

March 19-20, 2008 OWEB Board Meeting Executive Director Update #C8: Education and Outreach Strategy

Background

This report updates the Board on the Education and Outreach strategy.

Subcommittee Membership

Subcommittee members include Dan Thorndike, Trish Smith, Meta Loftsgaarden, and Jim Johnson. The subcommittee is staffed by Tom Byler and Carolyn Devine.

Activities

The subcommittee has had two conference calls in which we've discussed and agreed upon basic assumptions regarding education and outreach. In particular, the group recognizes that while there are many great education and outreach funding opportunities, the Board has decided to be strategic in our investments and will therefore need to set priorities. Being able to articulate the impact and value of our educational investments is important. The Board subcommittee also discussed how each region is unique and may require different education and outreach programs.

Based on interviews with staff and grant applicants, the most effective Education and Outreach grant projects funded by OWEB are those that have a multiplier effect and give back to the community through furthering the education of a second or third tier of learners, provide useful monitoring data that are used by agencies, or create clear improvements to the land. Using this knowledge, the subcommittee is beginning a discussion of overarching goals for awareness and participation in voluntary conservation efforts.

In the Future

Staff will brief Board members at future meetings as the subcommittee's work progresses. We aim to be in a position to inform the October grant applicants about our future direction.

Staff Contact

If you have questions or need additional information about the Education/Outreach Board Subcommittee please contact Carolyn Devine, at Carolyn.Devine@state.or.us or 503-986-0195.