

May 5, 2005

MEMORANDUM

TO: Oregon Watershed Enhancement Board

FROM: Melissa Leoni, Grant Program Specialist

**SUBJECT: Agenda Item L: Education and Outreach Strategy Update
May 25-26, 2005 OWEB Board Meeting**

I. Background

The Board Education and Outreach Subcommittee, OWEB Staff, and stakeholders have been working on a strategic way for OWEB to identify and implement investments in education and outreach programs statewide since September 2003. The Subcommittee began pursuing a three-pronged approach in early 2004 that differentiated efforts aimed at enhancing citizen awareness from those designed to increase knowledge and develop critical skills in key constituencies.

Attached is the final draft of the OWEB Education and Outreach Strategy. (Attachment A) The initial drafts have evolved into a more refined draft through the use of interviews, Subcommittee meetings, and communication with key stakeholders. The results of a survey distributed in July 2004 to all watershed councils around the state have been incorporated into the final strategy. Lastly, two focus groups were formed in the spring of 2005 to solicit direct input from the education and outreach community, and to assist in the development of a gap analysis of existing education programs. (Attachment B) Many exceptional people participated in these meetings and their contributions were integral in strengthening the final draft document.

II. Strategy and Implementation Plan Next Steps

The Education and Outreach Strategy has now evolved into an umbrella plan that connects and supports OWEB's education and outreach functions including the OWEB Grant Program; Oregon Plan for Salmon and Watersheds; local, state, and regional partnerships; and support of local voluntary efforts. It is not an implementation plan and is not structured to be all-inclusive or highly detailed. It is intended to clarify OWEB's interest in making strategic investments in education and outreach projects and programs.

Through the Strategy development process, OWEB staff and the Board Subcommittee members discussed possible implementation actions. At the present time, staff have assembled a list of potential investments, partnerships, and grant program implementation items for the 2005-07 biennium. Staff anticipate completing a draft of a proposed Implementation Plan by mid-May that will be presented and discussed at the May Board meeting. Further discussion of the alternatives and any implementation funding decisions will occur at the September 13-14, 2005 Board meeting.

III. Recommendation

Staff seek the following Board discussions and actions:

1. Approve and adopt the proposed OWEB Education and Outreach Strategy.
2. Discuss the proposed draft Implementation Plan alternatives and direct staff to further develop specific alternatives and a spending plan.
3. Discuss education and outreach grant program evaluation criteria in the context of the Strategy and authorize staff to begin rulemaking to refine criteria as needed.

Attachments

- A. OWEB Education and Outreach Strategy – Final Draft May 2005
- B. Education Gap Analysis



Oregon Watershed Enhancement Board

EDUCATION AND OUTREACH STRATEGY

May 2005 Final Draft

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ACKNOWLEDGMENTS

We would like to take this time to thank a number of people who contributed their time and energy to this project. We apologize if we missed anyone.

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Jackson Bottom Wetlands Preserve

City of Bend Water Resources

OSU Watershed Extension’s Master Watershed Steward Program and Oregon Sea Grant

Owyhee Watershed Council

Background and Introduction

The Oregon Watershed Enhancement Board's (OWEB) relationship to education and outreach is to administer a competitive grant program that annually invests approximately \$1 million in watershed education and outreach programs and activities across Oregon. Almost any person, group or local entity is eligible to apply and OWEB has evaluated and funded proposals based on the individual merit of grant application. In addition to this function, OWEB also has a role in supporting programmatic outreach for the Oregon Plan for Salmon and Watersheds. However, the Board did not have a way to identify strategic investments in education and outreach programs statewide.

Development of an OWEB Education and Outreach Strategy began in September 2003 as an effort to create an implementation plan for the Board's strategic plan, *A Strategy for Achieving Healthy Watersheds in Oregon*. The Board's Citizen Understand Subcommittee began pursuing a three-pronged approach in early 2004 that differentiated efforts aimed at enhancing citizen awareness from those designed to increase knowledge and develop critical skills in key constituencies.

The Strategy became a dynamic process that eventually involved OWEB staff, OWEB board members, the Oregon Plan Outreach Team, watershed councils and key stakeholders. The initial approach, developed by OWEB staff and Board Subcommittee, evolved into a more refined draft through the use of numerous interviews, discussions with OWEB Board members, and communication with key stakeholders. In addition, a comprehensive survey was distributed to all watershed councils around the state and the results were incorporated into the strategy. Lastly, two focus groups were formed to meet in the spring of 2005 to solicit direct input from the education and outreach community. Many exceptional people participated in these meetings and their contributions were integral in making the strategy a legitimate and complete document.

The Education and Outreach Strategy has now evolved into an umbrella plan that connects and supports all of OWEB's education and outreach functions: the Grant Program, Oregon Plan support, partnerships, and support of local voluntary efforts.

OWEB EDUCATION AND OUTREACH STRATEGY

This Strategy is a guide for helping OWEB make strategic investments in education and outreach programs statewide; and seeks to support and collaborate with the education and outreach goals and strategies of the Oregon Plan for Salmon and Watersheds.

This Strategy includes:

- Three interrelated categories that build upon each other: Awareness, Knowledge, Skills
- A representative (and non-exclusive) list of current watershed-related statewide education and outreach programs

I. Enhance Awareness

Is the most general section and aims to motivate interest and alert all Oregonians to the significance of watersheds in their everyday lives and in addition make them aware of the Oregon Plan for Salmon and Watersheds, how OWEB's investments in local communities along with the assistance of other partners provide support for citizen involvement, and the important role watershed groups play in their communities. In its essence, this section focuses on why citizens should care and why healthy watersheds are important. Also integral to enhancing awareness is being mindful of how to inspire citizens to improve knowledge and develop skills that in turn preserve and maintain healthy watersheds.

