

Community Engagement Committee

Skagit Watershed Council

Final Notes - May 30, 2017 -- 9:30 am – 11:30 am, SWC office at 815 Cleveland Ave, Suite 201

Present (alphabetical): Richard Brocksmith (SWC), Kristi Carpenter (SCD), Lucy DeGrace (SFEG), Leah Kintner (PSP), Lisa Miller (SLT), Cindy Pierce (SCD), Allison Roberts (Kulshan Services), Scottie Schneider (SWC), and Karen Summers (SCEA), Hannah Williams (SLT)

Absent: Daniel Billick (SWC Intern), Melissa Courtney (volunteer), Alex DuPont, Chair (WSU Ext.), Codi Hamblin (NCI), Samantha Russell (CD)

Guests: Alison Studley (SFEG)

Start: 9:40 am

Action items:

1. Karen will create a new survey to solicit input from EcoNet members.
2. Allison will make additional edits to the Guide.
3. Lucy and NCI will share with Allison and Scottie great photos of kids for the cover and the Guide.
4. Scottie and Richard will draft an introduction to the Guide and share with the CEC for their input.
5. Scottie will share her document that describes how each school district wants to get information to parents and teachers.
6. Richard will find out if there is a Superintendent or Principals of Skagit County group that meets or communicates regularly.
7. Alison will share with Richard the name of a designer she has worked with who does quality brochure design work at a reasonable price.
8. Richard will continue reaching out to the ESD Curriculum Leads.
9. Richard and Alison will coordinate regarding a conversation about the STEM Academy.
10. Karen will share a Facebook Event for the upcoming EcoNet meeting speaker so all CEC members can share it on their Facebook pages. Karen will check with the County about filming this presentation.
11. Karen will consider the September 21st date as a possibility for their fall meeting.
12. Regarding calendar Updates, Scottie and Karen will discuss how to improve input.
13. CEC members will share the names of their volunteers with Karen so that she can share announcements with them.
14. Kristi and Hannah will share their photo release/waivers and parental permission/consent forms. Since chain of custody on paperwork is a tough issue, Cindy will talk with the teachers she knows about how to improve this issue.
15. Allison will send the link to the Kids in Nature Conference presentations which emphasized what others are doing in urban environmental education.

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- We approved the April 25 meeting notes. Corrections made: All references to Kristi should be Lucy. Those present and absent at the last meeting were updated.
 - We reviewed action items from the April meeting.
 - *Alex will approach Karen Summers, EcoNet Coordinator, to develop a survey to determine desired training and best options for meeting frequency, dates, and times. Update: Karen indicated there was a survey done two years ago with relevant results to current needs: funding development, meeting 4x a year, 2 pm as a meeting time that facilitates
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networking afterwards. ***Karen will create a new survey for EcoNet to solicit input on training topics, people to provide the training, meeting dates and times.**

- ***Scottie will talk with Karen about the calendar and how to add detail and use.**
Update: Karen will send a reminder for people to update the calendar prior to the meeting. Scottie updates the SWC calendar by looking at member websites and tracking emails for updates. Perhaps we could just reference the SCEA calendar and include the website. We didn't decide if SWC would drop its calendar in place of the SCEA calendar.
- ***Allison noted that the Whatcom Environmental Educators Group which created a survey to collect input about why environmental education is important. She will share it with Richard and Alex.**
Update: Allison shared this survey with Richard, Alex and Scottie. This perspective relates to the content of the introduction in the Resource Guide which will capture discussion at today's meeting.
- ***Lisa will send a link to Scottie to share an event.**
Update: Lisa did this.
- ***Allison will contact Thurston EcoNet about how they created their site, who is updating it, who funded it.**
Update: Both Richard and Allison have contacted Thurston EcoNet. A website is built into our work plan for next year.
- ***There is a language school (Scottie) could help in getting their contact information.**
Update: Scottie hasn't done this, but will share the information with everyone on the CEC committee.

- Resource Guide Discussion

- First Edition edits incorporated and the Guide will be done in the next week or so. ***Lucy and NCI will share great photos of kids for the cover.** Richard asked CEC members to share best photos to insert in the Guide and the brochure. *Lithtex (Mt. Vernon office) and Skagit Publishing (quality may not be as good) can do printing.
- ***Allison will make additional edits to the Guide:** Change to "All grades" if listing says "K-12". Eliminate duplicated SCEA Letterbox trail page. Update Excel spreadsheets to reflect all edits. Update logos on NCI Kulshan Creek Neighborhood to include partners (note: This program is primarily run by the Forest Service, and less by NCI). Add information about partnership to this program (contact Orlando). Change photo on front page to show kids. Update title of the Guide. Add 1st Edition on the Cover Page and update to today's date. Make sure photos are credited and releases are complete. ***Scottie and Richard will draft an introduction and share with the CEC for their input.**
- For next year's Guide, CEC members suggested outreach to the following entities: Friends of the Forest, Children's Museum, Skagitonians, Boys and Girls Club of Skagit (school (free) and summer (for fee) programs), YMCA summer programs, City Parks and Recreation.
- Resource Guide distribution: Since Kulshan Services' contracted hours on the project are depleted, we are lucky to have volunteer, Melissa Courtney, to complete formatting and final updates to the Guide as well as posting to social media and SWC website. ***Scottie will share her document that describes how each school district wants to get information to parents and teachers. *Richard will find out if there is a Superintendent or Principals of Skagit County group that meets or communicates regularly to reach them with our message promoting environmental education resources in Skagit.**

