

USDA CSREES National Water Quality Conference
Best Education Practices for Water Quality Symposium

Wednesday, February 9, 2005, 1:30 – 5 PM

Chair, Elaine Andrews

Description

This session builds on recommendations developed by water outreach educators from around the United States who attended a June 2004 Symposium held at the University of Wisconsin. The Symposium, “Best Education Practices (BEPs) for Water Outreach Professionals: Defining BEPs, Refining New Resources and Recommending Future Actions” was convened as part of the CSREES Water Outreach National Facilitation project to evaluate resources and to discuss case studies and research about application of Best Education Practices to water education.

Goals and objectives

1. Model the application of BEPs in a learning situation.
2. Build participant skills and access to resources.

Participants will be able to:

- a. Generally describe what is meant by a Best Education Practice
- b. Explain what is meant by a “target audience”
- c. Choose one example of a target audience and describe potential impacts of focusing outreach/education efforts on that specific target audience
- d. Demonstrate use of the Water Outreach web site to
 - choose an appropriate education approach for a specific situation
 - find an example of an outreach technique applied to the same specific situation
 - find an example of an Extension education resource relevant to the topic
 - select a teaching technique likely to be effective with the target audience
 - add a new education resource to the data base

Specialized Audiences Targeted by BEP Project Literature Search

<ul style="list-style-type: none">• Agricultural commodity groups• Environmental/conservation NGOs• Farmers• Government agencies• Households• Homeowners• Industrial water users• Landowners• Land development businesses	<ul style="list-style-type: none">• Local decision and policy makers• Neighborhood organizations• Recreational water users• Retailers of water recreation equipment• Service clubs• Soil and water conservation districts• Specific ethnic groups• Water-related recreational businesses
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

USDA CSREES National Water Quality Conference
Best Education Practices for Water Quality Symposium
Wednesday, February 9, 2005, 1:30 – 5 PM

Tentative Agenda

Welcome and introduction to symposium

Goals

Participants introduce themselves and give one regional or state *outreach* priority

Practicing what we preach . . .

Quick overview of BEP Symposium 2005 planning outline

BEP knowledge and skills: Setting personal learning goals for BEP Symposium 2005

Understanding target audiences

“Essential BEPs” introduction

Panel – What is a target audience? Case study examples of all target audiences addressed by Extension educators, including: communities-of-color, low-income communities, Native American communities, urban and rural communities of special interest.

National Facilitation project – Target audience research summary handout

Small groups –

Participant discussion of panel presentation and BEPs identified in June 2004

Symposium papers and posters

Group 1 – Farmers, producers, local decision and policy makers

Group 2 – Households, neighborhoods and landowners

Group 3 – Youth, youth educators and volunteers

Finding what you need

Introduction to the Water Outreach website

Use the Water Outreach website (if facilities permit; otherwise we will do a demo)

Respond to an outreach/education challenge using website resources

Submit a resource to the on-line database

Next steps

Supporting state/regional programs

What is needed? How do we build acceptability and advocacy for education and outreach as an effective water management strategy?

Potential and future partnerships – developing mentor relationships between BEP

Symposium participant and other institutions; creating research projects to expand target audience understandings