourage peer teaching and sharing
 - > Presenters
 - > Mentors
 - > Area meetings
- On-going professional development

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How Do We Measure Success?

By the Numbers

28

Education Resources

All SWCDs have received at least one grant or cost share funds for an educational model



26

Personnel Grants

- Grants funded 36 education specialists
- SWCDs continued funding for all but one
- SWCDs funded additional positions
- Currently have ~ 55 education specialists

29

EnviroScape Model

74



27

Special Projects

78 Special Projects have been funded

- Water festivals
- Canoe tours for elected officials
- Workshops for contractors and realtors
- Teacher workshops
- Citizen water quality monitoring
- Student congresses

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Groundwater Flow Model

68



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Septic System Model



34

Audiences

- Greater diversity of audiences
 - K-12
 - Early childhood
 - Home schoolers
 - Preservice teachers
 - Home owners
 - Urban
- Greater numbers of people served

32

Streamulator



35

How Do We Measure Success?

By the Numbers
Final Reports for Grants

33

Water Quality Monitoring



36

Final Reports

- Quantitative information
 - Participants/audiences
 - Programs
 - Requests for services
 - Workshop feedback
- Qualitative information
 - Media coverage
 - Interviews/comments/notes
 - Student projects
 - Workshop feedback

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How Do We Measure Success?

By the Numbers
Final Reports for Grants
Observation

37

Observations

- Improvement in overall programming
- Improvement in overall educational skills
- Replication of educational practices we've demonstrated

38



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