



OSU Extension's *Master Watershed Steward Program*

<http://seagrant.oregonstate.edu/wsep/>



Extension Service

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Why M.W.S.?

- E.S.A. Listing of salmon
- Water quality limited streams
- Oregon legislature established pilot watershed program based on watershed councils





Master Watershed Stewards

- Purpose –

Increase the capacity of watershed groups and community members to identify and address water resource issues at local levels.

- Target Audience – *Who isn't?*

- Statewide program – *rural and urban*

- Started rural, Western Oregon



Master Watershed Stewards

- 8 Training sessions – 48 hours +
 - Working Together to Create Successful Groups*
 - Watershed and Stream Processes*
 - Soil Erosion and Conservation*
 - Riparian Functions and Management*
 - Salmon Biology*
 - Wetlands Evaluation and Enhancement*
 - Water Quality Monitoring*
 - Stream Restoration*
- Complete a 40-hour project in local community
- Become a local resource (leader) for OSU Extension and watershed groups



Master Watershed Stewards

- Basic level education + Projects
 - Application of knowledge and skills to produce an “impact”
 - Projects include enhancement, monitoring, management plans, group processes, and education
- Pilot 1998, Master program in 1999, Statewide 2001, 500 Masters
- Developed Learning Guide as primary reference (1997, 2002)

How are we structured?



How do we evaluate trainers and program impact?

- Evaluate each trainer and training session
- Follow up (6 months) evaluation
- Adjust to reach audience needs
- Adjust delivery method, highlight additional training needs



How do we market our program?



Growing the Master's

- Stay in touch - newsletters, meetings
- Put them to work
- Nametags – feeling part of the group
- Additional trainings



Remodeling our program

- New ways of selling the same old stuff
- New titles, explanations, invitations, schedules
- Supplemental trainings



Lessons Learned - External

- A major or perceived crisis helps
- Keep re-evaluating program to reach target audience
- Work with partners
- Missing target audience may not be a bad thing



Lessons Learned - Internal





“Successful” Project?

- Change in knowledge, Application of skills
- Leaders not members
- Making progress towards ultimate goal –
“Building a community of restoration”

Questions?

