



Collaboration & Outreach Workgroup 18 January, 2012

Cathy Tate (USGS) and Barb Horn (Colorado Parks and Wildlife), Co-chairs
Kim Martz, Executive Secretary of C & O Workgroup



The Collaboration and Outreach Workgroup supports partnerships that foster collaboration among the water monitoring community, including State, Regional, and Tribal councils, as well as watershed groups, partnerships, and alliances

Agenda for call

- ▶ Welcome (Cathy & Barb) 5 min.
- ▶ Brief update on C&O workgroup activities in 2011 (Cathy & Barb) 15 min.
- ▶ 2012 National Monitoring Conference: C&O Workshop (ALL) 15 min.
- ▶ Development of 2012 Strategic Work Plan (ALL) 15 min.
- ▶ General Discussion (ALL) 8 min.
- ▶ Set up Next Call (ALL) 2 min.

Strategic Workplan for 2011

Primary Goals

1. Sponsor Web Seminars at least quarterly
2. Social media -- Create a Council Blog, Calendar
3. Produce a biannual Newsletter (Spring and Fall 2011)
4. Expand communication with other Councils and partners
5. Update Council's Webpage(s)
6. Refine online "How to" tool kit for state, regional, and tribal councils
 - a. Create new power point presentations
 - b. Produce water monitoring council matrix or inventory
7. Plan for 8th National Monitoring Council in Portland, Oregon

Plan posted at <http://acwi.gov/monitoring/workgroups/co/index.html>



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
- ▶ 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
- ▶ December: **“Collaborative Monitoring in the Great Lakes: Sharing Monitoring Activities Around the Lake Michigan Basin”** by John Hummer, Great Lakes Commission

Blogs and Social Media Tools

▶ **Council Calendar**

- Dan Sullivan and Cathy Tate set one up; but it is no longer working (will continue to try again)

▶ **Council Blog**

- Wendy Norton is still trying to push it through the proper channels at Department of Interior

▶ **Created NWQMC “SharePoint” site**

- For internal information exchange (e.g., planning for conference, workgroups).

“National Water Monitoring News”

An Online Newsletter for the Water Monitoring Community

- ▶ Produced 3rd (Spring) and 4th (Fall) Editions
- ▶ Articles with photos for Spring 2012 now being accepted

DEADLINE IS Feb 3rd 2012

- ▶ Send to Editorial Board
Cathy Tate, cmtate@usgs.gov
John Hummer, jhummer@glc.org
Alice Mayo, mayio.alice@epa.gov
Dan Sullivan, djsulliv@usgs.gov
Wendy Norton, wenorton@usgs.gov

<http://acwi.gov/monitoring/newsletter/index.html>



Expanding communication Council “calling card” -- Still in revision



NATIONAL WATER QUALITY MONITORING COUNCIL



Working Together for Clean Water

ABOUT THE COUNCIL

OUR MISSION is to develop approaches to monitor, assess, and report on our Nation's water quality in collaborative, comparable, and cost-effective ways.

SINCE 1997, the Council has provided a voice for monitoring practitioners across the Nation and fostered increased understanding and stewardship of our water resources. Members come from all levels of government, Tribes, industry, volunteer monitors, and academia.

SERVING YOUR WATER NEEDS THROUGH —

COMPATIBLE DATA RETRIEVALS AND COMMON WEB SERVICES
Direct access to water data from multiple sources in a common format for use in mapping, assessments, statistical, and modeling applications, all through a user-friendly web portal.
<http://qwwebservices.usgs.gov/>

GUIDES FOR SENSORS
Tools to promote consistency as new technology takes off: checklists for calibration and record-keeping; deployment, siting and maintenance; data elements for sensors; and a glossary of terms.
<http://watersensors.org/>

**ASW**
Aquatic Sensor Workgroup

**A NATIONAL ENVIRONMENTAL METHODS INDEX**
Since 1992, an online resource hosting information on more than 1,110 physical, chemical, and biological lab methods and field protocols. Coming soon: Sensors!
<http://www.nemi.gov>

STATISTICAL AND ASSESSMENT TOOLBOX
An online guide to help in the design and analysis of monitoring data to meet specific assessment and research needs (in development).