II. Improve Knowledge

Represents a more formal, intensive, interactive and educational effort where there is a specific teaching objective aimed at increasing the level of the audience's knowledge of certain watershed principles. In its essence, this section focuses on what activities are beneficial and what citizens can do. There is also the hope that in addition to improving knowledge, participants will continue to support efforts that build awareness about the importance of watersheds for people, the economy, fish and wildlife.

III. Develop Skills

Is the most individualized approach and is targeted at helping participants acquire tools to promote actions in ways consistent with the Oregon Plan for Salmon and Watersheds. In its essence, this section focuses on how, for example, to plant native trees and shrubs or how to measure water quality. There is also the hope that in addition to developing skills, participants will continue to support efforts that build awareness and knowledge about the importance of watersheds for people, the economy, fish and wildlife.

* Please note that not all of the examples presented in the following sections are OWEB-funded projects. Instead they demonstrate the breadth of watershed related education and outreach projects occurring around the state and help to illustrate each particular message, target audience, desired outcome and/or delivery mechanism. By listing the examples as such in no way expresses a preference for any particular project, organization or region.

I. ENHANCE AWARENESS

Summary of Awareness:

Is the most general and aims to motivate interest and alert all Oregonians to the significance of watersheds to their everyday lives, in addition make them aware of the Oregon Plan for Salmon and Watersheds, how OWEB's investments in local communities along with the assistance of other partners provide support for citizen involvement, and the important role watershed groups play in their communities. In its essence, this section focuses on why citizens should care and why healthy watersheds are important. Also integral to enhancing awareness is being mindful of how to inspire citizens to improve knowledge and develop skills that in turn preserve and maintain healthy watersheds.

Goals for Awareness:

1. Provide a clear, concise message at the statewide level supported by local examples.
2. Assist Oregonians in understanding the connectedness between watersheds and individual, community and economic sustainability.
3. Foster awareness of individual responsibility towards watershed stewardship.
4. Motivate Oregonians to seek additional information about watersheds and take action to improve and maintain healthy watersheds.
5. Acknowledge the Oregon Plan for Salmon and Watersheds, OWEB's effort and local initiatives with the support of other partners, to improve and maintain watershed function.

Key Messages:

- A. We all live in a watershed.
- B. Healthy functioning watersheds are important to people, the economy, fish and wildlife
- C. Our everyday actions affect the healthy functioning of our watersheds
- D. Oregonians are involved and taking positive steps to enhance the state's watersheds
- E. OWEB's investments in local communities with the assistance of Oregon Plan partners provide support for sustainable communities.

Potential Audiences for Awareness:

All Oregonians including:

- Non-English Speakers
- Youth, Family and Educators involved in formal and informal educational opportunities
- Community Leaders and Volunteers
- Urban and Rural Landowners and Resource Users
- Entities engaged in the planning, construction and maintenance of the built and natural environment
- Local, State and Federal Government Elected officials
- Local, State and Federal Government agencies and staff
- Tribal Members and Agencies
- Service, Non-profit and Religious Organizations
- Watershed Councils and Soil and Water Conservation Districts
- Local Boards, Commissions, Councils and Chambers
- Media Contacts

Potential Delivery Mechanisms:

- Presentations to local civic, interest, education and watershed groups
- Tours of projects
- Public awareness carried out by watershed groups, volunteers and grant recipients
- Statewide public outreach programs and events
- Brochures, handouts, newsletters and calendars
- Briefing books
- Signs
- Media including billboards, news stories, public service announcements and advertisements
- Materials developed by user organizations
- School and family events
- Maps and graphics of watershed basins
- Partnership with Brand Oregon
- Case studies
- Materials targeting new Oregonians
- Economic analysis reports
- Awards

Messages and Selected Examples:

A. We all live in a watershed

“We all live in a watershed” conveys the message that every citizen, organization, business and government entity exists in a particular watershed and that watersheds are nested or hierarchical and therefore connected to each other. Similarly this message should lead to the question, what watershed do I live in?

Examples of Potential Prioritized Audiences and Desired Outcomes:

All Oregonians including pre K – 12 youth and educators, community leaders, landowners (especially in the urban/rural divide), and real estate agents will know what a watershed is and what watershed they are a part of.

Delivery Mechanisms:

Presentations to local groups, statewide public outreach programs and events, media, project and road signs, using maps and graphics of watershed basins in curriculum or other publications, hand outs.

Examples of Statewide Programs:

Watershed Weeks

The statewide Watershed Weeks public awareness event began in 1999 with the aim of connecting local watershed celebrations and events around the state. This program is going through a number of changes and is now being organized by the Network of Oregon Watershed Councils

Examples of Local Programs:

Haystack Rock Awareness Program (H.R.A.P.)

This volunteer citizen involvement program started in 1985, and is dedicated to stewardship of the rocky shore. The public awareness component of the program targets visitors to the north coast.

Owyhee Field Day

This program coordinated by the Owyhee Watershed Council has the purpose of providing a fun, hands-on way for 5th grade students to gain awareness about the watershed they live in. The program also includes learning stations on the Owyhee dam, aquifers, noxious weeds, rafting, geology and range management.

