

Regional Outreach Program Design

Robert Mahler, University of Idaho

Regional Outreach Program Design

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1

WHAT DO I DO?

- I function as the regional coordinator
- I encourage land grants and federal agencies to work together
- I supervise the land grant liaison
- I represent the region at the national level

4

1999 — REGIONAL ORGANIZATION



2

REGION X — ORGANIZATION

Land Grant Liaison
Northwest Indian College
Oregon State University
U.S. Environmental Protection Agency
USDA/CSREES
USDA/NRCS
University of Alaska – Fairbanks
University of Idaho
Washington State University

5

REGION X THE PACIFIC NORTHWEST



3

WHY FUNCTION AS A REGION?

- Individual states have lost faculty and staff
- States have between 1 and 20 professionals in water quality
- States within a region often have similar water issues
- Key faculty can design programs for entire region

6

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REGION X TEAM

- 1862 reps from AK, ID, OR, WA
- 1994 rep from Northwest Indian College
- Water Research Institute rep
- Land grant liaison
- EPA and NRCS rep

7

PRIORITY THEMES

1. DRINKING WATER AND HUMAN HEALTH
2. WATERSHED MANAGEMENT
3. WATER CONSERVATION, MANAGEMENT AND POLICY

10

REGION X TEAM — FUNCTION

- ✓ COORDINATE
- ✓ ESTABLISH REGIONAL EDUCATION PROGRAMS
- ✓ DEVELOP PARTNERSHIPS

8

COORDINATION

- > \$24,000,000 in grants at local LGUs
- Need to transfer knowledge from researcher to practitioner
- Regional research proposals have advantages over single states

11

NEEDS ASSESSMENT

- ✓ Regional survey developed to establish priorities
- ✓ Set baseline information
- ✓ Prioritize national themes
- ✓ Redo every 5 years

9

EDUCATION / OUTREACH METHODS

- Regional team develops programs based on assessment needs
- All programs are multi-state
- Each program has a primary lead institution
- Each program has a follow-up assessment

12

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EDUCATION PROGRAMS — EXAMPLES

- Annual Watershed Theme-Based Satellite Conference
- Regional Domestic Water Quality Handbook
- Make "RIPARIAN" a Household Word Campaign
- Annual Water Quality Monitoring Workshop
- Theme-Based Regional Directories

13

QUESTIONS

PROMOTION OF EDUCATION?

AUDIENCE? RESOURCES?

16

TARGET AUDIENCE

2 LEVELS

- ✓ The general public
- ✓ Key stakeholders

14

KEY STAKEHOLDERS

- PNWWATER UPDATE
 - ✓ Produced every 15 days
 - ✓ Color, high quality
 - ✓ Mailed to key stakeholders (250+)
 - congressional reps
 - state legislators (Ed, Ag, Env't)
 - fed, state, local partners
 - land grant administrators

15

Partnering with Extension for Volunteer Water Quality Monitoring

Kristine Stepenuck, University of Wisconsin Extension

1

Partnering with Extension for Volunteer Water Quality Monitoring

Kristine Stepenuck¹,
Linda Green², Elizabeth Herron²,
Art Gold², Kelly Addy², and Robin Shepard¹

¹ University of Wisconsin
² University of Rhode Island



4

Project Objectives

- ✓ Identify current Extension programs
- ✓ Develop multi-media training materials
- ✓ Offer training programs
- ✓ Develop and establish internet and web-based tools
- ✓ Increase collaboration and cooperation

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2

Who We Are...

- University of Rhode Island Cooperative Extension
 - ✓ Watershed Watch Program
 - Established 1988
 - 250 active volunteers statewide annually
 - Lakes, streams, estuaries and coastal waters
- University of Wisconsin Extension and WDNR
 - ✓ Water Action Volunteers
 - Established 1996
 - 200 adults and 1000 students monitoring 135 streams and 250 sites statewide
 - Resource for service and monitoring projects

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5

Identify & Connect Extension Volunteer Monitoring Programs

- ✓ 38 programs in 27 states/islands
- ✓ Interactive website:
 - ✓ www.usawaterquality.org/volunteer/
 - ✓ Electronic list serve for Extension Volunteer Monitoring Programs