NATIONAL MONITORING NETWORK
Assessing the health of our coastal ecosystems and inland tributaries via a nationwide, integrated water quality monitoring plan and strategy for improved national and regional management.
<http://acwi.gov/monitoring/network/>



COMMUNICATE, COLLABORATE, & COORDINATE —

WEBINARS
An exciting new program from the Council, webinars are open to all and provide a forum to exchange monitoring success stories and challenges and discuss emerging water issues.

THE NATIONAL WATER MONITORING NEWS
Water news, monitoring success stories, assessment needs, conferences and other upcoming events, and more are shared in the Council's biannual newsletter.

NATIONAL CONFERENCES
Bring together stakeholders from across the water-resources spectrum to showcase new findings on the quality of the Nation's waters and innovations and cutting-edge tools in water-quality monitoring, assessment, and reporting. See you in Portland, Oregon in May 2012 for the next biennial conference!

Learn more about us at —
<http://acwi.gov/monitoring>



NWQMC

Update Council's Web Page(s)

- ▶ *Work still in progress*
 - Discussions on approach to updating and redesigning web pages
 - Purpose of updating is to make user friendly for multiple audiences
 - Contacted Eric Eckl of “Water words that work” to help with wording and potential layout

Refine online "How to" tool kit for state, regional, and tribal councils

- ▶ Create/Update power point presentations
 - *Did not get done last year ... maybe for upcoming conference*
- ▶ Water Monitoring Councils Matrix
 - Team included **Barb Horn (lead)**, Jody Arthur, Alice Mayo, and David Fuller
 - Constructed an information gathering form
 - Send to monitoring communities to fill out on April 19th, 2011
 - AND

Water Monitoring Councils Matrix filled out by 10 councils!

- ▶ California Water Quality Monitoring Council
- ▶ Colorado Water Quality Monitoring Council
- ▶ Florida Water Resources Monitoring Council
 - note: this is re-emerging from former council 2006-2008
- ▶ Lake Michigan Monitoring Coordination Council
- ▶ Maryland Water Monitoring Council
- ▶ NJ Water Monitoring Council
- ▶ New England Regional Monitoring Collaborative
- ▶ North Dakota Water Quality Monitoring Council
- ▶ Ohio Water Resources Council, Water Monitoring Work Group

Please consider filling out for you monitoring group!



8th National Monitoring Conference – *Water: One Resource – Shared Effort – Common Future*
Portland Oregon, April 30 – May 4, 2012

▶ Here's some facts:

- Over 570 abstracts submitted
- 32 extended sessions (workshops/short course/ panels) – not including River Rally

▶ These have been organized into:

- 84 Sessions (4 talks) = 336 oral presentations
- 25 NWQMC + 9 River Rally extended sessions
- 7 Concurrent sessions + 2 extended sessions
- Two Poster Sessions (Wed, Thur)

Bridge Day – Nation Monitoring Conference & River Rally is May 4, 2012 –Agenda

- ▶ Concurrent & extended sessions of interest to all
- ▶ Plenary Panel:
 - Examples of collaboration successes and failures that include federal, state, local governments, non-profits & tribal entities.
- ▶ Plenary Luncheon speakers
- ▶ Area/Regional Breakouts:
 - Connecting people that monitor water in the same area
- ▶ Concurrent & extended sessions
- ▶ Rally welcome in evening



8th National Monitoring Conference

Other Information

- ▶ State/Regional/Tribal Council Workshop
- ▶ Field Trips
 - All day on Monday
 - Half day or less during meeting
- ▶ VM Fundraiser Race – Thursday Lunch
- ▶ Nominations for Awards due Mar 1st:
 - Elizabeth Fellows Award
 - Barry A. Long Award
 - Vision Award

Conference Registration Now Open

Already Registered?

Register



Water: One Resource – Shared Effort – Common Future

Eighth National Monitoring Conference

April 30 – May 4, 2012 • Portland, Oregon

Registration Information

Summary

Registration Fees

Optional Sessions

Conference Information

Eighth National Monitoring Conference



Photo: Shawn Stillwell



Photo: anthonylibrarian



Photo: Dave Reid



Photo: Patrick M.