B. Healthy functioning watersheds are important to people, the economy, fish and wildlife

This message builds on the first message and attempts to convey that watershed function, especially healthy watersheds, are important not just to fish and wildlife, but also to Oregon's people, communities and economies.

Examples of Potential Prioritized Audiences and Desired Outcomes:

All Oregonians including pre K – 12 youth and educators; resource users; media; and new Oregon residents will gain a basic awareness of why healthy functioning of watersheds is important to people, the economy, and fish and wildlife.

Delivery Mechanisms:

Presentations to local groups, watershed groups, statewide public outreach events, media, publications, briefing books, signs, tours, reporter contacts, and user organizations such as fishing clubs.

Examples Statewide Programs:

Oregon Department of Fish and Wildlife Tide Pool Signs

The tide pool signs along the Oregon Coast were developed by ODFW in 1994 to reduce human predation and trampling, to raise awareness of the animals and plants that live there, and to increase the enjoyment of a visit to the area.

Examples of Local Programs:

People Learning About Communities and Ecosystems (P.L.A.C.E.) Program

This program operated by the North Coast Land Conservancy operates in Clatsop County and seeks to connect community members to their environment through awareness and education.

C. Our everyday actions affect the healthy functioning of our watersheds

This message builds on the previous messages and attempts to raise awareness about the connection between citizen and organizational actions and the health and function of Oregon's watersheds.

Examples of Potential Prioritized Audiences and Desired Outcomes:

All Oregonians including landowners, irrigation district board, staff and patrons, families, landscapers, developers and road crews, and county and city land use planners, engineers and decision makers will be able to connect their everyday actions to watershed function.

Delivery Mechanisms:

Presentations to groups and conferences, watershed group meetings, statewide public outreach events, media, publications, newsletters, awards, citations, brochures, and school and family events.

Examples of Statewide Programs:

Watershed Council and Soil and Water Conservation District Newsletters

Watershed groups around the state use newsletters to reach local community members and raise awareness about how citizen actions may affect the health and function of the watershed.

Examples of Local Programs:

WaterWise Program

This water conservation program in Bend targets water users in central Oregon through brochures, fact sheets, in-school programs, annual events and a speaker's bureau to connect water usage to watershed health.

Applegator

This newsletter is published bi-monthly in Jacksonville by the Applegate Partnership and highlights people, activities, programs and events in the Applegate Valley.

D. Oregonians are involved and taking positive steps to protect the state's watersheds

This message aims to raise awareness of the positive efforts of landowners, citizens, businesses, and organizations around the state towards protection and enhancement of watershed health and function.

Examples of Potential Prioritized Audiences and Desired Outcomes:

All Oregonians including the legislature, decision makers and leaders, local boards and commissions, interest groups such as anglers' associations, the Small Woodland Association, and religious organizations will become aware of the many Oregonians that are involved and taking action to protect the state's watersheds.

Delivery Mechanisms:

Awards, newsletters, brochures, calendars, annual reports, media coverage with dynamic stories, a partnership with Brand Oregon campaign, case studies highlighting successful projects and programs, materials for new Oregon residents, and public service announcements.

Examples of Statewide Programs:

Oregon Plan Awards Ceremony and Governor's Spirit of the Oregon Plan Awards

Since 2003, the Oregon Plan Outreach Team has sponsored an Awards Ceremony at the Capitol with the Governor and legislative leaders to recognize award winners from Oregon Plan agencies for their positive efforts. Biennially, the Oregon Watershed Enhancement Board presents the Governor's Spirit of the Oregon Plan Awards at its conference to recognize outstanding efforts by individuals and groups to improve watershed health and function.

OWEB's Investments in Oregon's Future Report

This report, also known as "the Green Book," published by OWEB in 2002 and distributed to members of the legislature, agencies and governor's staff, is a compilation of actions implemented by Oregonians throughout the state in an effort to raise awareness about the work being done to protect and enhance watershed health.

Examples of Local Programs

Ripples in the Grande Ronde

This newsletter is published in La Grande by the Grande Ronde Model Watershed Program and highlights local restoration efforts, volunteer opportunities, and educational tips and activities in Wallowa and Union Counties.

E. OWEB's investments in local communities with the assistance of Oregon Plan partners provide support for sustainable communities

This message aims to raise awareness about state investments in local communities and how that improves both watershed and local economic health, as well as provide opportunities for citizen involvement. In this context, citizen involvement can range from membership in a watershed council or soil and water conservation district, volunteering for a restoration project to implementing a project on their land. Oregon Plan partners include other local, state, federal and tribal agencies, local watershed groups, non-profit organizations, and businesses.

Examples of Potential Prioritized Audiences and Desired Outcomes:

All Oregonians including county commissioners, city councils, legislators, chambers of commerce, media, potential OWEB grantees, and voters will know what OWEB is and what its role is with the help of multiple partners statewide.

Delivery Mechanisms:

Partnerships, case studies, annual and project reports, economic analysis reports, grant recipients, awards, newsletters, brochures, calendars, annual reports, media coverage with dynamic stories, signage at OWEB-funded projects, and tours of projects.

Examples of Statewide Programs:

Understanding the Community Economic and Social Impacts of Oregon's Watershed Councils Report

This report, published in 2005 by the University of Oregon's Institute for Policy Research and Innovation, highlights the results of a study done to investigate the economic and social effects of watershed council activities on Oregon's communities.

The Oregon Plan for Salmon and Watersheds 2003-2005 Biennial Report

This report published in 2005 highlights the most recent Oregon Plan actions and accomplishments and lays the groundwork for continuing and improving its effectiveness.

