



## Collaboration & Outreach Workgroup DRAFT 2011 Strategic Plan January 26, 2011

### Primary Goals:

1. Sponsor Web Seminars at least quarterly
2. Create a Council Blog for feedback
3. Produce Spring (Mar/Apr) and Fall (Oct/Nov) Newsletters
4. Expand communication with other Councils and partners in monitoring
5. Update Council's Webpage
6. Refine online "How to" tool kit for state, regional, and tribal councils
  - A. Create new power point presentations
  - B. Produce model analysis (or matrix) of water monitoring councils
7. Plan for 8th Biennial National Monitoring Conference in Portland, Oregon , April 31 – May 4, 2012

### 1. Web Seminars

#### A. Goals for Web Seminars

- 1) Occurrence: Quarterly at a minimum
- 2) Co-sponsor web seminars with other monitoring councils on topics appropriate to both whether the web seminar is a Council's product or the other monitoring council's product
- 3) Small packaged webinar about 1 hr long and offer each two times
- 4) Target different monitoring communities and needs, but promote charge of National Council
- 5) Encourage formation and sustaining of other councils and monitoring groups
- 6) Share successes and challenges of other Councils
- 7) Provide information on products of the National Council or other groups and other tools for water practitioners (e.g. NEMI, stats, WOQ)
- 8) Attempt to record web seminars in addition to posting PowerPoint presentations on web site for those that could not attend or want to show their own audiences

#### B. Suggested topics and speakers

- 1) **Marcellus Monitoring: The role of volunteers in baseline data collection** presented by Julie Vastine, Jinnie Woodward, and Candie Wildeman of Alliance for Aquatic Resource Monitoring (ALLARM) on Jan. 18<sup>th</sup> & 19<sup>th</sup>, 2011. Presentation is posted on Council website.
- 2) **Volunteer Monitoring – Linda Green**, University of Rhode Island, Watershed Watch Program Director (Feb/March timeframe)
  - a) Sessions on Lake Monitoring in North East (173 years of Volunteer Monitoring) – differences and similarities.

- b) Four models of successful Volunteer Monitoring programs: Capacity building with USDA – demonstrating their online virtual hub [www.usawaterquality.org/volunteer](http://www.usawaterquality.org/volunteer)
- 3) **Tribal Research** – Dave Fuller, Port Gamble S'Klallam Tribe (Schedule Mar/April 2011 timeframe)
  - a) Tribal group talk from conference involving University of Washington, NOAA, and tribal researcher on environmental health
- 4) Methods Board & NEMI – Dan Sullivan, USGS, Co-Chair Methods Board (TBD)
  - a) **Sensors and their applications – March 17th** in collaboration with California Surface Water Ambient Monitoring Program (SWAMP)?
  - b) **Introduction to NEMI – June 16** in collaboration with California Surface Water Ambient Monitoring Program (SWAMP)?
- 5) **Great Lakes energy water nexus project** – John Hummer (Fall 2011)
- 6) **Water Smart Initiative** – Wendy Norton coordinate; Present recommendations when ready. (Spring 2011?)
- 7) **Chesapeake Bay Issues** – Peter Tango; Chesapeake Bay workshop for criteria and whether one “umbrella criteria” can be used. (Fall 2011?)
- 8) Other general ideas:
  - a) **Nutrient Criteria** topic in the summer or fall – Leslie McGeorge would represent NJ and could invite others. This webinar could follow up on the discussion to the proposed Nutrient Criteria panel for the next NWQMC meeting.
  - b) Share success and challenges of monitoring groups or forming and sustaining Councils or Monitoring Groups?
  - c) WIS workgroup – statistical tools when ready
  - d) Data exchange
  - e) Success and challenges of monitoring groups, for example
    - a. Data exchanges
    - b. Group webinars on lab, field, reporting, etc.,
    - c. Leveraging for collaboration and funding
- 9) Other?

## 2. Social Media:

- A. **Create a Council Blog** – for the purpose of providing a forum for further questions and discussions on a topic, specifically after a web seminar. Paperwork has been submitted by Cathy Tate, Dan Sullivan, Wendy Norton
- B. Explore other social media – Facebook?

