



McKenzie Watershed Council



Educatio n and Outreach Plan

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Prepared by:

Kate Ferschweiler, MWC Education Coordinator
Megan Finnessy, MWC Coordinator

MWC Education Committee:

Mary Allison
Kurt Cox
Megan Finnessy
John Simpson

Layout/Design by:

Gardner Cartography

I. Introduction

Education and Outreach has been a priority of the McKenzie Watershed Council (MWC or Council) since it was founded in 1993. The goal of this plan is to tie all of the Council's education and outreach activities together under one umbrella in order to provide a tool to direct future education and outreach efforts.

Since its beginning, Council staff, volunteers, and partners have performed outreach and educational activities as part of their programming and responsibilities. Every strategic plan provided by the Council has identified a strong need for both education and outreach. For example, *The McKenzie River Subbasin Assessment* (February 2000) states that education is the key to implementing high priority action items such as conservation, restoration, and monitoring.

Building on the *Subbasin Assessment*, the *McKenzie River Watershed Conservation Strategy* identifies five goals for achieving healthy watershed resources and human communities:

- Goal I: Protect and Restore Key Fish and Wildlife Habitats**
- Goal II: Protect and Restore Water Quality and Quantity**
- Goal III: Promote Partnerships to Support Local Stewardship Actions**
- Goal IV: Promote Community Understanding and Stewardship through Outreach and Education**
- Goal V: Council Accounts For and Provides Investments in the Watershed**

Benchmarks identified within the *Conservation Strategy* set goals to track the Council's efforts and successes in reaching the desired future conditions of the watershed.

The Council firmly believes that education and outreach are vital to the long-term success and sustainability of watershed health. Stewardship actions and people's continued involvement follow on the heels of successful education and outreach efforts. The Council's Education and Outreach Program is designed to foster this success.



Tell me...and I will forget,
Show me...and I will remember,
Involve me...and I will understand.

II. Promoting Community Understanding and Stewardship through Outreach and Education

The benchmarks of the Education and Outreach Program are for residents, students, teachers, organizations and user groups to learn about Council activities and key issues related to the health of the watershed, and participate in monitoring and habitat improvement efforts. Also, it is a goal of the Council that these stakeholders understand how their independent actions contribute to the quality of the watershed.

Education of stakeholders can be divided into two categories: formal and non-formal. Formal education is designed for students (kindergarten through college) and teachers. Non-formal education is directed toward families and adults who are landowners, residents, organizations, and user groups.

The content of the education program is derived from the *MWC Conservation Strategy's* Goal I (Protect and Restore Key Fish and Wildlife Habitats) and Goal II (Protect and Restore Water Quality and Quantity). The Education and Outreach Program objectives are to increase awareness, improve knowledge, and develop stewardship skills.

Formal Education

Formal education programs are developed for specific grade levels: elementary (K-5), middle school (6-8), high school (9-12), college, and teachers. All of the programs meet the current science standards for Certificate of Initial Mastery (CIM), and Natural Resources Systems Certificate of Advanced Mastery (CAM).

Following is a summary of formal educational activities, including the objectives for each program, key messages, and outreach implementation strategies.

Elementary School Program

Objectives

- Building watershed awareness
- Identification of stream, riparian and upland habitats

Key messages

- What is a watershed?
- We all live in a watershed
- Definition of a healthy, functioning watershed

Outreach Strategies

- Salmon Talk Presentations (Salmon Picnic, Salmon Watershed Game)
- Instruction at Outdoor Schools, field trips for study stations

(e.g. macroinvertebrates, water quality, and riparian function)

Middle School Program

Objectives

- Knowledge of watershed principles
- Development of stewardship skills

Key messages

- Everyday actions affect the healthy functioning of our watershed
- Definition of best management practices and behaviors
- Encourage direct actions that protect and restore watershed function
- Foster individual and community engagement and empowerment around watershed stewardship

Outreach Strategies

- McKenzie Middle School Community Track Pond studies
- WALTERVILLE Middle School Potter Creek Restoration & Water Quality project
- Thurston Middle School Cedar Creek Riparian project
- Salmon Talk Presentations & Salmon Watch Program
- Participation in Forest Field Days

High School Program

Objectives

- Knowledge of watershed principles
- Development of stewardship skills

Key messages

- Definition of best management practices and behaviors
- Take direct actions that protect and restore watershed function
- Foster individual and community engagement and empowerment around watershed stewardship

Outreach Strategies

- Thurston High School & McKenzie High School macroinvertebrate program
- Thurston High School Cedar Creek water quality education program
- Marcola High School McGowan Creek water quality education program
- Participation in Salmon Watch Program
- Camp Creek Watershed Monitoring Program

College Program

Objectives

- Knowledge of watershed principles
- Understand responsible stewardship action

Key messages

- Students can be agents of change, become leaders, and take direct action to improve watershed health
- MWC provides support to volunteers and encourages peer education

Outreach Strategies

- Provide mentoring, internships, and volunteer opportunities in watershed programs such as McGowan Creek, Salmon Watch, and Forest Field Day.
- Enlist internship involvement with MWC activities