Examples of Local Programs:

Wallowa/Union County Report on Multipliers

This report was put together by a number of sources including sociologists, economists from the US Forest Service, non-profits and OSU, and sought to identify and quantify the effects of natural resource activities in Wallowa, Baker, Union and Grant counties. The result of the report was the identification of a local multiplier (the number of times a dollar is turned over within a given community after initially invested or spent there).

II. IMPROVE KNOWLEDGE

Summary of Knowledge:

Represents a more formal, intensive, interactive educational effort where there is a specific teaching objective aimed at increasing the level of the audience's knowledge of certain watershed principles. In its essence, this section focuses on what activities are beneficial and what citizens can do. There is also the hope that in addition to improving knowledge, participants will continue to support efforts that build awareness about the importance of watersheds for people, the economy, and fish and wildlife.

Key characteristics include programs that encompass formal, intensive education efforts linked to teaching standards, have a defined teaching objective for a specific audience, have an identified feedback loop to measure success, and examine ways to replicate successful efforts, consolidate approaches, and standardize expectations.

Goals for Knowledge:

1. Improve knowledge about basic watershed principles such as riparian, wetland, upland, in-stream function, and sense of place.
2. Enhance understanding of practices and behaviors and encourage direct actions that protect and restore watershed function.
3. Encourage understanding of the connection between watershed, community and economic sustainability.
4. Foster individual and community engagement and empowerment around watershed stewardship.
5. Enhance understanding of specific watershed issues for citizens and communities.
6. Ensure watershed curriculum and education materials are current and up to date.

Potential Audiences for Improve Knowledge:

- Youth, Family and Educators involved in formal and informal educational opportunities
- Urban and Rural Landowners, Homeowners, and Resource Users
- Entities engaged in construction and maintenance of the built environment
- Businesses and Funders
- Community Leaders and Volunteers
- Recreationists
- Local, State and Federal Government Elected Officials
- Local, State and Federal Government Agencies and Staff
- Tribal Members and Agencies
- Watershed Councils and Soil and Water Conservation Districts
- Organizations and Associations
- Media Contacts

Potential Delivery Mechanisms:

- Conferences
- Workshops
- Field trips and tours
- Internships
- Hands-on watershed education and restoration projects
- Partnerships with agencies
- Schools and non-profits
- Courses
- Education and information packets
- Publications
- Presentations
- PGE Green Power
- Presentations at meetings
- Contracting “how to” workshops
- Community events
- Media

Potential Target Audiences and Selected Examples:

A. Pre K - 16 youth, administrators, educators and pre-service teachers in formal and informal settings, AmeriCorps and RARE members, and families

Desired Outcomes:

- Will have knowledge of what watersheds are and how they function, especially locally.
- Will have in-depth understanding of specific watershed principles such as riparian, wetland and upland function.
- Will have connection to their community, a sense of personal responsibility and feeling of empowerment.

Delivery Mechanisms:

Conferences, workshops, field trips and tours, internships, hands on watershed education, restoration projects, partnerships with agencies, and schools and non-profits presenting information.

Examples of Statewide Programs:

Oregon Trout’s Healthy Waters Institute

Oregon Trout’s Healthy Waters Institute is a statewide, student-staffed institute improving education by working with communities to engage all students with their home waters.

Examples of Local Programs:

Siuslaw Stream Team Program

This program targets 7th grade students and teaches them, through classroom and hands-on learning, about watershed science and ecology, issues related to the Oregon Plan, and how to develop a long-term sense of stewardship for the Siuslaw watershed.

B. Landowners, homeowners, builders, developers, planners, engineers, businesses, resource users, and resource based industries

Desired Outcomes:

- Will have a scientific understanding of how management choices and individual actions affect watershed function and use this knowledge to make responsible personal and management decisions.
- Will have an understanding of the economic benefit of making ecological choices.
- Will build and develop land in a watershed-friendly manner.
- Will acquire knowledge to promote actions at the local level in ways consistent with the Oregon Plan for Salmon and Watersheds.
- Will have connection to their community, a sense of personal responsibility and feeling of empowerment.

Delivery Mechanisms:

Courses, conferences, workshops, field tours, education packets, publications, brochures, presentations, restoration project scopes of work, PGE Green Power, hands-on watershed education and restoration projects.

Examples of Statewide Programs:

OSU Extension's Statewide Master Watershed Stewards Program and Other OSU Watershed Extension Programs

This extensive program targets a diverse audience including rural and urban property owners and provides numerous opportunities for sharing information on topics such as salmonid biology; and soils, erosion and restoration.

Examples of Local Programs:

Marys River Watershed Outreach and Education Program

This program's goals are to both increase membership, gain additional steering committee members and find new volunteers, and to get new landowners implementing restoration projects and best management practices that further the watershed council's stated priorities.

C. Watershed Councils and Soil and Water Conservation Districts

Desired Outcomes:

- Will have an increased knowledge of watershed issues.
- Will have an increased ability to communicate with constituents about watershed function and preferred management practices.
- Will have connection to their community, a sense of personal responsibility and feeling of empowerment.

- *Delivery Mechanisms:*

Council meeting presentations and tours, courses, conferences, education packets, publications, presentations to local groups, meetings, partnerships, contracting “how to” workshops, and hands-on watershed education and restoration projects.

Examples of Statewide Programs:

Network of Oregon Watershed Councils

The purpose of the Network is to encourage the building of watershed council capacity statewide, the improving of relationships with partners, and the promoting of watersheds and watershed councils to the public.