- Brochure suggestions: *Develop a watershed story line “Summit to Sound” or “Mountains to the Sea.” A pathway with a map and stickers. Give the brochure to teachers when they come to Padilla Bay or other organizations to participate in programs. Melissa could also help draft and design a compelling brochure - a tri-fold brochure generic enough that it doesn’t become obsolete too soon especially as it will be widely distributed. ***Alison will share with Richard the name of a designer she has worked with who does quality brochure design work at a reasonable price.**
- Tri-fold brochure distribution: Don’t waste money printing and distributing to teachers now. They will either not get them or will get them and throw them away - it’s the end of the year and they are tired. Also, District Offices have procedures for approval on distributed paperwork. We can send information about the Guide in district newsletters and reach out to principals to include the information in their letters or blogs. Target Resource Guide outreach by giving the brochure to teachers when they come to Padilla Bay or other organizations to participate in programs. Kristi suggested sharing the Resource Guide at the Storming the Sound Conference in January 2018. ***Scottie will share her document that describes how each school district wants to get information to parents and teachers. *Find out if there is a Superintendent or Principals of Skagit County group that meets or communicates regularly. This would be a great way to reach them with our message to promote environmental education resources in Skagit.**
- Debrief from meeting with BESD meeting/next steps. Alison Studley participated in a meeting with Casey Knudsen at BESD and the principal at Allen Elementary. They were thrilled with the Guide and love knowing about these resources in the Skagit. Alison said they characterized it as “Being handed a pot of gold in which someone else had done the work for them.” Alison outlined options: Option 1: Plan a ½ day to share our resources with Burlington/Edison teachers who have a once a month early Wednesday teacher work day for curriculum development. Option 2: Pay the teachers to learn more about resources on a planning day at the week before the beginning of the school year. Many school districts have paid days prior to school start.

Alison’s worked with Burlington-Edison as a parent to expand the scope and sequence of environmental education offerings. Burlington-Edison is pushing for partnerships and using outside community resources. Now, as a result, SFEG will be able to do Salmon in the Classroom for 3rd grade in Burlington Edison. This could be done with 3rd, 4th, 5th, and 7th grades at other schools depending on their curriculum. Also, 6th graders are going to Camp Orkila for a week next year and 8th graders are signed up for Snow School though NCI.

- Resource Guide outreach: Reach out to Admin Teams – principals, directors, superintendents. Also reach out to Leadership teams which are a level below Admin Teams and could help with integrating our educator resources into classrooms. Sedro-Woolley SD is doing a STEM Academy in the end of August. Sedro-Woolley SD (SWSD) is designing a STEM Academy (using grant money) for all of Skagit educators to share knowledge in an event held at the Skagit Valley College. We could work with SWSD to participate in this event and include additional school districts.
- Richard spoke with Fred Atkinson who shared excitement for this Resource Guide. He will soon meet with Richard, Alex and Lucy. Work with the STEM Coordinator to participate as well, plus 3-4 teachers who attended our retreat (John, Mike, Laura Lynn, Juniper Carpenter – Little Mountain) They are also enthusiastic about the STEM Academy. ***Richard will continue reaching out to the ESD Curriculum Leads.**
- ***Richard and Alison will coordinate regarding a conversation about the STEM Academy.**