Teacher Program

Objectives

- Knowledge of watershed principles

Key messages

- What is a watershed?
- We all live in a watershed
- Definition of a healthy functioning watershed
- Everyday actions affect the healthy functioning of our watershed
- Definition of best management practices and behaviors
- Encourage direct actions that protect and restore watershed function
- Foster individual and community engagement and empowerment around watershed stewardship
- Students can be agents of change, become leaders, and take direct action to improve watershed health
- MWC provides support to volunteers and encourages peer education

Outreach Strategies

- Teacher workshops
- Support and a forum for watershed monitoring
- Assist teachers in locating and training volunteers to take students to monitoring sites
- Provide field trip instruction, participate in and/or help coordinate large watershed education events (i.e., Salmon Watch, Outdoor School, Forest Field Day)
- Resource library for K-12 watershed curricula and monitoring equipment check-out

Non-Formal Education

Non-formal education is directed to families and adults who are landowners, residents, organizations, and user groups. Non-formal education plays a critical role in Goal III (Promote Partnerships to Support Local Stewardship Actions) of the *Conservation Strategy*. Non-formal education can take place anywhere in the watershed at anytime. It can be as simple as two people talking about an issue and exchanging information; or as complex as setting up a festival booth to focus on an issue and hand out information. Non-formal education happens on many levels, and supports all the *Conservation Strategy* goals.

Non-Formal Education Program

Objectives

- Increase awareness, improve knowledge and develop skills for stewardship action

Outreach Strategies

- All tools listed in the Outreach Toolbox

III. Outreach Toolbox

Networking is an important tool the Council depends upon when conducting every day business and implementing all programming activities. Working with and connecting to all watershed stakeholders is a fundamental component of the MWC. The Outreach Toolbox provides the delivery mechanisms to achieve the Council's goals, objectives and key messages. The delivery mechanisms developed for the Outreach Toolbox are appropriate for a variety of audiences.

Potential audiences include:

- Formal education programs
- Youth Groups
- Families
- Community Leaders and Volunteers
- Urban Landowners and Residents
- Rural Landowners and Residents
- Recreationists
- Service and Non-profit Organizations
- Local, State and Federal Government Elected officials
- Local, State and Federal Government agencies and staff

Delivery Mechanisms (Outreach Tools)

Since 1993, MWC has developed many outreach materials, conducted multiple outreach events, and began implementation of a Marketing Strategy (see Appendix). The Council's delivery mechanisms can be divided into the following categories:

- Landowner and Residents Education
- Outreach Publications
- Outreach Events

Landowner & Residents Education

- Workshops
- Tours
- Community meetings
- Water quality monitoring
- Macroinvertebrate monitoring



Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

-Margaret Mead

Outreach Publications

McKenzie Meanderings Newsletter

McKenzie-E news (electronic newsletter)

Mohawk Watershed Partnership Newsletter

Brochures published by MWC:

- *The McKenzie Watershed Council*
- *Caring for Streamside Areas in the McKenzie Watershed: A Landowner's Guide*
- *Go Native! Landscaping with Native Plants*
- *Stop Invasive Weeds!*
- *Western Pond Turtles Need Your Help: A Landowners Guide for Creating Pond Turtle Habitat in the McKenzie Valley*

In addition, the Council houses brochures developed by partnering organizations/agencies on a variety of topics, e.g. *Protecting Your Watershed, A Shadow of Green, H.J. Andrews Experimental Forest.*

Outreach Events

- Fair booths
- Project tours
- Watershed clean-ups
- Presentations
- Media

Throughout the year there are many community events held in Eugene, Springfield and the McKenzie River Valley, mostly in the summer. As time permits, MWC attends events that best support the Council's educational goals.

Examples of MWC annual events:

- Adopt -A- River (SOLV)
- Down By The Riverside (SOLV)
- Annual River Clean-up
- Crilly Nature Trail clean-up
- Free Fishing Day
- MWC Float Trip
- Hazardous Waste Clean-up
- Leaburg Fair
- Walterville Fair
- Restoration Site Tour
- Annual Macroinvertebrate Collection Day

Volunteers

Volunteers are an essential piece of the Council for they provide a core of assistance and support to the MWC. Volunteer tasks range from sitting at the table as a Partner, to spending a day helping to collect macroinvertebrates. To help address the volunteer need, a volunteer program and handbook has been developed (separate document, see *MWC Volunteer Handbook*).

The Volunteer Program strives to:

- (1) ensure that volunteer services are contributing to the goals of the Council,
- (2) develop a consistent management process for volunteer programming, and
- (3) improve volunteer program effectiveness throughout the watershed.



Education is always outreach
...outreach is not always education.