OWEB Conference

This conference held every two years provides watershed council staff and members opportunities to learn new information related to watershed restoration, protection and enhancement.

Examples of Local Programs:

Presentations at Watershed Council meetings

Presentations are often made by resource professionals at monthly watershed council meetings, or other special events, with the goal of sharing watershed-related information with council members.

D. Local, state and federal government agencies and staff, elected officials, organizations, associations, recreationists, media, funders, community leaders, and volunteers.

Desired Outcomes:

- Will have knowledge of what watersheds are and how they function.
- Will have an understanding of how the entity’s programs and practices affect watershed function.
- Will have connection to their community, a sense of personal responsibility and feeling of empowerment.

Delivery Mechanisms:

Courses, conferences, workshops, field tours, presentations, partnerships, information packets, brochures, events, media, hands-on watershed education, outreach, and restoration projects and programs.

Examples of Statewide Programs:

Oregon Department of Fish and Wildlife Aquatic and Angler Education

This statewide program targets young recreationists with the goal of providing these youngsters with an understanding of aquatic ecosystems, and to develop the knowledge, skills and responsibilities associated with angling.

Examples of Local Programs:

Media Day at Crab Creek

This was a media event located on the mid-coast coordinated by outreach personnel (ODFW, USFS, and OWEB) and the Midcoast Watershed Council to cover a story about an OWEB-funded project that used helicopters to place large wood in the creek. The event drew and educated targeted media including two television stations, one radio station and print media, and a photographer.

III. SKILL DEVELOPMENT

Summary of Skills:

Is the most individualized approach and is targeted at helping participants acquire tools to promote actions in ways consistent with the Oregon Plan for Salmon and Watersheds. In its essence, this section focuses on how for example, to plant native trees and shrubs or how to measure water quality. There is also the hope that in addition to developing skills, participants will continue to support efforts that build awareness and knowledge about the importance of watersheds for people, the economy, and fish and wildlife.

Key characteristics of skills development actions include developing specific skills in a small subset of target audiences, increasing expertise in implementing approved watershed practices, identifying feedback loops to measure success, examining ways to replicate successful efforts, and consolidating approaches and standardizing expectations

Goals:

1. Provide tools to enable Oregonians to be agents of change, develop leadership, and take action to improve watershed health.
2. Build a statewide cadre of individuals trained in hands-on design and implementation of watershed projects.
3. Provide support to volunteers and encourage peer education.
4. Encourage the use of existing watershed science curricula in pre K -16 schools.
5. Improve skills and tools for watershed groups to implement the Oregon Plan.
6. Support projects that build on awareness and knowledge and connect back to the community.

Potential Audiences for Skills Development:

- Educators and Youth involved in formal and informal educational opportunities
- Watershed Council and Soil and Water Conservation District's Staff and Boards
- Entities engaged in construction and maintenance of the built environment
- Local, State and Federal Governments and Tribal Agencies; Resource Professionals
- Landowners with specific resource concerns
- Organizations and Associations

Potential Delivery Mechanisms:

- Teacher training workshops
- Mentoring
- Field tours, field days, short courses, seminars
- Publications
- Training workshops, in-stream activities
- Facilitation, focus groups, presentations
- Pledge programs

Potential Target Audiences and Selected Examples:

A. Pre K – 16 Educators and Students

Delivery Outcomes:

- Will have skills in implementing watershed curricula, including partnering with watershed groups and watershed experts.
- Will implement watershed curricula in their local community.
- Will gain confidence and skills to safely implement fieldwork with youth.
- Will gain hands-on skills in watershed restoration.

Delivery Mechanisms:

Teacher training workshops, mentoring, field tours, short courses, seminars, and publications

Examples of Statewide Programs:

Creeks and Kids

This four-day workshop targets K-20 educators, natural resource specialists, watershed council members, and individuals interested in aquatic watershed education and outreach programs, and teaches them skills which involve students of all ages in watershed education and restoration while connecting the entire community in the process.

SOLV Team Up Program

This program targets middle school students through adults and seeks to mobilize community volunteers, make a measurable improvement in watershed health, and create partnerships focused on watershed restoration projects. Some of the program's projects include planting native trees and shrubs, removing invasive plant species, and collecting vegetation monitoring data.

Examples of Local Programs:

Adopt a Stream

This support group made up of educators is organized through the City of Salem and meets once a month at the Straub Environmental Learning Center for learning, training and sharing centered on watershed-related issues and information.

B. Watershed group staff and boards

Delivery Outcomes:

- Will have enhanced ability to assist landowners with designing and implementing cost-effective watershed projects.
- Will have enhanced ability to implement watershed management programs.
- Will have skills in consensus building and facilitation.

- Will have skills in designing and implementing education programs.
- Will use performance measures to evaluate success of programs and projects.

Delivery Mechanisms:

Training workshops, mentoring, facilitation, field tours, short courses, seminars, focus groups, presentations, and publications.

Examples of Statewide Programs:

OSU Extension’s Master Watershed Steward Program’s “Working Together”

These training workshops are designed for those interested in the social aspect of watershed stewardship. Projects in this category could relate to group process, volunteer participation and management, meeting management, and decision-making of watershed groups or other related groups.

Examples of Local Programs:

OWEB Grant Writing Workshops

OWEB staff-sponsored trainings for local watershed groups and potential grantees for training on how to complete an OWEB grant application.

