



Oregon Plan Outreach Team

Mission, Goals and Objectives

Approved 1/13/05

The Oregon Plan for Salmon and Watersheds (OPSW) is about people and how their lifestyles and actions affect watersheds and salmonids – at work, at play, at home – throughout Oregon.

Mission Statement

It is the mission of the Outreach Team to involve every Oregonian in the work of the Oregon Plan and to empower Oregonians to be lifelong stewards of the state's watersheds.

Goal #1:

Provide training and/or materials to support education or outreach initiatives, with statewide initiatives being the priority.

Objectives:

- 1. Provide information about outreach methodology to watershed councils, the Watershed Council Network, Soil and Water Conservation Districts, and other audiences as identified by OWEB's Education and Outreach Strategy or this Outreach Team.*
- 2. Provide watershed education resources and/or materials to watershed councils, the Watershed Council Network, Soil and Water Conservation Districts, educators, and other audiences as identified by OWEB's Education and Outreach Strategy or this Outreach Team.*

Goal #2:

Provide coordination and/or communication to support partnerships for achieving Oregon Plan goals.

Objectives:

- 1. Collaborate with other entities and offer expertise, resources and staffing as available to appropriate interest groups, non-profits, agencies and educational institutions.*
- 2. Assist our own Outreach Team in its cohesiveness and effectiveness.*
- 3. Assist OWEB in their statewide Education and Outreach Strategy.*
- 4. Assist OWEB in their education grant-review process.*

Goal #3: Provide visibility, recognition, and promotion of Oregon Plan actions, events, and programs, both internally (agencies and organizations) and externally (stakeholders, general public, and legislature).

Objectives:

- 1. Carry out Oregon Plan web site updates.*
- 2. Develop Oregon Plan promotional materials, and revise existing materials.*
- 3. Develop and carry out a Community-Based Social Marketing campaign.*
- 4. Organize and/or support events and strategies that recognize contributions of partners and stakeholders in achieving Oregon Plan goals.*

Outreach Team Biennial Action Plan

2005-2007

Only action items requiring monetary support have cost listed – other action items will be covered by in-kind and/or volunteer efforts.

Goal 1) Provide training and/or materials to support education or outreach initiatives, with statewide initiatives being the priority.

*NOTE: the objectives and action items within this goal are subject to change based on the outcome of OWEB's focus groups and forthcoming Education and Outreach Strategy.

Obj.1. Provide information about outreach methodology to watershed councils, the Watershed Council Network, Soil and Water Conservation Districts, and other audiences as identified by OWEB's Education and Outreach Strategy or Outreach Team.

1.1.1 Coordinate community-based social marketing (CBSM) training session(s) at Oregon Watershed Enhancement Board (OWEB) and/or Oregon Association of Conservation Districts (OACD) conference(s) or other appropriate venues.

COST: \$5,000 each year = \$10,000 total.

1.1.2. Develop or revise an Outreach Guidance Packet that incorporates 1) the CBSM approach, 2) project visibility tips for OWEB Grant Applicants, 3) methods for increasing watershed council awareness and participation 4) addressing locally relevant watershed issues, 5) usable templates such as press releases and brochures, 6) other identified needs from 2004 OWEB conference (contact Dana Erickson for Outreach and Education session notes and Diane Kightlinger for survey results). Incorporate David Heil results as appropriate. Post on Oregon Plan website or CD and mail announcement to targeted audiences. COST: \$500 in 2005-2006.

1.1.3. Write an RFP combining the social marketing items: 1.1.1., 3.3.1., and 3.3.2.

Obj.2). Provide watershed education resources and/or materials to watershed councils, the Watershed Council Network, Soil and Water Conservation Districts, educators, and other audiences as identified by OWEB's Education and Outreach Strategy.

1.2.1. Develop list of watershed education materials available for educators.

1.2.2. Develop list of statewide youth and adult watershed education programs. Cross-check current list with OSU Extension's list of programs (Tara has this) and the CD toolbox.

1.2.3. Post above two lists on Oregon Plan website and mail announcement to targeted audiences (Oregon Science Teachers Association, watershed councils, etc.). COST: \$500 in 2005–2006.

1.2.4. Research utility and uses of the "Top Ten Ways" brochures, "Saving Water, Energy, and Fish" (DOE pub), and others as needs arise.

1.2.5. Based on above results, revise content and develop new layout and content, targeting key audiences. Post on Oregon Plan website and mail announcement to targeted audiences. COST: \$500 in 2005-2006.

Goal 2) Provide coordination and/or communication to support partnerships for achieving Oregon Plan goals.

Obj. 1) Collaborate with other entities and offer expertise, resources and staffing as available to appropriate interest groups, non-profits, agencies and educational institutions.

- 2.1.1. Review other entities' statewide outreach efforts semi-annually (choose specific dates) and gauge need for Outreach Team collaboration and to develop and deliver coordinated interagency and stakeholder messages. Examples include Willamette River Legacy outreach component, Coastal Coho outreach component.
- 2.1.2. Develop criteria for Outreach Team participation in events.
- 2.1.3. Coordinate Outreach Team participation in events and workshops based on above criteria. Examples include (but not limited to) Oxbow Salmon Festival, Watershed Weeks, Oregon Project Wild Partnership workshops, OSU Watershed Extension/Oregon Sea Grant programs, and Oregon State Fair.
- 2.1.4. Identify Outreach Team liaison(s) to meet quarterly with other Oregon Plan teams and the Watershed Council Network (John Moriarty), to determine communication, outreach, and education needs.