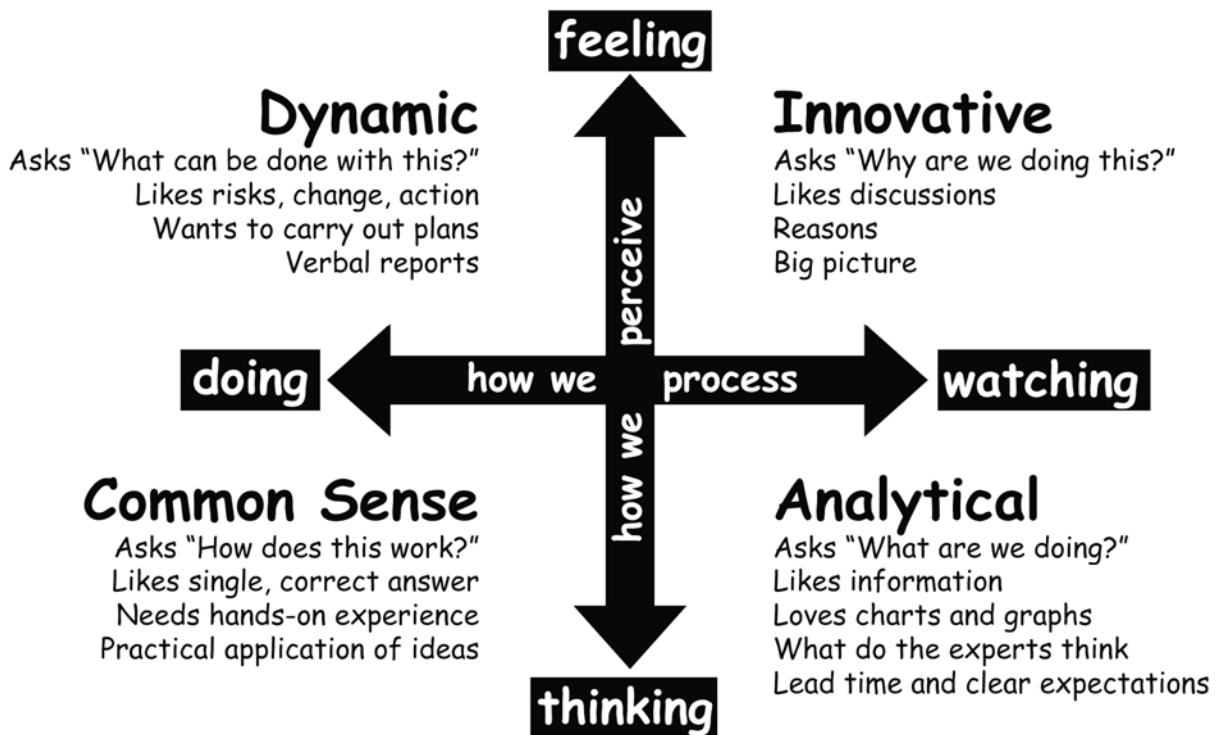
-John Simpson, EWEB Partner

Learning Styles

The MWC works with a diverse population within its watershed. As the Council works with partners, volunteers, students and landowners it is important to remember that everyone learns in different ways and that people have preferred ways to learn new information. There are many educational models/methods that explain this learning process that can be used as a tool to help achieve outreach goals and strategies. The MWC has been using the Learning Styles educational model to help achieve its education and outreach goals.

Learning styles (as developed by David Kolb & Bernice McCarthy) places a person into one of four categories: innovative learner, analytical learner, common sense learner, or dynamic learner; as shown in the following diagram. As children, we develop one of these styles as a preferred way of learning. Adults often move back and forth between all of these styles (especially in a job situation), but still have a preferred learning style. The MWC Outreach Toolbox incorporates all of these learning styles into the delivery mechanisms listed above.

Learning Styles



Appendix

McKenzie Watershed Council Marketing Strategy

The McKenzie Watershed Council Marketing Strategy is based on specific needs and expectations of important stakeholder groups who share or are affected by Council activities. These stakeholders are important because they can be powerful allies and partners in the work of the Council. The primary objectives of the Marketing Strategy include:

- Encouraging landowner participation in Council activities and restoration projects,
- Engaging diversified and committed partners and stakeholders, and
- Increasing community awareness and participation in Council activities.

The McKenzie Watershed Council will implement a targeted outreach strategy to involve and communicate effectively with each stakeholder group (see Table below). In addition, a periodic analysis of stakeholders will provide direction to the Council in how to work and communicate most successfully to achieve common goals, generate fiscal and human resources, and raise awareness and commitment to healthy watershed initiatives. Implementation of the Marketing Strategy will aid in the sustainability of the Council’s Education and Outreach Program by encouraging involvement with all MWC programs.

General Outreach and Marketing Strategies		
LEVEL 1 Involvement	LEVEL 2 Direct Contact	LEVEL 3 One-Way Communication
Membership on MWC board and ad-hoc committees	Personal calls and meetings	Newsletter
Input into MWSC conservation strategy and operations	Community meetings Workshops	Media: T.V. newspapers, radio
Frequent collaboration or coordination on projects or broad strategies	Speaking engagements	Mass mailings, electronic mail
	Focus groups	Surveys
	Networking	Brochures, Information Flyers
Occasional collaboration on projects		