

Community Engagement Committee

Skagit Watershed Council

**March 28, 2017 -- 9:30 am – 11:30 am,
SWC office at 815 Cleveland Ave, Suite 201**

Present: Richard Brocksmith, Daniel Billick, Kristi Carpenter, Leah Kinter (on conference call) Lisa Miller, Cindy Pierce, Allison Roberts, Scottie Schneider, Alison Studley, and Karen Summers.

- Approve January 31 and February 22-23 meeting notes. Review action items (5 minutes) – All
No changes on the meeting notes for January or February.
- Debrief from the Retreat – What single things sticks out to you as valuable? (10 minutes) – All

Alison Studley spoke about the benefits of hosting a Resource Fair. She's been working with a parent group and the Burlington-Edison SD to improve access to natural resource education services. A Resource Fair has a good chance at attendance if you tie it into paid teacher days. In Burlington-Edison, a good time would be Wednesdays or before the new school commences in September because teachers are allowed paid resource days to use for curriculum planning. This Fair could serve multiple school districts. We could survey teachers which hasn't been done yet. Ask the teachers what they want, need and what would be incorporated to meet their needs and instill buy-in.

- Review Youth Education Program Survey Results (70 minutes) – Richard and Allison

The survey has recorded 38 programs with about twelve organizations responding. We sent to several email lists. We didn't get a whole lot of new program information. We agreed to identify critical folks who are missing and reach out to them in another round. Alison Studley has volunteers who could reach out to those folks and walk them through the survey. Keep the momentum going and get the Resource Guide in front of people by May/June.

Allison Roberts walked the committee through the raw results in PowerPoint. The committee reviewed the Program Description Sheet Example. In response to how much information to present on each program and how to make it easily read and useful, members expressed preference for keeping it simple and preferably one page. They didn't want the school district information included in this format. They wanted the phone number of the organizations added.

We decided that four charts would be able to encapsulate similar types of information. These matrices would be combined into the following:

- Topic areas
- Standards: NextGen science standards, and cross-cutting themes, type of science
- Grade level, season, and cost
- Districts

They agreed the following information could be removed from the charts:

- cost offsets
- special populations

- Is this the right path for Resource Guide?

The committee agreed the draft would be sent to EcoNet members for feedback. Use Alison's volunteers to reach out to organizations that haven't completed the survey.

Explore how teachers can get clock hours for classes. SCD does this. They e-mail program descriptions to Padilla Bay and there is a form to sign in order to get it registered.

- Schedule of summer activities.

SWC has shared an RFP for a coordinator of the 2017 Salmon Festival.

- Determine Direct Marketing Next Steps (10 minutes) – Richard

The following desires emerged from the discussion:

The guide is a reminder to parents/teachers. How to make it more glitzy, catchy and appealing while keeping costs down. An online resource could be more accessible with an appealing presentation. Printing is a huge expense. We must work with the school districts to get them engaged. They might be willing to e-mail a link that would go to all of the teachers with a brief overview and a link. We need a one-page flyer with links and photos to advertise this. The key is that educators know the resource guide exists. We should create a marketing plan to share with members of the committee.

- How is Our Organizational Structure?

Tabled to next meeting.

- Member information sharing and meeting wrap-up (10 minutes)

Leah – spoke about students/professors to do gaps analysis. If there is interest, they could help. Leah will send the information. Patrick Christy is the professor with the School of Marine Environmental Affairs and member of their Science Advisory Committee. Richard thought we don't have a regional program. But creating a pathway and pipeline could be useful and so discovering program gaps could be helpful to create watershed-wide programming in the future.

EcoNet: Thursday, April 6, 2017 (Usually Padilla Bay NERR) 2:30 – 4:30. Update the calendar. Gather input on the retreat. Share the results from the retreat. Discuss the use of the Resource Guide and EcoNet's role in developing and marketing it.

Richard shared that Anacortes MS is doing a STEM sampler workshop put on by volunteers. All of the students participate in this end-of-the-year event. Students pick topics/activities in which they are most interested. They have funding from the schools foundation.

SCEA – could we get grants to support our efforts? SCEA oversees EcoNet. Look at partnerships. It would be nice if there a solid program in which EcoNet could engage. The Resource Guide is a good place for EcoNet to do this.

Upcoming Meeting Dates

- April 25, 2017
- May 30, 2017
- June 27, 2017