

## **CFWWC Education and Outreach Strategy Session Oct 31, 2007**

Participants: Pam Reber, Diana Bus, Gail Hemsoth, Christie Johnson, Tami Schroeder

### **Objectives**

1. Recruit landowners for projects identified by Council.
2. Recruit members/volunteers to support projects identified by Council.
3. To promote watershed stewardship through outreach and education (target audiences and topics identified by Council).

### **Strategies and corresponding objective**

Targeted mailings (1, 2,3)

General council meetings (1, 2, 3)

Booths at local events (1, 2, 3)

Word of mouth (door to door) (1)

Brochure (1,2)

Website (1,2,3)            Map for color-coded priority areas for brochure and website

Presentations at Civic Groups (1, 2,3)

Recruit at colleges (2)

Media releases (2, 3)

Newsletter (email or mail?) (1,2,3)

Teacher involvement/training (2,3)

Publications about specific topics (3)

Slogans (1,2, 3)

Partnering with other agencies and groups already doing what we want to do (3)

Restoration projects/ cleanups/etc (2, 3)

Monitoring (2,3)

Workshop for landowners – site planning, priorities, grant writing etc (1, 3)

Field trips/tours (1, 2,3)

Provide consultation/expertise to planning groups (3)

Clearinghouse for watershed info. (3)

Using strengths of people members to volunteer (2)

Volunteer appreciation events (2)

Community watershed educational class (LCC) (3)

## Topics

Western Pond Turtle

Water Quality:

- Mercury

- Maintain stream habitat (shade/riparian)

- NPS pollution (manure septic)

- Minimize erosion

Wetland enhancement and protection

Native plants

Noxious weeds

Floodplain

Fish habitat

Non-native animals (bullfrogs, zebra mussels)