C. Landowners with specific resource concerns

Delivery Outcomes:

- Will have skills in analyzing resource problems in terms of watershed health and implementing appropriate resource management solutions
- Will have skills in constructing specific watershed projects
- Will share skills and training with peers including neighbors
- Will make changes in practices and behaviors to help sustain watershed function

Delivery Mechanisms:

Field tours, pledge programs, mentoring, workshops, short courses, seminars, publications, work projects that provide hands-on experience and presentations.

Examples of Statewide Programs:

OSU Extension’s Statewide Master Watershed Stewards Program and Other OSU Watershed Extension Programs

This extensive program targets a diverse audience including rural and urban property owners and provides numerous opportunities for sharing information and trainings on topics such as soils, erosion and conservation; and stream assessment and restoration.

Examples of Local Programs:

Oregon Association of Conservation Districts Small Acreage Workshops

These workshops that target local land owners with small end “hobby farms” have been implemented in the past in some districts statewide and cover topics such as weed control and pasture management.

D. Entities engaged in construction and maintenance of the built environment

Delivery Outcomes:

- Will have a willingness to embrace watershed-friendly building approaches.
- Will have skills in applying construction techniques that minimize the impact on watershed resources.
- Will have skills in designing and implementing watershed-friendly solutions.
- Will get on-the-ground and do the work necessary to minimize the impact on watershed resources.

Delivery Mechanisms:

Field tours, mentoring, workshops, short courses, seminars, publications, presentations, and trainings

Examples of Statewide Programs:

Associated Oregon Loggers Oregon Professional Loggers Certification Program

This AOL program offers training and education for loggers to receive the Oregon Professional Logger status and requires continuing education each year.

Examples of Local Programs:

Oregon Natural Step Workshops

This workshop held in Portland is for experienced LEED (Leadership in Energy and Environmental Design) practitioners to understand how The Natural Step framework can be a bridge to conceive sustainable building projects and teaches participants how to use the framework as a tool that complements the strategies rewarded by the LEED green building rating system.

E. Local, State and Federal Governments and Tribal Agencies; Resource professionals

Delivery Outcomes:

- Will make changes in practices and programs to help sustain healthy watershed function.
- Will have skills in communication within and between entities and the community.
- Will support the Oregon Plan for Salmon and Watersheds through implementation of agency responsibilities.

Delivery Mechanisms:

Field days, tours, in-stream activities, workshops, short courses, seminars, publications, and trainings.

Examples of Statewide Programs:

OSU Extension’s Master Watershed Steward Program’s “Working Together”

These training workshops are designed for those interested in the social aspect of watershed stewardship. Projects in this category could relate to group process, volunteer participation and management, meeting management, and decision-making of watershed groups or other related groups.

Examples of Local Programs:

Clackamas County’s Tree School

This program sponsored by OSU Forestry Extension, Clackamas County Farm Forestry Association, Forests Forever, Inc, and Clackamas Community College, teaches classes on topics ranging from tree planting, weed control, riparian silviculture and harvesting and marketing forest products to Woodland owners, Christmas tree growers, Master Woodland Managers, Master Watershed Stewards, teachers and rural landowners.

PSU’s Watershed Management Program

The Watershed Management Professional Program (WMPP) brings simple watershed concepts like land management and restoration, as well as the everyday complexities underlying them, into sharp focus for professionals engaged in watershed protection, restoration and management activities.

F. Organizations and Associations; Volunteers

Delivery Outcomes:

- Will have skills in implementing restoration techniques to improve watershed conditions
- Will gain confidence and skills to safely implement field work
- Will make changes in practices and behaviors to help sustain watershed function

Delivery Mechanisms:

Field days, tours, in-stream activities, workshops, short courses, seminars, publications, and trainings.

Examples of Statewide Programs:

SOLV Volunteer Action Training

This is a hands-on leadership development workshop teaching Oregonians how to envision, organize, and implement successful community projects and is free to participants who agree to coordinate a SOLV project in their community in one year.

Examples of Local Programs:

In-stream Aggregate Mining and Salmon workshops (I. A.M. Salmon)

These two symposiums put on by the OSU Watershed Extension Program with a roundtable and workshop style format will be delivered in Curry County, and will bring together researchers, scientists, engineers/hydrologists, agency representatives, gravel operation managers, and appropriate stakeholders to present gravel-mining impacts on fisheries and water quality, existing regulations, and operations.

A Representative (and Non-Exclusive) List of Current Watershed-Related Statewide Education and Outreach Programs

