

Symposium

June 2 – 4, 2004

*Best Education Practices (BEPs) for Water Outreach Professionals
Defining BEPs, Refining New Resources and Recommending Future Actions*



PROGRAM

Pyle Conference Center
University of Wisconsin, Madison

Hosted by UW Environmental Resources Center with support from USDA Cooperative State
Research, Education and Extension Service (CSREES)



Welcome to the Best Education Practices (BEPs) for Water Outreach Professionals Symposium and thank you for joining in this national dialogue on moving education to the forefront of water management strategies.

Symposium Purpose

The BEP Symposium engages national Extension water quality coordinators, outreach professionals, and key stakeholders in fine-tuning BEP Project products and developing strategies to better assist natural resource professionals in meeting their water management education and outreach objectives. Meeting sessions include a mix of speakers, research paper and poster presentations, interactive events, and networking opportunities. Apply your knowledge and experience as you:

- Share audience-specific best education practices and topic-specific water outreach resources.
- Review, refine, and expand Water Outreach Education (BEP) Project resources including the pilot Web site.
- Make recommendations for promoting sound education practices among water management professionals.
- Suggest avenues for future action.

Pilot Web Site Review

Please take a few minutes on Thursday, June 3 from 7:30 AM – 7:30 PM, to stop in the computer lab at the Pyle Center to review the pilot National Extension Water Outreach Education Web site. Your evaluation of the content and design of the site are critical to our success in providing resources and facilitating access. Guidelines for reviewing the site are in your registration packet. If you prefer to access the site on your laptop please see the instructions for doing so on the review sheet.

Paper and Poster Presentations

Paper and poster presentations showcase water management research projects and programs that have successfully incorporated best education practices. These sessions provide the backbone of our symposium discussion by covering one of the following content areas:

- Multiple studies of audience specific BEPs
- Research about audience specific BEPs
- Case study where BEPs have been applied

See pg. 6 for a listing of concurrent paper presentations. Poster listings begin on pg. 7.



The Water Outreach Education Project is a collaboration of the University of Wisconsin Extension, USDA/CSREES Water Quality Program, and other public and private clean and safe water partners to promote BEPs for water education and to improve access to educational resources and strategies.

Project staff and symposium hosts:

*Elaine Andrews, Principal Investigator
Environmental Education Specialist,
University of Wisconsin, Extension*

*Kate Reilly, Project Coordinator
Outreach Specialist, UW Madison*

*Mark Stevens, Research Assistant,
UW Madison*

Wednesday, June 2 7:15 PM

Keynote Address: *Education – An Essential Ingredient for Successful Water Management*

Keynote Speaker: Kevin Coyle,
President of The National Environmental
Education and Training Foundation (NEETF)

Mr. Coyle earned his law degree from Temple University and has been a resource professional since 1972. For ten years he worked for the U.S. Department of the Interior where he received the Department's Meritorious Service Award, the highest honor presented to in-service employees. In 1982, he became co-founder and first president of the American Land Resource Association, and publisher of the award-winning journal, American Land Forum.

Mr. Coyle was president of American Rivers and has served as vice president for programs for River Network. He is currently Board Chair of The Potomac Conservancy and has served as president of NEETF since 1996.

Friday, June 4, 11:30 AM

Closing Address: *Education -- Is It an Essential Ingredient for Community-based Water Management?*

Closing Speaker: Cornelia Butler Flora,
the Charles F. Curtiss Distinguished Professor of Agriculture and Sociology and Director of the North Central Regional Center for Rural Development, Iowa State University

Dr. Flora's current research addresses alternative strategies of community development and community-based natural resource management. She has held faculty positions at the University of Minnesota, Virginia Polytechnic Institute and State University, Kansas State University, and at the Ford Foundation. A past president of the Rural Sociological Society and the Society for Agriculture, Food and Human Values, she is author and editor of a number of recent books, including her newest, *Rural Communities: Legacy and Change, Second Edition*.

Thursday, June 3, 10:00-11:00 AM

Framing the Dialogue: BEP Target Audience Success Stories

Panelists:

- Rachael Herpel, Community Programs Director, The Groundwater Foundation
- Diane Cantrell, Deputy Chief, Ohio DNR Division of Soil and Water Conservation, and Adjunct Assistant Professor and Extension State Specialist for Environmental Education, OSU
- Judy Maben, Education Director, Water Education Foundation
- Jack Wilbur, Utah Department of Agriculture and Food, and Executive Producer of the EPA NPS resource "Getting In Step: A Guide to Effective Outreach in Your Watershed"

Friday, June 4, 8:40-9:00 AM

Report on Target Audience Research Gaps

Panelists:

- Diane Cantrell, Deputy Chief, Ohio DNR, Division of Soil and Water Conservation, and Adjunct Assistant Professor and Extension State Specialist for Environmental
- DeLynn Hay, Extension Program Leader, University of Nebraska
- Joe Heimlich, Environmental Science Specialist, Ohio State University Extension

Friday, June 4, 9:00-10:00 AM

Promotion and Communication: Moving Water Outreach and Education from Backwater to Mainstream

Panelists:

- Derek Godwin, Watershed Management Specialist, Oregon State University Extension Service
- Bob Mahler, Professor, University of Idaho, Soil and Environmental Sciences
- Barb Liukkonen, Water Resources Center, University of Minnesota
- Kris Stepenuck, Coordinator, Wisconsin's Water Action Volunteers

Agenda

Wednesday, June 2, 4:30 – 9:00 PM

4:30 PM Registration
Poster session set-up

7:00 PM Welcome

7:15 PM Keynote Address

Education – An Essential Ingredient for Successful Water Management

Kevin Coyle, President of National Environmental Education Training Foundation (NEETF)

8:00 PM Dessert Reception and Poster Viewing

9:00 PM Adjourn



*Water Outreach Education
is a USDA/CSREES
National Facilitation Project*

Thursday, June 3, 7:30 – 5:30 PM

7:30 AM Registration/Continental breakfast

8:30 AM Plenary Welcome and Orientation:
Defining BEPs: What Are Good, Better, and Best Practices?

Case Study Presentation: *Making Our Nonpoint Source Pollution Programs Effective*, Andy Yench, Coordinator, Multi-Agency Land and Water Education Grant Program, UW Extension and WI DNR

9:45 AM Break

10:00 AM Panel Discussion: *Framing the Dialogue - BEP Target Audience Success Stories*

11:00 AM Breakout Session:
Critical Thinking About BEPs in Water Outreach

11:45 AM Plenary Session: *Introducing and Demonstrating BEP Project Products*

12:15 PM Lunch and Poster Presentations
Review posters for target audience education practice and measures of success. (Poster information is listed on pg. 7.)

2:00 PM Research Presentations: *Audience Specific BEPs* (See pg. 6 for the list of paper presentations.)

4:15 PM Break

4:30 PM Breakout Session: *Gap Analysis of Target Audience BEPs*

5:30 PM Adjourn

Friday, June 4, 7:30 AM – 1:30 PM

7:30 AM Continental Breakfast

8:30 AM Plenary Panels: *Moving Water Education to the Forefront of Water Management Strategies*

- **Panel Discussion: *Report on Target Audience Research Gaps***
- **Panel Discussion: *Promotion and Communication: Moving Water Outreach and Education from Backwater to Mainstream***

10:00 AM Break

10:15 AM Plenary Activity: *Promoting BEP's – Challenges for Future Action*

- Refining and Promoting Project Products
- Building a Plan to Add Resources to the Web Site
- Recommending Future Actions

11:30 PM Lunch and Closing Address: *Education - Is it an essential ingredient for community-based water management?*

Closing Speaker: Cornelia Flora, Charles F. Curtiss Distinguished Professor of Agriculture and Sociology and Director of the North Central Regional Center for Rural Development, Iowa State University

1:00 PM Adjourn

Your feedback on the symposium is very important to this national facilitation effort. It is critical that you fill out the feedback form from your packet and return it to the registration desk or hand it to any of the symposium staff before you depart.

Photo courtesy of USDA NRCS



**What
is
a
best
education
practice?**

A best practice can be defined as a program or practice that has been clearly defined, refined through repeated delivery, and supported by a substantial body of research.

Anthony Fedler, *Defining Best Practices in Boating, Fishing and Stewardship Education*, July 2001

Participants will be notified by E-mail when the symposium report and proceedings are posted on the Water Outreach Education web site:

www.uwex.edu/erc/waterbeps

Research Presentations: Audience Specific BEPs

Thursday, June 3, 2:00 – 4:15 PM

Presentation abstracts are included in your registration materials.

Room 1

Target Audience(s): Farmers, producers, local decision and policy makers

Moderator: DeLynn Hay, Nebraska Extension

2-2:30 PM

Presenter: John Vickery, Palmer Land Trust
Title: Application of Marketing Techniques to Extension Programming Decision Making: Minnesota Livestock Producers' Etc.