Obj. 2) Assist our own Outreach Team in its cohesiveness and effectiveness.

- 2.2.1. Review Outreach Team roster semi-annually (choose specific dates) to ensure representative and necessary membership. Consider inviting: Jim Myron (GNRO), Tom Byler (OWEB), John Moriarty (Watershed Council Network), Nancy Pollak (ODFW), Mike Carrier (GNRO), Federal agencies, and others.
- 2.2.2. Invite guest speakers to Outreach Team meetings as needs for information arise.
- 2.2.3. Document our team's annual accomplishments.
- 2.2.4. Rotate the Chair position every 6 months.
- 2.2.5. Identify a facilitator before every meeting begins, if not the Chair.
- 2.2.6. Identify a scribe before every meeting begins.
- 2.2.7. Develop a Chair's notebook, including Team protocols and notes to be passed on.

Obj. 3) Assist OWEB in their statewide Education and Outreach Strategy.

- 2.3.1. Identify Outreach Team liaison(s) to communicate with OWEB Board's education subcommittee.
- 2.3.2. Participate in OWEB's two focus groups as appropriate.
- 2.3.3. Assist OWEB in developing "education grant rule making" (i.e., evaluation criteria) and revising grant applications based on the new strategy and evaluation criteria.
- 2.3.4. Work with OWEB to get a .5 FTE commitment for a liaison to the Outreach Team (this is currently pending legislative approval)

Obj. 4) Assist OWEB in their education grant-review process.

- 2.4.1. Work with OWEB to identify a process for Outreach Team input on outreach and education components of grant proposals.

- 2.4.2. Identify team members and recruit additional individuals with expertise to participate in annual review of all education and outreach grant proposals submitted to OWEB.
- 2.4.3. Use evaluation criteria to conduct review of outreach and education components of the OWEB grant proposals (see item 2.3.3).
- 2.4.4. Make recommendations to the OWEB Board's education subcommittee on outreach and education components of grant proposals, based on evaluation criteria.

Goal 3) Provide visibility, recognition, and promotion of Oregon Plan actions, events, and programs, both internally (agencies and organizations) and externally (stakeholders, general public, and legislature).

Obj. 1) Carry out Oregon Plan web site updates.

- 3.1.1. Identify staff to carry out web site changes (in-house or hire - Gabriella?).
Potential Cost: \$300 each year = \$600 total.
- 3.1.2. Identify participating Oregon Plan State and Federal agencies and organizations that support Oregon Plan efforts; document their missions, involvement, and activities in a new web page titled, "News and Information of Participating Oregon Plan agencies."
- 3.1.3. Review need for expanding or changing web site semi-annually or as promotional needs arise.

Obj.2) Develop Oregon Plan promotional materials, and revise existing materials.

- 3.2.1. Reprint and promote 2004 Oregon Plan brochure. COST: \$1,500 in 2005-2006.
- 3.2.2. Update table-top display to provide general information on the Oregon Plan to the legislature, key stakeholders and interested individuals and groups.
COST: \$500 in 2006-2007.
- 3.2.3. Promote brochure and display by sending items or announcements to councils, OACD, State Parks, and possibly others.
- 3.2.4. Coordinate with Governor's Natural Resource Office and appropriate agencies to develop materials and strategies that promote the OPSW to the legislature.

Obj.3) Develop and carry out a Community-Based Social Marketing campaign.

- 3.3.1. Identify and hire a consultant to aid in campaign development.
COST: \$5,000 ea year = \$10,000 total.
- 3.3.2. Develop necessary products and services for this campaign to convey messages, such as new Salmon Plates design, display update, commercials, bill boards, etc.
COST: \$3500 each year = \$7,000 total.
- 3.3.3. Carry out the social marketing campaign.
- 3.3.4. Evaluate and publicize results. COST: \$1,500 in 2006-2007.
- 3.3.5. See item 1.1.3.
- 3.3.6. Coordinate media efforts with other entities, such as DEQ (Nina DiConcini) or State

Lottery, if appropriate.

Obj.4) Organize and/or support events and strategies that recognize contributions of partners and stakeholders in achieving Oregon Plan goals.

3.4.1. Organize annual Oregon Plan Awards Ceremony.

- a. Itemize all actions necessary to organize this event.
- b. Hire an events coordinator and identify a liaison within Outreach Team to work with the events coordinator. *COST: \$5,000 ea year = \$10,000 total.*
- c. Develop guidelines and criteria for including additional awards in the capitol event.
- d. Expand the event to include other agencies' and organizations' awards.
- e. Build in new Willamette River Legacy award by pursuing communication with Governor's office.
- f. Coordinate with OWEB to promote awards with state and federal agencies.
- g. Hold annual event at capitol that gives recognition from the governor's office to individual citizens, groups, businesses, schools, agencies, local governments, legislators and other stakeholders and partners who do outstanding work to accomplish the goals of the Oregon Plan. *COST: \$3,000 each year = \$6,000 total.*
- h. Write RFP combining Award items b. and g.