Water:One Resource – Shared Effort – Common Future

Join us in Portland for the National Water Quality Monitoring Council's 8th National Monitoring Conference – Water: One Resource –

<http://www.cvent.com/d/9cq9xy>



Building, Empowering & Sustaining State, Regional and Tribal Water Monitoring Councils and Water Monitoring Partnerships and Alliances

- ▶ Organized by:
 - Barb Horn, Colorado Parks and Wildlife
 - Cathy Tate, USGS
 - John Hummer, Great Lakes Commission
 - Leslie McGeorge and Alena Baldwin-Brown, New Jersey Department of Environmental Protection
- ▶ Tuesday, May 1, 8:00–10:30am, 1:30–3:00pm
- ▶ Followed by NWQMC Open Forum
 - “Understand, Restore, and Protect Our Waters: National Water Quality Monitoring Council Programs, Initiatives and Products”



Building, Empowering & Sustaining State, Regional and Tribal Water Monitoring Councils and Water Monitoring Partnerships and Alliances *continued*

- ▶ **Focus:**
 - Successes & challenges of forming, building, and sustaining water monitoring councils
- ▶ **Format:**
 - Presentations from representatives from a monitoring councils on a variety of topics and interactive discussions
- ▶ **Topics:**
 - Organization & membership
 - Data & technical information sharing
 - Funding
 - Partnerships
 - Outreach & communications
 - Training and more!

Building, Empowering & Sustaining State, Regional and Tribal Water Monitoring Councils and Water Monitoring Partnerships and Alliances *continued*

- ▶ Participants should come prepared to:
 - Engage in discussion
 - Bring ideas on how NWQMC can provide assistance to your water monitoring council and vice versa
- ▶ An overview of NWQMC resources available to assist monitoring councils will be showcased.

Please let us know if you would like to contribute to this interactive session!

Strategic Workplan for 2012

Primary Goals

1. Sponsor Web Seminars at least quarterly
2. Social media – Council Blog and recording webinars
3. Produce biannual Newsletters (Spring and Fall 2011)
4. Expand communication with other Councils and partners
5. Marketing of Council's Programs, Initiatives, and Products
6. Update Council's Webpage(s)
7. Refine online "How to" tool kit for state, regional, and tribal councils
 - a. Create new power point presentations
 - b. Post results of and update the Water Monitoring Council Matrix
8. Plan for 8th National Monitoring Council in Portland, Oregon
9. Select site for 2014 National Monitoring Conference

2012 Web Seminars

▶ Suggested topics and speakers:

- Tribal continuous monitoring – Ryan Toohey, Yukon River Inter-Tribal Watershed Council
- Great Lakes Research Initiative – Dan Sullivan, early 2012
- Forest Service - Inventory, Monitoring, and Assessments Program for aquatics – organized by Tracy Hancock and Michael Eberle
- Rapid methods for recreational criteria as related to the new EPA criteria – organized by Rachel Nobel; Fall 2012
- 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.
- Chesapeake Bay Issues – Peter Tango
- Other -- Nutrient criteria, SPARROW model, Clean Water Act 40th anniversary.

Blogs and Social Media Tools

▶ Council Calendar

- Dan Sullivan and Cathy Tate will continue to try again

▶ Council Blog

- Continue to push approval for blog (Wendy Norton)

▶ Recording Webinars

- Continue to pursue recording of webinars

“National Water Monitoring News”

An Online Newsletter for the Water Monitoring Community

- ▶ Produced 5th (Spring) and 6th (Fall) Editions
- ▶ Articles with photos for Spring 2012 now being accepted -
DEADLINE IS Feb 3rd 2012 for 5th
- ▶ Format and Content – is the current structure okay?
- ▶ Suggested articles/topic:
 - Council updates – 2012 conference, webinars, etc.,
 - Ecological condition of California’s wadeable streams – Jon Marshack, CA
 - Fire as a wetland indicator? – Jason Jones, Arizona
 - Primer on using bioassessments to support water quality management – EPA
 - Water Quality Data Portal – EPA/USGS, NWQMC
 - Update on Forest Service - Inventory, Monitoring, and Assessments Program – Tracy Hancock and Michael Eberle
 - *Submit your article or announcement – let us know the great things you are doing!*