2:35-3:05 PM

Presenter: Patricia Farrell, Michigan State University
Title: Evaluating the Impact of Farmstead Assessments: Providing Information, Educating and Changing Environmental Stewardship Behaviors of Michigan Farmers

3:10-3:40 PM

Presenters: Joe Bonnell and Anne Baird, School of Natural Resources, Ohio State University
Title: Applying Principles of Adult Education Theory to a Professional Development Program for Watershed Group Leaders

3:45-4:15 PM

Presenter: Timothy Lawrence, Ohio NEMCO/CAMPUSHED
Title: Local Control of the Environment-Is This What They Asked For?

Alternate

Presenter: Elizabeth Bird, Environmental Resources Center, Farm and Home Environmental Management Programs, University of Wisconsin
Title: Livestock EMS Pilots: Lessons About Education Strategies

Room 2

Target Audiences(s): Households, neighborhoods and landowners

Moderator: Joe Heimlich, Ohio State University Extension

2-2:30 PM

Presenter: Suzanna Roffe, Department of Land Resources and Environmental Sciences, Montana State University
Title: Assessing Extension Program Impact: Case Study of a Water Quality Program

2:35-3:05 PM

Presenter: Michael Dietz, Natural Resources Management and Engineering Department, University of Connecticut
Title: Education and Changes in Residential Nonpoint Source Pollution

3:10-3:40 PM

Presenters: Mary Blickenderfer and Eleanor Burkett, University of Minnesota Extension Service and Water Resources
Title: Shoreland Revegetation Workshops Promote Environmental Stewardship

3:45-4:15 PM

Presenter: Robert Mahler, Soil Science Division, University of Idaho
Title: Using a Survey Instrument to Determine Audience Preferred Information Delivery Methods for Water Quality in the Western USA

Alternate

Presenter: LaDonna McCowan, Biosystems and Ag Engineering, Oklahoma State University
Title: Drinking Water Education for Under-Served Communities

Research Presentations: Audience Specific BEPs (continued)

Room 3

Target Audiences: Youth, youth educators and volunteers

Moderator: Diane Cantrell, Ohio DNR/OSU Ext.

2-2:30 PM

Presenter: Jennifer Levin, Recreational Boating and Fishing Foundation

Title: From Theory to Practice: Best Practices in Boating, Fishing, and Aquatic Stewardship Education

2:35-3:05 PM

Presenter: Patrick Edwards, Portland State University

Title: Improving the Quality of Aquatic Macroinvertebrate Data Collected By Students and Volunteers

3:10-3:40 PM

Presenter: Anita Kraemer, eeEvaluations and University of Michigan

Title: Evaluation of the Chesapeake Bay Foundation's Conservation Education Programs

3:45-4:15 PM

Presenters: Richard Enfield and Richard Ponzio, Cooperative Extension, University of California

Title: From Dewey to Doing: How Experiential Education Theory Can Be Effectively Used as a Best Education Practice

Alternate

Presenter: Michael Marzolla, Cooperative Extension Service, University of California

Title: Agua Pura and Los Pescadores: Engaging Latino Youth and Families in Water Resource Issues

Poster Presentations

Thursday, June 3, 12:15 – 1:45 PM

Presentation abstracts are included in your registration materials.

Presenter: Mary Bianchi, Cooperative Extension Service, University of California

Title: Water Quality Education for Irrigated Agriculture On California's Central Coast

Presenter: James P. Dobrowolski, Natural Resource Sciences Dept., Wash. State Univ.

Title: Activity-Based Learning and Daily Field Experiences Help Bring Watershed Restoration to Life

Presenter: Les Everett, Water Resources Center, University of Minnesota

Title: Timing and Design of Education Programs to Enhance Participation: Manure Management Education in Minnesota

Presenter: Taralyn Fisher, Department of Animal and Range Sciences, Montana State University

Title: Montana Beef Environmental Management Systems Pilot Project

Presenter: Thomas Green, AGFLEX

Title: Financial Safety Net for Corn Farmers: an Emerging Educational Tool to Increase Adoption of Nutrient BMPS

Presenter: Cynthia Hagley, Minnesota Sea Grant

Title: Duluth Streams (Duluthstreams.org)— Making Water Quality, Land Use, and Stormwater Data Come Alive for Decision-Makers

Presenter: Karen Hargrove, Waterworks! Program

Title: Waterworks! Catfish in the Mainstream: Social Marketing

Poster Presentations (continued)

Presenter: Mriil Ingram, Environmental Resources Center, University of Wisconsin
Title: Tailoring Pollution Prevention for Urban Landscapers in Madison, Wisconsin

Presenter: Karen Janowitz, Washington State University Extension-Thurston County
Title: Water Resource Education for Real Estate Professionals in the South Puget Sound Region, Washington

