

# Community Engagement Committee Notes

**Skagit Watershed Council September 26, 2017 -- 9:30 am – 11:00 am**  
**SWC office at 815 Cleveland Ave, Suite 201**

**Present (alphabetical):** Richard Brocksmith (SWC), Alex DuPont, Chair (WSU Ext.), Lisa Miller (SLT), Cindy Pierce (SCD), Allison Roberts (Kulshan Services), Scottie Schneider (SWC), and Keelin Maurmann (SFEG)

**Not Present:** Kristi Carpenter (SCD), Lucy DeGrace (SFEG), Codi Hamblin (NCI), Leah Kintner (PSP), Melissa Courtney (volunteer) and Samantha Russell (CD) and Karen Summers.

1. Welcome and introductions
2. Approved July 25 meeting note with a few changes noted below as well as a review of action items.
  - **\*Add to Notes: The Guide link for Mt. Vernon HS isn't working, so Richard will track it down.**
  - **\* On page 1 in reference to Lucy, clarify if she met with the Mt. Vernon science team or with Burlington. \* Richard will also clarify meetings with LaVenture MS – they are going to meet with them on Thursday this week. \* Richard wants to know if we are to meet with Mt. Vernon as a unit again. Richard will follow up with Lucy regarding if she be meeting with these people and clarify who that was/will be.**
  - **\* Richard will highlight in bold the actions in the notes.**
  - Note: Youth Page for NCI – Educator Resources will compile more info. Might be its own page. New website will be developed, but not yet.
3. School District Outreach – CEC team members provided summary of ongoing meetings related to marketing Resource Guide and services.
  - Mt. Vernon SD – Frank Atkinson – met with him. He was supposed to distribute the pamphlets. The teachers from MV who were at the retreat have been a good resource.
  - Resource Fair – Stacey Knutson – Feedback from CEC was good. 8-10 tabled at this event.
  - Sedro -Woolley – Richard met with STEM coordinators and has names and contact info for elementary and middle school contacts to share. Such a list didn't exist before. When SWC created a list of all schools, others have been wanting this list too as it didn't exist before.
  - We have distributed 800 STEAM pamphlets to every teacher in grade schools as well as science teachers at middle schools. HS. We've also had conversations with most of the superintendents.
4. How can we prove this Resource Guide was worth our time? How does it tie into the goals of our organizations and what did they accomplish on those goals –
  - **\*Create a spreadsheet with metrics** that records number/date of meetings with folks; Hits on the website; Likes on the FB page; Referrals that result from outreach; Actions that result of our outreach; amount of increase in programs being utilized because of outreach; number of environmental/stewardship/education events completed each year; Press coverage.
  - **\*Consider creating an Intake Form or a method for tracking contacts** when outreach occurs. CEC members record basic info on the interaction
  - **\*Collect feedback:** This could be from the classrooms that our folks are meeting with, at events, or even from our CEC meetings, capturing interactions with teachers. Perhaps ask teachers if they would complete a short survey. Is there an app for us to report activities of the group?

- Look into tools to help us keep track - **\* Richard will formalize the list into a Google Sheet (?)** to track teachers and their contact info; Who has relationships with whom so that we can tag-team efforts. Column for primary contact. Note: Cindy is keeping a spreadsheet of classrooms she's in and whether they are using this. It tracks number of kids in the classroom too.
- Skagit STEM is a great place to broadcast events.
- Suggestion: Magnify teachers doing great things and consider looping them into the interview process. Shout out those that are doing great things – called Spotlight on Facebook. Teacher of the month or the quarter. **\*Check with Skagit Stem to see if they would want to partner on this Spotlight idea.**