## 3. Newsletter – “National Water Monitoring News”

- A. 3<sup>rd</sup> edition of “National Water Monitoring News” will be published **week of April 11, 2011**
  - 1) Ideas for themes and articles for Newsletter are due **February 25, 2011**
- B. 4<sup>th</sup> edition of “National Water Monitoring News” will come out in Oct/Nov 2011 timeframe

- 1) Ideas for themes and articles for Newsletter?
    - a) Great Lakes energy water nexus project – John Hummer
  - C. Content and Format for Newsletter:
    - 1) General Format for 1<sup>st</sup> and 2<sup>nd</sup> Newsletter
      - a. National Council Highlight – e.g., National Monitoring Conference, Web seminars, etc.,
      - b. Collaboration through Partnerships – Federal, State & Regional, Volunteer Monitoring, Tribes, other
      - c. General Workgroup Updates – e.g., Aquatic Sensors, Water Information Strategies, etc.,
      - d. National Monitoring Network
      - e. Articles of interest
      - f. Announcements
      - g. Other categories?
  - D. Solicit ideas and feedback on:
    - 1) Themes for Newsletters – e.g., climate change, energy-water nexus, disaster monitoring, etc.,
    - 2) What works and what does not work?
      - h. Content
      - i. Format
    - 3) What should future newsletters look like?
  - E. Editorial Board membership – Cathy Tate, Alice Mayo, John Hummer, Dan Sullivan, Wendy Norton
4. **Expand communication with other Councils and partners in monitoring**
- A. Divide and Conquer – make contact!
    - 1) By geographical Region
    - 2) Area of interest or expertise (e.g. Volunteer Monitoring, Tribes, Biological Assessments, Data Exchanges, Federal Programs, Ground water, etc.,)
  - B. Make Cold calls, learn of their work, tell them about National Council and your group, and offer help
  - C. Encourage new membership on workgroup, even outside Council
  - D. Attend meetings & conferences of other Councils and groups
    - 1) **Tate** to participate in data SWAP sponsored by Colorado Water Quality Monitoring Council
    - 2) Give a presentation – in person or by webinar
  - E. Produce a Council “calling card” document to hand out at meetings or conferences (**DRAFT COMPLETED**)
  - F. Update C&O Workgroup factsheet “Accomplishing More Together”
5. **Webpage revisions**
- A. Highlight activities of Volunteer Monitoring – **Barb Horn to lead**
  - B. Highlight activities of Tribal monitoring – **Dave Fuller to lead**
  - C. Make fact sheets more visible so we can download and distribute
  - D. Link monitoring collaborative success stories so it is easier to find from a variety of other pages
  - E. Continue to update PowerPoint presentations from Web Seminars
  - F. Other?
6. **Refine online “How to” tool kit for state, regional, and tribal councils**
- A. Create new power point presentations:

- 1) Any Council member or Workgroup participant can take on the road
  - 2) Revise earlier versions by Spooner and Hancock
  - 3) **Need lead this effort!**
- B. Produce model analysis (or matrix) of water monitoring councils
- 1) Team will include **Barb Horn (lead)**, Jody Arthur, Alice Mayo, and David Fuller
  - 2) Group will review past documents, such as those by USEPA (Mayio) and being developed for Tribes (Fuller).
  - 3) Group will consider characterizing existing water monitoring councils by different categories and a template to display or list this information so it is easily accessible and visually appealing.
  - 4) Categories might include: organization, number of members, breadth of representation, how council started, funding, non-profit status, annual conference or meeting, products/successes, future plans, needs

