



Collaboration & Outreach Workgroup DRAFT 2012 Strategic Plan January 13, 2011

Primary Goals:

1. Sponsor Web Seminars at least quarterly
2. Social Media – continue to pursue Council Blog and recording web seminars
3. Produce Spring (Apr) and Fall (Oct/Nov) Newsletters
4. Expand communication with other Councils and partners in monitoring
5. Marketing of Council's Programs, Initiatives, and Products
6. Update Council's Webpage
7. Refine online "How to" tool kit for state, regional, and tribal councils
 - A. Create new power point presentations
 - B. Post results of & update the Water Monitoring Council Matrix
8. Plan for 8th Biennial National Monitoring Conference in Portland, Oregon , April 31 – May 4, 2012
9. Solicit proposals and select site for 2014 National Monitoring Conference

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 if possible
- 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, WQX)
- 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) SPARROW model
- 2) Clean Water Act 40th anniversary.
- 3) Tribal continuous monitoring (canoes drag continuous monitoring instruments behind them).
- 4) Linda Green's survey on how volunteer monitoring programs evaluate success.
- 5) Greg Pettit: Emerging contaminants in wastewater – the Oregon experience.
- 6) From WIS Group: Set up webinars for Council on NEMI, CUAHSI HydroDesktop, and Jeff Deacon's effort on integrated database in northeast.
- 7) Chesapeake Bay Issues – Peter Tango

- 8) Nutrient criteria
2. **Social Media:**
 - A. Push approval of 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. Continue to pursue recording of webinar
 3. **Newsletter – “National Water Monitoring News”**
 - A. 5th edition of “National Water Monitoring News” will be published **April, 2012**
 - 1) Ideas for themes and articles for Newsletter are due **February 3, 2012**
 - B. 6th edition of “National Water Monitoring News” targeted to be published **Nov 2012**
 - 1) Ideas for themes and articles for Newsletter are due **September 14, 2012**
 - C. Content and Format for Newsletter:
 - 1) Current general format for 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. Tools
 - f. Articles of interest
 - g. Announcements
 - h. Other categories?
 - 2) Is this content and format okay or are there other ideas?
 - D. 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
 - E. Update C&O Workgroup factsheet “Accomplishing More Together”
 5. **Marketing of Council Programs, Initiatives, and Products**
 - A. Create Calling Card for several audiences
 - B. Revise Web page to better market council
 - C. Prepare Marketing/Launch strategy for Councils products
 - 1) Reference Site Network
 - 2) Water Quality Data Portal
 6. **Update Council’s Webpage**

- A. Volunteer Monitoring Web Page – **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. Update and 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?
7. **Refine online "How to" tool kit for state, regional, and tribal councils**
- A. Create power point presentations any Council member or Workgroup participant can take on the road
 - 1) Use PowerPoint presentation to be presented in Plenary session showcasing Council programs, initiatives and products (Council)
 - B. State, Regional, Tribal Council Matrix
 - 1) Post results State, Regional and Tribal council's matrix on NWQMC's web site
 - 2) Continue to 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**)
8. **Plan for 8th Biennial National Monitoring Conference in Portland, Oregon in 2012**
- A. Plan workshop on "Building, Empowering & Sustaining State, Regional and Tribal Water Monitoring Councils and Water Monitoring Partnerships and Alliances" – **Organizing Committee**
 - B. Attend posters session and visit Maryland's (Dan Boward) and New Jersey's (Leslie McGeorge) Councils posters.
 - C. Finish products that need to be ready for 8th monitoring conference
 - 1) Spring Newsletter (Editorial Committee)
 - 2) Volunteer Monitoring Web Page
 - 3) Post Results from the State/Regional/Tribal Council Matrix
 - 4) Prepare Council Information for Conference Program
 - 5) Prepare PowerPoint presentation for plenary session
9. **Solicit proposals and select site for 2014 National Monitoring Conference**