

## BEP Symposium, June 2004

Project Vision: Build knowledge among natural resources agencies and professionals that the application of BEPs in outreach efforts is an effective tool for accomplishing water management objectives.

<b>BEP Symposium, June 2004</b> Goal: to engage national Extension water quality coordinators and key stakeholders in fine-tuning BEP project products and marketing strategy to best assist natural resource professionals in meeting their water management objectives.	<b>INPUTS</b>	<b>OUTPUTS</b>		<b>OUTCOMES—IMPACT</b>		<b>Long term result is:</b> Lead organizations and agencies, as represented by symposium participants, integrate the use of BEPs into water management strategies to address unmet needs.
		Activities	Participation			
	<b>What we invest:</b> <b>Staff</b> Who? Planners, coordinator(s), support team: Admin. asst., editor/layout (materials for promo and symposium) 1. Plan and conduct symposium. 2. Work with partners for funding of symposium planning and implementation, and production/publishing of report on findings. 3. Promotion, communication, marketing 4. Write and publish final report. <b>Funds</b> Space Staff (salary, travel, lodging) Food Materials Printing costs <b>Partners</b> Advisory Team CSREES	<b>What we do:</b> Plan and conduct a symposium to: 1. Introduce BEP Project resources and products. 2. Refine and expand BEP project resources and products. a. Solicit reviews/ comments on BEPs and products from participants. b. Demonstrate how participants can contribute resource information from their organizations. 3. Facilitate gap analysis of BEPs for target audiences. a. Invite research papers on audience specific BEPs. b. Facilitate presentations of invited papers on audience specific BEPs. c. Moderate group discussions/analysis of BEP target audience gaps. 4. Provide opportunities for networking and partnering among water education professionals/ administrators. a. Invite poster presentations describing BEP case studies. b. Demonstrate process of entering case studies to the BEP web site. 5. Develop marketing strategy for BEP project products a. What to market b. How to market c. To whom do we market? 6. Produce a Symposium report on recommendations for fine-tuning BEP products and facilitating future action. 7. Submit a grant proposal in order to refine and expand products.	<b>Whom we reach:</b> <ul style="list-style-type: none"> <li>• Nat. Resources Professionals</li> <li>• Target Audiences</li> <li>• Providers</li> <li>• NGOs</li> <li>• Decision-makers</li> <li>• Policy-makers</li> <li>• NWQP Coordinators</li> <li>• USDA/CSREES</li> <li>• EPA</li> <li>• Univ./College Researchers</li> <li>• Ext. Educators</li> <li>• Agency Educators</li> </ul>	<b>Short term results are:</b> 1. Increased knowledge of BEPs a. Participants learn about BEPs and their applications. b. Participants recognize that applying BEPs is an important component of a water management strategy. 2. Recommendations for addressing the remaining gaps in BEPs for target audiences. 3. Recommendations for future work to: a. facilitate use of BEPs. b. develop BEPs for “underserved” target audiences c. increase recognition of the value of education to water management strategies. 4. Evaluation of BEP web site design and content. 5. Report on findings to facilitate future action.	<b>Medium term results are:</b> 1. USDA CSREES emphasizes the importance of education by creating early access to BEP links on national web site. 2. Agency partners provide institutional support/funding for continued BEP work: a. implement suggestions solicited in symposium evaluations of web site b. general maintenance and updating of BEP web site. 3. Symposium participants become conduits for collection of additional target audience case study resources. 4. Symposium participants promote use of BEPs among natural resources professionals in their organizations.	
<b>ASSUMPTIONS</b> <ul style="list-style-type: none"> <li>• Agencies and natural resources professionals should recognize and use education as an effective tool to help accomplish their water management objectives.</li> <li>• Natural resources professionals will enhance the impacts of their outreach efforts by applying best practices to their water management education programming.</li> </ul> Symp Logicmodel small.doc			<b>POTENTIAL EXTERNAL FACTORS</b> <ul style="list-style-type: none"> <li>• People already know what BEPs are.</li> <li>• Other sources promote use of best practices for natural resources professionals.</li> <li>• Tight budget constraints.</li> <li>• No or little additional information on BEPs for target audiences is available.</li> </ul>			