

**OREGON PLAN FOR SALMON AND WATERSHEDS  
OUTREACH TEAM CHARTER  
October 18, 2002**

**BACKGROUND**

The Oregon Plan for Salmon and Watersheds (OPSW or Oregon Plan), through Executive Order No. 99-01 and ORS 541.351 to 541.420, establishes that education and outreach is essential in informing citizens on natural resource issues and involving people in community-based actions to help achieve the goals of salmon recovery, watershed restoration and improved water quality. The Oregon Plan Outreach Team was established in 1996 to develop outreach strategies and provide a vehicle for interagency coordination of outreach efforts and resources.

**MISSION STATEMENT**

The mission of the Outreach Team is to utilize partnerships to effectively communicate the purpose of the Oregon Plan to all Oregonians; to help them understand their connection to urban and rural landscapes; and to motivate them to take action to protect and enhance Oregon's watersheds, salmon and clean water.

**TEAM OBJECTIVES**

Outreach Team members will strive to:

- Develop common interagency and stakeholder messages consistent with Oregon Plan goals and objectives.
- Plan, develop and deliver coordinated marketing and communication strategies and products that raise the awareness level of the Oregon Plan, educate key audiences and promote Oregon Plan actions.
- Promote and encourage partnerships with state and federal agencies, local governments, landowners, citizens, watershed councils, soil and water conservation districts, conservation groups, interests groups, businesses, industry and schools to achieve Oregon Plan goals.
- Recognize contributions from all stakeholders in achieving Oregon Plan goals.
- Collaborate with existing education and outreach efforts and utilize existing programs and materials where appropriate.
- Provide consistent and effective marketing of Oregon Plan updates, accomplishments and opportunities that target key audiences (civic and volunteer organizations, resource based commodity organizations, conservation organizations, the media, elected officials and other partners).
- Provide outreach assistance to other OPSW teams.
- Support watershed councils, soil and water conservation districts and other affiliated groups in outreach and education efforts.

- Become advocates of the Oregon Plan, both internally (agencies and organizations) and externally (public and legislature) and encourage others to become advocates.
- Combine efforts and pool resources such as in-house skills, technical expertise, products, equipment and monetary contributions to leverage the ability to deliver outreach strategies and consistent messages.
- Identify misperceptions and information gaps on the part of key audiences and develop target messages to correct them.
- Become advisors to the Oregon Watershed Enhancement Board (OWEB) on matters related to education and outreach for the Oregon Plan.

### **ORGANIZATION/OPERATING PRINCIPLES AND PROCEDURES**

The Outreach Team will meet at least quarterly and carry out its work under the leadership of an established team chair connected with the Governor's Office or OWEB. The chair will set agendas, facilitate meetings, assist with team actions as needed, document progress and serve as liaison to the Governor's Natural Resource Office, OWEB and other Oregon Plan teams. The team will complete tasks as a group, by subcommittee or through mixed working groups (team members and other partners). In decision-making, the team will strive for consensus, but will use a simple majority if needed.

The team will look for opportunities to leverage resources with member agencies and partners and to secure grants. The team will advise OWEB on the expenditure of funds related to outreach and education.

### **TEAM WORK PLANS**

The team, assisted by the team chair, will develop a biennial work plan at the beginning of each biennium and identify priority actions, develop benchmarks, identify responsibilities and assignments, set timelines, and evaluate efforts and accomplishments.

### **CHARTER REVIEW**

At the end of each biennium, the team will review the charter and make adjustments as necessary.

### **MEMBERSHIP/AGENCY AGREEMENTS**

Team members will include a representative from state natural resources agencies and the Oregon Department of Transportation.

As part of their overall commitment to the Oregon Plan, the following federal agencies have agreed to participate on the Outreach Team: Bureau of Land Management, NOAA Fisheries, Natural Resource Conservation Service, US Fish and Wildlife Service, and US Forest Service. Additional federal partners may be added as appropriate.

Membership is also open to partners who support the work of the OPSW including: Willamette Restoration Initiative, watershed councils, soil and water conservation districts, conservation groups, interest groups, business and industry, educational institutions, foundations and interested individuals.

Participating state agencies, federal agencies and partners will identify appropriate staff to serve as members of the Outreach Team. Members will provide expertise to the team, carry back information to their agency or organization and ensure representation from their agency or organization on the team. For the purposes of team coordination and continuity, a single individual will serve as the primary contact from each agency or partner. Additional staff may participate on the full team or as part of any subcommittees or work groups.

The following representatives of Oregon state agencies endorse this charter and agree to support the Oregon Plan for Salmon and Watersheds Outreach Team.

<b>Governor's Office</b>	<b>Date</b>
<b>Director, Department of Agriculture</b>	<b>Date</b>
<b>State Forester, Department of Forestry</b>	<b>Date</b>
<b>Director, Department of Environmental Quality</b>	<b>Date</b>
<b>Director, Department of Fish and Wildlife</b>	<b>Date</b>
<b>Director, Water Resources Department</b>	<b>Date</b>
<b>Director, Division of State Lands</b>	<b>Date</b>
<b>Director, Oregon Watershed Enhancement Board</b>	<b>Date</b>
<b>Director, Fish &amp; Wildlife Division, State Police</b>	<b>Date</b>
<b>Director, Department of Transportation</b>	<b>Date</b>
<b>Director, Department of Land Conservation &amp; Development</b>	<b>Date</b>
<b>Director, Department of Geology &amp; Mineral Industries</b>	<b>Date</b>
<b>Director, Economic &amp; Community Development Department</b>	<b>Date</b>
<b>Director, Parks and Recreation Department</b>	<b>Date</b>
<b>Director, State Marine Board</b>	<b>Date</b>