Program Title	Who is Responsible	Target Audience	Geographic Area	Funding Source
Education and Outreach Programs	Soil and Water Conservation Districts	Adult, community youth	Statewide	OWEB; other sources
R.E.A.L. (Restoration Enhancement Learning)	Northwest Abilities Group, Inc.	Disabled 18-40+ yrs.old	Clatsop County	US Fish and Wildlife, ODFW
Aquatic Monitoring Project	Xerces Society	Policymakers, citizen volunteers	Northwest	Various sources
OSU Watershed Extension Education Programs	OSU Watershed Extension	Watershed groups and SWCD's, rural and urban property owners, foresters, farmers, planners, natural resource agency staff, interested community members. Often tailored to more specific groups than the MWS program	Statewide	OWEB, Title 111 grants, OSU Extension funds, other grants that faculty receive
OSU Master Watershed Steward (MWS) Program	OSU Watershed Extension	Watershed Council members, volunteers and general public and SWCD's; rural and urban property owners; foresters; farmers; city government; planners; natural resource agency staff; interested community members	Statewide, delivered regionally, hosted via OSU County extension agents	OWEB, Oregon Forest Resources Institute (OFRI), and Extension Sea Grant (for infrastructure), some OSU Extension faculty for salary, partnerships with SWCD's, various regional grants
River Fest - Annual Week Long Event	Upper Deshutes Watershed Council	Communitywide	Central Oregon	OWEB; other sources
SeaFest	Hatfield Marine Science Center	Public	Located in Newport, OR, regional participation	HMSC, NOAA, EPA, Sea Grant, ODFW
Oregon Well Water Program	OSU Extension	Oregonians; rural residents with wells and septic systems.	Statewide	OSU Extension
Rogue Coast Outreach and Education Program	Lower Rogue Watershed Council	Public, youth	Southern Coast	OWEB; and other sources
Surfrider Water Quality Monitoring	Oregon Coast Aquarium	General public	Newport Coast	Surfrider Foundation
Watershed Weeks Celebration	Network of Oregon Watershed Councils	General public	Statewide	OWEB
WaterWise Program	City of Bend's Water Conservation Program	General public, water users	Central Oregon	Water rate payers from Bend
Down by Riverside	SOLV	General community, adults, students	Statewide	Grants from private sector, foundations, public sector and corporations
Adopt a River	SOLV	General community, adults, students	Statewide	Grants from private sector, foundations, public sector and corporations
West Eugene Wetlands Education Program	Willamette Resources and Education Network	General community, teachers, students	Lane County	OWEB; other sources
Watershed Education Program	OSU Klamath County Extension	General community, landowners, educators, youth	Klamath County	OWEB; other sources
Deshutes Basin Watershed Education	Wolfree Inc	General community, educators, students	Jefferson, Crook, Deschutes Counties	OWEB
R2R Watershed Education Program	Raindrops to Refuge	General community, educators, students	City of Sherwood	OWEB; other sources
Volunteer Action Training	SOLV	College - adult	Statewide	Grants from private sector, foundations, public sector and corporations
K.E.L.P. (Kiwanda Education Learning Program)	Nestucca/Neskowin Watershed Council	All Audiences: youth - adults	Pacific City	USFWS Coastal Programs
P.L.A.C.E. (People Learning about Communities and Ecosystems)	North Coast Land Conservancy	Opportunities for all ages	Clatsop County	OWEB
W.E.B. (Watershed Estuary Beach) Discovery Program	City of Seaside and Seaside Aquarium	Opportunities for all ages	Seaside	City of Seaside Promotions Committee
H.R.A.P. (Haystack Rock Awareness)	City of Cannon Beach, HRAP Foundation	Opportunities for all ages	Cannon Beach	City of Cannon Beach
Stream Team Captain Training	SOLV	Higher education - adult	Statewide	Grants from private sector, foundations, public sector and corporations
Team Up Curriculum - Service Learning	SOLV	MS - adult	Statewide	Grants from private sector, foundations, public sector and corporations
Education Programs	Oregon Department of Environmental Quality	K - adult	Statewide	General funds; fees
Adopt a Stream	Straub Environmental Learning Center/City of Salem	Elem - HS educators	Salem, Keizer	City of Salem - Public Works
Willamette Valley Watershed Partnership Project	OSU/Willamette Educational Services District	MS/HS teachers	Based in Salem; anyone welcome	Oregon ESEA Title IIB MSP grant
NAME (Northwest Aquatic and Marine Educators)	NAME (Northwest Aquatic and Marine Educators)	Educators	Regional	National Chapter and Member and Conference Dues
Creeks and Kids	Jackson Bottom Wetlands Preserve	Educators K-16	Statewide	OWEB + Partners
Stream Scene	Jackson Bottom Wetlands Preserve	Educators K-16	Statewide	Jackson Bottom Wetlands Preserve
Project Wet	Jackson Bottom Wetlands Preserve	Educators K-16	Statewide	Jackson Bottom Wetlands Preserve
Project Learning Tree	OSU Oregon Forestry Education Program	Educators pre-K - 12	Statewide	Oregon Forest Resources Institute (OFRI)