## 7. Plan for 8<sup>th</sup> Biennial National Monitoring Conference in Portland, Oregon in 2012

- A. Conference Planning Committee (CPC) – General Timeline for Conference Planning Activities
- 1) Jan 2011: Conference Planning Committee (CPC) and subcommittees forming
    - a. Local Planning Committee – Greg Pettit (lead)
    - b. NWQMC/River Rally Subcommittee
  - 2) Jan 2011: Start work on "Save the Date" announcement; Local planning committee starts to work; Begin work on plenary speakers, awards, field trips, offsite reception, sponsors, etc.
  - 3) Feb/Mar 2011: Issue "Save the Date" announcement;
  - 4) April 2011: Issue Call for Abstracts
  - 5) Sept 2011: Abstract Submittal Deadline along with proposals for workshops/panels/discussion groups, etc.,
  - 6) Oct –Dec 2011: Evaluation and Selection of Abstracts for oral and poster presentations
  - 7) Dec /Jan 2012: Notification of Speakers
  - 8) Jan 2012: Rollout registration website
  - 9) Jan 2012: Finalize conference agenda including details regarding plenary speakers, field trips, short courses, workshops, offsite reception, etc.,
  - 10) Mar 2012: Work with presenters/moderators/vendors and finalize conference structure/agenda
  - 11) April31- May 4, 2012: Hold NWQMC Conference
- B. Plan ways that State, Regional and Tribal councils, as well as Watershed groups, Partnerships, and Alliances can exchange ideas at the meeting
- 1) Workshops/Panel Discussions
  - 2) Poster sessions
  - 3) Informal gathering organized by C&O workgroup
  - 4) State/Regional Council Award – maybe name Barry Long Award?
  - 5) Other ideas?
- C. Plan products that need to be ready for 8<sup>th</sup> monitoring conference

**C&O Workgroup Contributors (not complete yet):**

Cathy Tate, [cmtate@usgs.gov](mailto:cmtate@usgs.gov), USGS, National Water Quality Assessment Program  
Barb Horn, [barb.horn@state.co.us](mailto:barb.horn@state.co.us), Colorado Division of Wildlife  
Kim Martz, [kimmartz@usgs.gov](mailto:kimmartz@usgs.gov), USGS, Water Information Program Coordination Office  
Dan Sullivan, [djsulliv@usgs.gov](mailto:djsulliv@usgs.gov), USGS, WI Water Science Center  
Dave Fuller, [dfuller@pgst.nsn.us](mailto:dfuller@pgst.nsn.us), Port Gamble S'Klallam Tribe  
Jody Arthur, [jarthur@idem.IN.gov](mailto:jarthur@idem.IN.gov), Indiana Department of Environmental Management  
John Hummer, [jhummer@glc.org](mailto:jhummer@glc.org), Great Lakes Commission  
Jon Marshack, [jmarshack@waterboards.ca.gov](mailto:jmarshack@waterboards.ca.gov), California Water Resources Control Board  
Mike Ell, [mell@nd.gov](mailto:mell@nd.gov), North Dakota Department of Health  
Peter Tango, [ptango@chesapeakebay.net](mailto:ptango@chesapeakebay.net), USGS, Chesapeake Bay Program Office  
Alice Mayo, [mayio.alice@epa.gov](mailto:mayio.alice@epa.gov), U.S. EPA  
Wendy Norton, [wenorton@usgs.gov](mailto:wenorton@usgs.gov), USGS, Water Information Program Coordination Office  
Bill Cauthron, [wlcauthron@owrb.ok.gov](mailto:wlcauthron@owrb.ok.gov), Oklahoma Water Resources Board  
Tim Smith, [etsmithsiri@aol.com](mailto:etsmithsiri@aol.com), Sustainable Water Resources Roundtable  
Linda Green, [lgreen@uri.edu](mailto:lgreen@uri.edu), University of Rhode Island, Cooperative Extension  
Tracy Hancock, [thancock@usgs.gov](mailto:thancock@usgs.gov), USGS, VA Water Science Center  
Carl Myers, [cmyers@wef.org](mailto:cmyers@wef.org), Water Environment Federation  
Jeff Schloss, [jeff.schloss@unh.edu](mailto:jeff.schloss@unh.edu), Univ. of New Hampshire  
David Tucker, [david.tucker@sanjoseca.gov](mailto:david.tucker@sanjoseca.gov), City of San Jose  
Kate Tipple, [ktipple@utah.gov](mailto:ktipple@utah.gov), Utah Department of Environmental Quality  
Jim Harris, [jamesharris@utah.gov](mailto:jamesharris@utah.gov), Utah Department of Environmental Quality  
Gail Sloane, [Gail.Sloane@dep.state.fl.us](mailto:Gail.Sloane@dep.state.fl.us), Florida Department of Environmental Protection