Presenter: Jerry Kauffman, University of Delaware
Title: SMARTYARDS and Other Watershed Outreach Programs of the Christina Basin Clean Water Partnership in Delaware, Maryland and Pennsylvania

Presenter: Amber Langston, University of Missouri-Columbia
Title: Fostering Locally-Led Holistic Watershed Management

Presenter: Judy Maben, Water Education Foundation
Title: Water Leaders Class – Preparing for the Future

Presenter: Tabitha Madzura, Missouri Watershed Information Network
Title: Web-Based Watershed Workshops: Using Internet Resources to Protect Water Quality in Missouri

Presenter: Monica Lopez Magee, Council for Environmental Education
Title: Team WET Schools: Building School-Community Partnerships to Promote Water Education and Stewardship Among Underserved Urban Youth

Presenter: Mike Mecke, Texas CIIO Extension and Texas Water Resources Institute
Title: "Water for West Texas" a New Extension Program

Presenter: Caitrin Noel, University of Vermont Watershed Alliance
Title: The University of Vermont Watershed Alliance: Using Youth Education and Service to Engage Communities in Local Water Quality

Presenter: Amy Rager, University of Minnesota Extension Service
Title: Best Practices for Environmental Field Days

Presenter: Marcy Seavey, Iowa Academy of Science
Title: Teacher Perceptions of Iowa Workshop Model Aspects for Fostering Use of Project WET

Presenter: Lori Severtson, Gaylord Nelson Institute of Environmental Studies and School of Nursing, University of Wisconsin
Title: How Does Risk Information Shape Protective Behavior and Support for Policy to Mitigate Risk in the Environment?

Presenter: Lori Severtson, Gaylord Nelson Institute of Environmental Studies and School of Nursing, University of Wisconsin
Title: Evidence Supporting Yearly Community Well Testing

Presenter: Lori Severtson, Gaylord Nelson Institute of Environmental Studies and School of Nursing, University of Wisconsin
Title: A Utilization-Focused and Theory-Based Evaluation of an Arsenic Well Testing Program

Presenter: Ron Struss, University of Minnesota Extension Service
Title: Minnesota Water-Let's Keep It Clean; A Twin Cities Stormwater Education Collaboration

Presenter: Scarlet Tang, Whatcom County Cooperative Extension
Title: Lake-Friendly Gardening: Case Study in Homeowner Education in Whatcom County Washington

Presenter: Eileen Tramontana, St Johns River Water Management District
Title: Leaving a Legacy

Poster Presentations (cont.)

Presenter: André Walker, Water Quality Extension, Utah State University
Title: Stream Side Science-Developing Outreach Materials With the Audience in Mind

Presenter: Clint Waltz, University of Georgia Crop and Soil Science
Title: A Blended Learning Program for Golf Course Water Conservation

For symposium information:

www.uwex.edu/erc/waterbeps

or

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608-265-5496

General Information

Location:

The Pyle Conference Center

702 Langdon Street, Madison, WI 53706-1487
Front Desk: 608-262-1122

The Pyle Center is located on the UW-Madison campus, one block north of State Street, on the corner of Langdon Street and Lake Street. For those familiar with the campus area, we are next to the Red Gym and just down the block from the UW Memorial Union. The Pyle Center is one block from Lowell Inn and 1/2 mile from the Edgewater Hotel.

About Madison, WI

The symposium is being held on the east side of the University of Wisconsin campus within a short walk of downtown Madison. For information on restaurants, events, and attractions, please go to the Madison Visitors Bureau web site:

<http://www.visitmadison.com/index.php>.

Transportation from Madison Airport

If you are staying at the Edgewater Hotel please contact the Hotel, 1-800-922-5512, for transport information. Taxi service is available for a one-way fare of approximately \$20.

Registration/Lodging

Registration

You may register, pick up your symposium packet, or both, outside the Pyle Center Auditorium from 4:30-7:00 PM, Weds., 6/3, and from Rooms 325/326 from 7:00 – 10 AM on Thurs., 6/4. The registration desk will be staffed throughout the symposium for questions and directions.

Symposium registration is \$115.00 and includes a welcome reception (dessert) on Wednesday evening, two continental breakfasts, two lunches and conference materials. All fees must be paid in U.S. dollars. Fees are being subsidized in part by the Water Outreach Education, National Facilitation Project grant resources. On-line registration is available at <http://www.peopleware.net/2723>. Questions regarding registration should be directed to CALS Outreach Services at (608) 263-1672.

Lodging

Symposium lodging is available at The Edgewater Hotel, 666 Wisconsin Avenue, Madison, WI 53703. Call 1-800-922-5512 to make your reservation. To make an on-line reservation or to learn more about The Edgewater go to www.theedgewater.com.