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Program Title	Who is Responsible	Target Audience	Geographic Area	Funding Source
Natural Resources Institute	Northwest Center for Sustainable Resources at Chemeketa	High School teachers	Statewide (and regional)	Collaborative effort of partners from Oregon, Washington, and northern California, including high schools, community colleges, universities, private industry, government agencies, and Native American tribes. The Center is funded by the National Science Foundation's Advanced Technological Education Program at \$3 million for three years with an anticipated \$2 million, three year extension.
Student Watershed Research Project	Portland State University's Sciences and Resources	High School teachers and students in Portland/Metro Area; teachers, educators, council coordinators, agency personnel and others who work with volunteers and volunteer monitoring; college students; Watershed Councils and local agencies	Portland Vancouver Metro area - From Wilsonville to Scapoose to Estacada to Forest Grove to La Center Washington	For Clark County comes from Clark County For Oregon activities comes from local surface water management agencies - Clean Water Services, Water Environment Services, Water Providers - Clackamas River Water, Parks - Tualatin Hills Parks and Recreation, Grants - OWEB and EPA 319 as projects and program activities meet their objectives, and private funders. College classes are funded by tuition dollars. Also get significant in-kind contributions from the funders listed above plus U.S. Geological Survey as well as various individuals (agency, private, government scientists) and all of the teachers. Summer workshop and the manual - model replicators - are sold to any one interested.
Education and Outreach Programs	Watershed Councils around state	Educators, adults, community, agency staff, youth	Statewide	Various sources, OWEB
Education and Outreach Program	The Oregon Garden	K-12 students and educators	Statewide	Various sources, fees, donations
Salmon and Trout Enhancement Program (STEP)	Oregon Department of Fish and Wildlife	Elementary-High school youth, educators, adults	Statewide	Federal funds from Sportfish Restoration; state funding
Community Action Training - Service Learning and Volunteers	SOLV	Community and educators	Statewide	Grants from private sector, foundations, public sector and corporations
Bear Creek Watershed Education and Restoration Program	Bear Creek Watershed Council Education Partners	Students, educators, natural resource agencies	Bear Creek Watershed	OWEB; other sources
Ethics of Conservation Course	University of Portland	Upper division undergraduates	University of Portland	Volunteer
Salmon Watch	Oregon Trout	Middle and High School students	Dictated by suitability and accessibility of salmon spawning sites but currently operating in 22 counties	OWEB; other sources
Healthy Waters Institute				
STELLAR Watershed Education	Walla Walla Basin Watershed Council	Students	Walla Walla basin	OWEB
Make a Ripple Make a Wave	CITE Creative Information	Students	Statewide	OWEB; other sources
Natural Resource Outreach to Charter Schools	Mid Coast Watershed Council	1st grade - HS students	Eddyville, Siletz	OWEB; other sources - Federal, Department of Education
In School Education Program	Mid Coast Watershed Council	3rd grade - HS students	Eddyville, Siletz, Toledo, Newport, Lincoln City, Waldport, Alsea	OWEB + Match
Clean Water Festival	PCC, Rock Creek	4th and 5th grade students	Salem - Clark County (most Pdx)	Grants from partners: Area water providers, US BLM
Kokanee Karnival Youth Education Program	The Central Oregon Flyfishers	4th grade students	Central Oregon	(541) 317-5843 - Dave Dunahe - contact
Children's Clean Water Festival	Tillamook Estuary Partnership	4th grade students	Tillamook County	Grants/donations from various private foundations; charitable check from Oregon Coast Aquarium
Salmon Expedition	Confederated Tribes of Umatilla Indian Reservation, Department of Natural Resources	4th grade students	Umatilla Indian Reservation and 6.4 million acres of ceded lands	Pacific Coastal Salmon Recovery Funding, corporate sponsorships and fun-raising
Watershed in My Backyard (PLT and Aquatic Wild)	Oregon Forestry Education Program (OSU)	5-12th grade students	Two pilots to date; potentially statewide	OFEP (OSU), OFRI

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Program Title	Who is Responsible	Target Audience	Geographic Area	Funding Source
ESD Watershed Field Days	Pendleton ESD	5th grade students	Pendleton, OR	Various sources including The Wildhorse Foundation, Coke, Oregon Forest Resources Institute, Umatilla Soil and Water Conservation Dist.
Owyhee Field Day	Owyhee Watershed Council	5th grade students	Ontario, OR	OWEB
Wetland Field Day	US Fish and Wildlife	5th or 6th grade students	Klamath Falls	USFWS
Natural Resources/Watershed Education Project	Pacifica: A Garden in the Siskiyous	K-8 students	Southern Oregon	OWEB; and other sources
W3 Program (Wildlife, Watersheds, and What Not)	OSU Extension, Marion County	7-12th grade students	Marion and Polk County	In past, funds from Title 3. Didn't get OWEB funding.
Siuslaw Middle School Stream Team	Florence/Siuslaw School District	7th grade students	Florence and Mapleton	STEP
Salmon Bowl (NOSB)	Oregon State University	9-12th grade students	Student teams from around Oregon compete at OSU. Winners advance to national competition	Sponsored by National Ocean Science Bowl (CORE), OSU, Sea Grant, COAS, and NAME
Community -Based Natural Resource Curriculum	Northwest Center for Sustainable Resources at Chemeketa	High School students	Statewide	National Science Foundation
Envirothon	Northwest Center for Sustainable Resources at Chemeketa	High School students	Statewide (and regional)	Various sources
Environmental Education Programs	City of Portland Bureau of Environmental Services	K - 12 students	Portland Metro Area	OWEB; and other sources
Slough School	Columbia Slough Watershed Council	K - 12 students	St. John's area, North Portland, and parts of Northeast Portland, Parkrose, Gresham and Fairview	OWEB; and other sources
Students Building Communities Curriculum	SOLV	K - 12 students	Statewide	Grants from private sector, foundations, public sector and corporations
Marine Education Programs	Hatfield Marine Science Center	K-12 students	Located in Newport, OR, students from entire NW region	Oregon Sea Grant and revenue generated from classes
Healthy Waters Institute	Oregon Trout	Middle and High Schools now; ultimately K-12	Goal is to work statewide--currently in four regions--East, Metro, West rural, and Southwest	Various sources including corporate support
Green Team - Service Learning	SOLV	Middle School and High School students	Statewide	Grants from private sector, foundations, public sector and corporations
Hydromania	Umatilla Electric Co-Op	Middle School students	Hermiston, OR	Hermiston Public Schools
Science Fridays at Fairgrounds	Mid Coast Watershed Council	Middle School students (at risk)	Newport, Toledo, Lincoln City	OWEB; other sources - Federal, Department of Education
Green Team "light" - Service Learning	SOLV	Middle School, High School, upper elementary	Statewide	Grants from private sector, foundations, public sector and corporations
Angler Education Program	Oregon Department of Fish and Wildlife	Primarily elementary	Statewide	1984 Wallop-Breaux Amendment to the Federal Aid in the Sport Fish Restoration Act of 1950