- Review Draft 2016/2017 SWC Work Plan
 - Richard distributed a draft work plan to the CEC for their feedback on this draft. The Board won't approve it until their August meeting. Richard outlined Phase I and II of the Outreach Plan. Phase I: Framing and populating key messages about farming, flooding, habitat, etc. Richard wants to tie this into community, cultural heritage, sense of place. Kulshan will do three interviews in June: two with tribal elected leaders of Upper Skagit; Hamberg Family (pioneers and farming) Saul Weisberg of NCI to tie it all together. Phase II: Focus on natural resource and economy utilizing the website, social media, 1 minute video clips, blogs, and presentations. Richard will share a draft communication policy at the June Board meeting.
 - Budget:
 - Discuss opportunities to partner among our organizations and where to focus and/or grow. SWC will continue to support EcoNet in 2017-18. Budget to be determined.
 - Richard indicated that he will be fundraising for the digital Resource Guide and working to find a "home" sponsor for it. In a future meeting CEC members could focus on fund development for an online Resource Guide. In the future, he would like to explore opportunities to improve curriculum and alignment of environmental and conservation education programs in the Skagit with the standards with the goal of improving already good programs.
 - SWC's budget funds a Community Arts and Nature Initiative focusing on the entire watershed – particularly upriver - to contribute to and endow the arts program as well. Partner with Museum, Winter Walk, and Skagit Children's Museum.
 - Curriculum Development for the Arts and Nature program and how to logistically and financially integrate with schools. Lucy will be really interested in cultivating art more. Their Americorps interns can help if they have artistic skills – creating more art integration into environmental education. Work more with Rochelle or solicit Americorps volunteers with these skills. Rochelle has been very interested and so maybe we could find additional resources for her. Melissa Courtney has an art background as well. SWC could back up SFEG on this. Optional value-addons to existing programs.
 - WA Arts Commission – grant up to \$5,000 April 2018. (Karen Summers is seeking this) Head of the grant program is into the arts and lives in Skagit. Miguel Guillen. There is a Rick Epteen grant for up to \$500.
- Richard spoke about starting a Speakers Bureau – an idea from the Retreat. Lucy is interested in knowing who of the CEC and others are working with which teachers and which schools. We could better highlight the connections. We can help reduce duplicated efforts and make connections more easily. Teachers can tell us who they work with too. Who are the superstar teachers? A Speakers Bureau could help with this integration. Not selling individual programs but a suite of programs that are sequenced and scoped.
- Incorporate more of this information during Water Month – integrated education on themes.
- The Board has been very supportive. Happy to be working on youth education. Not sure they are the holder of this information since it's not all focused on sustainable fisheries. The focus is to do this with an Outreach Coordinator. The whole program has been drafted as a \$85,000 line item (including: Surge, Film Festival, Art Sculpture, Kulshan Services, Illuminated Art, Resource Guide digital (get outside funding and discuss with CEC in future to get 2nd Edition), ½ time staff.)

- We previewed Tuesday, June 20 ECO Net Meeting— Karen and Alex have organized a presentation by Tony Salas who will do a 1.5-hour presentation (at Port of Skagit Airport, WestStar Lane) on social media and how to use it productively – event pages, marketing, calendars. ***Karen will share a Facebook Event for the upcoming EcoNet meeting speaker so all CEC members can share it on their Facebook pages. Karen will check with the County about filming this presentation.** Alex has organized a tour of the Bread Lab following the presentation after networking. (Free bread!)

Next EcoNet meeting is planned for the first week in October. Although, Richard suggested the EcoNet could meet 1 hour before or after the SWC Annual Meeting on September 21, the 20th SWC Anniversary and BBQ. ***Karen will look into the September 21st date as a possibility for their fall meeting.**

Calendar Updates: * Scottie and Karen will discuss how to improve calendar input. Include text, JPG photos, URL, and PDFs of flyers too. Karen could send out an email call to submit events for the upcoming 3 month. Karen could do this monthly to capture more information. Some send all of their yearly events all at one time. *** Add volunteers to Karen's list.**

- Member information sharing and meeting wrap-up
 - EcoNet – Just finished Letterbox Trail with three presentations and hid letterboxes at Padilla Bay. Clues have been released and it will be ongoing. There is a flyer and website (Letterbox.org) (Atlasquest) with the clues as well as an app (Cluetracker).
 - EcoNet - Watershed Art and Discovery Day at Padilla Bay is June 24 – Last Saturday in June, 11 am to 2 pm.
 - Water Weeks – They are working towards this event now. It will take place in September 2017.
 - Surge – Date and focus is undecided. Less art and more public discussion. Planned August 2017.
 - SLT – Ivy clearing workshop this Saturday, 9 – 12 noon, June 3.
 - Waterfront Festival – Anacortes – June 3.
 - Rainworks – Kristi referred to a new program being developed for October on the Kulshan Trail or the Riverwalk with Parks and Recreation. Special spray that only shows up when it's raining. Treasure Hunt. Another partnership idea.
 - We discussed the sensitive issue of how to get photos that don't require releases or documentation: Take pictures from the back of the kids so faces don't show. Post hands and feet – anything that is not identifiable. Do silhouettes. ***Kristi, Cindy, and Hannah will share their photo release/waivers and parental permission/consent forms.** SFEG keeps all of their sign-in sheets for eight years, but chain of custody is a tough issue. ***Cindy will talk with the teachers about this issue.**
 - SFEG - Vegetation Monitoring Workshop – Spawner Survey is first weekend of October. June event is at Bowman Bay. A Native American festival is happening at the same time. Flyovers of Skagit County – SRFB funded flyover of their projects. Wood Duck boxes at Day Creek with Girl Scouts, June 17, Pamona Grange. SFEG (Jim Owens helped with the original designs). Kulshan Youth Group – June 22. An archeologist will be presenting. Kids in Nature, July 14. Will SWC go to Concrete Youth Activity Day? SWC needs to email them if SWC can attend. Scottie may be able to go. Kailani is leaving – Urban Environmental Education. ***Allison will send the link to the Kids in Nature Conference presentations which emphasized what others are doing in urban environmental education.** SFEG has a very busy July. Check their calendar.

Adjourned: 11:50 am