“National Water Monitoring News”

An Online Newsletter for the Water Monitoring Community

- ▶ Current Editorial Board

Cathy Tate, cmtate@usgs.gov

John Hummer, jhummer@glc.org

Alice Mayo, mayio.alice@epa.gov

Dan Sullivan, djsulliv@usgs.gov

Wendy Norton, wenorton@usgs.gov

- ▶ *New editorial board members are always welcome!*



Expand communication with other Councils and partners in monitoring

- ▶ Divide and Conquer – make contact!
 - Geographical Region
 - Area of interest or expertise
 - (For Example: Volunteer Mon, Tribes, Bio Assessments, Data Exchanges, Fed Programs, Ground water...)
- ▶ Make Cold calls, learn of their work, tell them about National Council and your group, and offer help
- ▶ Encourage new membership on workgroup, even outside Council
- ▶ Attend meetings & conferences of other Councils and groups

Marketing of Council Programs, Initiatives, and Products

- ▶ Create Calling Card for several audiences
- ▶ Revise Web page to better market council
- ▶ Prepare Marketing/Launch strategy for Councils products
 - 1)Reference Site Network
 - 2)Water Quality Data Portal

Update Council's Webpage

- ▶ Volunteer Monitoring – **Barb Horn** to lead
- ▶ Highlight activities of Tribal monitoring – **Dave Fuller** lead
- ▶ Post results from Water Monitoring Council's Matrix – **Dan Sullivan**
- ▶ Make fact sheets more visible so we can download and distribute
- ▶ Update and link monitoring collaborative success stories so it is easier to find from a variety of other pages
- ▶ Continue to update PowerPoint presentations from Web Seminars
- ▶ Other?

Refine online "How to" tool kit for state, regional, and tribal councils

- ▶ Create new power point presentations:
 - Any Council member or Workgroup participant can take on the road
 - Use PowerPoint presentations being developed for 2012 Conference
 - Ryan Toohey volunteered to help with "How to tool kit"
- ▶ State, Regional, Tribal Council Matrix
 - Post results State, Regional and Tribal council's matrix on NWQMC's web site
 - Encourage State, Regional, and Tribal Council's and others monitoring groups to fill out the Water Monitoring Council Matrix (Barb Horn, Jody Arthur, Alice Mayo, and David Fuller)

Plan for 8th Biennial National Monitoring Conference in Portland, Oregon in 2012

- ▶ Plan State, Regional, Tribal Council workshop:
(Organizing Committee)
- ▶ Attend Water Monitoring Council's posters:
 - Maryland's (Dan Boward) and New Jersey's (Leslie McGeorge) Councils posters.
- ▶ Finish products for 8th monitoring conference
 - Spring Newsletter (Editorial Committee)
 - Volunteer Monitoring Web Page
 - Post Results from the State/Regional/Tribal Council Matrix
 - Prepare Council Information for Conference Program
 - Prepare PowerPoint presentation for plenary session

Solicit proposals and select site for 2014 National Monitoring Conference

- ▶ Let us know if you are interested!
- ▶ Lead: Jeff Schloss, Cathy Tate and others
- ▶ Forms to apply will be out soon!

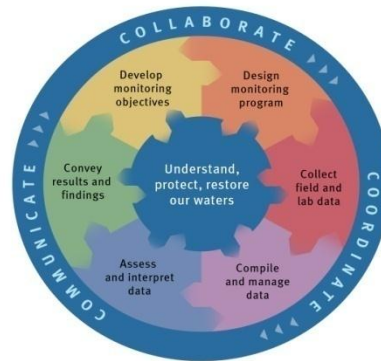
General Discussion & Next Call

- ▶ We want to hear from you!

NWQMC Collaboration & Outreach

We always welcome new members to the workgroup.

We want your ideas for web seminars,
articles for the newsletter, and other ways to
Collaborate, Communicate, Coordinate!



Thank you for participating today!

Cathy Tate and Barb Horn

(cmtate@usgs.gov) or (Barb.Horn@state.co.us)