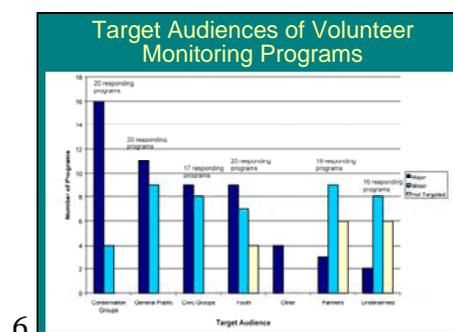

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USDA CSREES Volunteer Water Quality Monitoring Facilitation Project Goals

- ✓ Improve communication and sharing,
- ✓ Develop and share templates and materials,
- ✓ Expand opportunities, and
- ✓ Strengthen partnerships

among Extension volunteer water quality programs

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Partnering with Extension for Volunteer Water Quality Monitoring

Kristine Stepenuck, University of Wisconsin Extension

7

Creating a Good Training Environment

- ✓ Create an atmosphere that values volunteers
- ✓ Create community and build personal connections
- ✓ Create opportunities for personal exploration, expression and growth
- ✓ Provide necessary information, skills, and skills practice



Adapted from National Service Research Center: <http://nationalserviceresources.org>



10

Unique Outreach Tools

- ✓ Bio-assess game
- ✓ Home schoolers & families are monitors
- ✓ Benthic macroinvertebrate poster
- ✓ Environmental monitoring fair
- ✓ Annual River Summit
- ✓ Volunteers present data results to Conservation Commission
- ✓ Use campus news bureau for publicity
- ✓ Clip art CD

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8

Components of a successful training program

- ✓ Orientation (classroom)
- ✓ Monitoring skills (classroom & field)
- ✓ Field visits by staff
- ✓ Quality assurance / quality control testing
- ✓ Annual refresher training
- ✓ Advanced training for experienced monitors (opt)
- ✓ Training should be integrated into the entire program



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11

Assessment Methods

- ✓ Quality Assurance
 - ✓ The overall careful supervision and management of the program and the data that are collected, including planning, data collections, quality control, documentation, evaluation and reporting
- ✓ Quality Control
 - ✓ Routine activities performed to minimize errors
- ✓ Levels of QA/QC depend on program goals and objectives

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9

Outreach Methods

- ✓ Written monitoring methods
- ✓ Training materials
- ✓ Displays
- ✓ Slide shows
- ✓ Identification keys
- ✓ Educational activities
- ✓ Videos



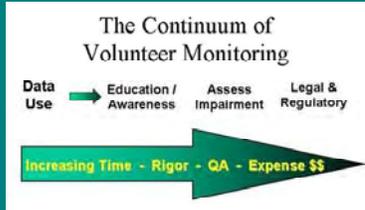
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12

Data Uses

The Continuum of Volunteer Monitoring



Geoff Dales, River Network

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Partnering with Extension for Volunteer Water Quality Monitoring
 Kristine Stepenuck, University of Wisconsin Extension

Monitoring Matrix

Identifies:

- ✓ Data objectives
- ✓ Monitoring activities
- ✓ Equipment and supplies
- ✓ Education and training
- ✓ Frequency of monitoring
- ✓ QA/QC required



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13

Trainings

- ✓ Based on "Guide to Growing"
- ✓ Conduct training sessions offered through CSREES regional conferences and other venues
 - Pacific Northwest, Arizona, & CSREES Southern Regional Conference (2003)
 - Pacific Northwest (July 13-15, 2004)
 - Arizona (December 15-16, 2004)



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16

How do we promote/encourage the use of education?

- ✓ Assessment of education
- ✓ Sharing success stories
- ✓ Use a variety of teaching resources, tools, techniques:
 - ✓ Website
 - ✓ List serve
 - ✓ Fact sheets
 - ✓ Guidebook modules
 - ✓ Trainings
 - ✓ Internet tools for data sharing



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14



17

Educational Resources

- Guidebook Modules based on inquiry of identified programs
 - Why volunteer water quality monitoring makes sense *
 - Designing your monitoring strategy *
 - Effective training techniques *
 - Quality assurance issues
 - Volunteer management and support tools
 - Outreach tools
 - Finding support and funding for local efforts
 - Successful approaches to local data sharing and networking

* www.usawaterquality.org/volunteer

15