4. Member information sharing (25 minutes) – All

- **Master Gardener training** – apps due Oct 31. Training starts in January. October 2 outreach event: “Why Don’t They Come?” – reaching out with Latino populations 8 am – 4 pm (Jose Garcia Pabon will lead this with break-out sessions) \$50 at the research center. Designed for Master Gardeners. In partnership with PSE – land they have purchased that will lease. Allison will have Nate contact Alex about the Skagitonians farmland analysis map. It’s about creating trust. (For more info: contact Alex)
- **Science Fair.** Cindy Pierce heard that Mt. Vernon HS is not planning to have this event citing too little time. **\*Cindy will speak with them and find out their needs/barriers. Richard will reach out to them** to see what SWC can do to help them.
- **SFEG** – Lucy, Keelan, and Emily – going to LaVenture to meet with Engineering/Life Science teacher. Richard asked if they have gone to the (Rebecca Benjamin – Salmon Coalition) NOSC is approved curriculum – how to do culverts, plantings using engineering.
- **Wild and Scenic Film Festival** – Doors open at 6:30. First film starts at 7:30 and may go to 10:30. 10 films will be shown. Keelan will share two film synopsis a week on their Facebook. SWC will share as well. They may need one or two volunteers who get a free ticket. **\*Richard volunteered SWC could show all of the Seasons of Skagit** photos between 6:30 and 7:30 before the festival starts.
- **EcoNet calendar:** Salmon Sightings – September 30. Planting party – October 28; November 1, Salmon Sighting. Salmon Sighting also on October 21 at a Land Trust property. Check the EcoNet listings for SLT events this fall.
- **Fidalgo Shoreline Academy** is coming up put on by Friends of Skagit Beaches. Booth there will be education and engagement focused. **\*Invite teachers to this event.**
- **Festival of Farms** - Cascadian Farms – SLT does info outreach about the upland being SLT preserved. Taylor Shellfish will participate in this event too.
- Cindy – brainstormed how to reach adult populations in Hispanic community regarding storm drain/car maintenance and disposal of oil and erosion control with farmers. Ideas generated: internship with a fluent Spanish speaker. Reach out to an Eagle Scout as a project or with college students at SVC and/or WWU. Work with Mt. Vernon schools who want local businesses to offer student internships. Seek recommendations from Officer Serrano of the Kulshan Creek Youth Program. Everson HS students who speak Spanish could be mentored to play a role.
- **Illuminight** – 4<sup>th</sup> Thursday, January 25 and part of the Mayor’s Winter Walk. Workshops for kids and adults at TriVee. We will be going into schools to build illuminaria to tie in art and engineering. SWC is partnering with several entities. The Mayor is paying Rochelle to do more with the Christmas Parade with November and December workshops. Schools sign up to get Rochelle to come to their school. She’s also teaching how to make salmon eggs. **Allison suggested more outreach with the preschools in Skagit.**

## 5. Review status of the SWC Community Engagement Implementation Plan

- Successes so far: Successful retreat; less competition for event spaces because we're collaborating better with calendar; Facebook launched with 300+ likes and hashtagged; four successful photo contests and resulting photos for the 2018 calendar; Resource Guide completed and published; Created a list of all Skagit schools with contact information; two "This Skagit Life" interviews completed and a third in the works; partnerships are being created because of our work and initiative.
- Seasons of Skagit calendar – lot of photos to use. Matter of getting started this month. Not difficult to load photos into an app and get them printed. Quantity and budget TBD.
- Interviews – Kulshan Services has completed two interviews - one with Saul Weisberg and the other with two members of the Upper Skagit Indian Tribe. Richard distributed the blog from the interview with Saul to show the CEC how these are coming together. **\* Regarding agricultural sector, Richard is lining up a third interview. Alex can assist if Richard needs names.**
- Use of video to encourage engagement. Example was SFEG's video on culverts, where they got a great response! Note: Keelin would like to be a part of phase 2.
- Richard reviewed Phase 2 focusing on how nature and economy work together and Phase 3 which will focus on behavioral change.
- November 7 – EcoNet meeting. Karen solicited training suggestions for this meeting.
  - Some felt that Jose's presentation on 'How to Reach a More Diverse Population' happening with WSU Extension would be useful. **\*Alex could pitch a next-step workshop with him or see if he could come in for a short training although he is popular and expensive.** Alternatively, could we have someone interview him and share that information? Maybe Kate Sulting-Smith at WSU could do a training. Or consider inviting someone from the community.
  - Has anyone from CSI engaged on this? It could be a follow-up with EcoNet. Lisa mentioned it could be the land trust conference –
  - Could someone provide an overview on the tribal curriculum being taught in LaConner? Karen might know about this already. Make the topic about Diversity –
- **\*Allison will share the WhatcomTalks link with the CEC.**

## 5. Meeting wrap-up - October Meeting Agenda topics:

- Discuss how we wear both hats - Are we CEC members or are we representing our organization?
- Hear from each organization about their 3 or 4 near-term engagement goals as it pertains to the STEAM guide.
- Revisit use of hashtags - #Skagitpeople #Skagitplaces #Skagitabundance #SeasonsofSkagit #Ourskagit #ThisSkagitLife. Seek agreement on how and when to use and which ones work best
- Funding – October meeting agenda item
  - Consider asking districts to help fund update to the Guide for next year and/or approach Skagit STEM as a possible funder.
  - Allison will look into upcoming grants this fall and suggest which would apply to this project.
  - Approach Todd Mitchell with the Swinomish Tribe. They have been supportive.
  - Determine who among our CEC group has good relationships with the Tulalip Tribe – (Richard, Alison Studley, Lisa Miller) and reach out to them regarding funding.
- Additional capacity i.e. an Outreach Coordinator – seeking funding for the position.