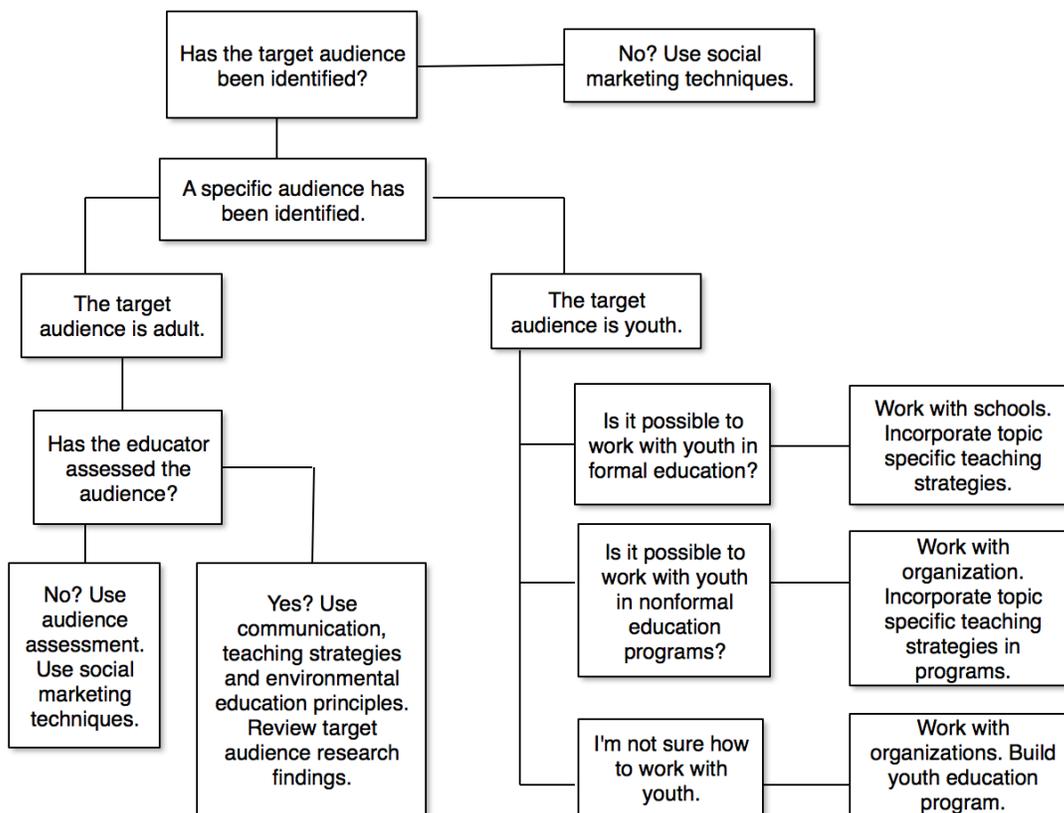# Best Education Practices

Decision Tree Flowcharts

NOTE – These flow charts provide an abbreviated version of *Decision Tree* contents. For the complete text visit the *BEP Decision Tree* on the Water Outreach Website, http://fyi.uwex.edu/wateroutreach

Decision Tree 1

I need to develop an education program or outreach strategy:

Tree 1 – To tackle a specific water use or management problem that requires . . .

1a – People to change their behavior

Decision Tree 1

I need to develop an education program or outreach strategy:

Tree 1 – To tackle a specific water use or management problem that requires . . .

1b – A new plan or policy

```
Water managers
could be involved.
    ├── Has the educator assessed the audience? ── Use audience assessment.
    └── Do managers want to be involved?
            ├── No? Build knowledge and skills.
            └── Yes? Demonstrate citizen participation or community involvement opportunities.

A target audience
would be affected.
    └── Has the target audience been identified?
            ├── No? Use social marketing techniques.
            └── Yes? Learn more about the interests of the audience.
                    ├── Has the educator assessed the audience?
                    │       ├── No? Learn about audience interests and concerns.
                    │       └── Yes? Determine if audience wants to be involved.
                    └── Does the audience want to be involved?
                            ├── No? Build knowledge and skills.
                            └── Yes? Provide paricipation training.

Other groups
could have an
interest.
    └── Has the group been identified?
            ├── No? Use social marketing techniques.
            └── Yes? Learn more about the interests of the group.
                    ├── Has the educator assessed the group?
                    │       ├── No? Learn about group interests and concerns.
                    │       └── Yes? Determine if audience wants to be involved.
                    └── Does the group want to be involved?
                            ├── No? Build knowledge and skills. Develop civic empowerment.
                            └── Yes? Teach citizen participation skills to policy makers and group.
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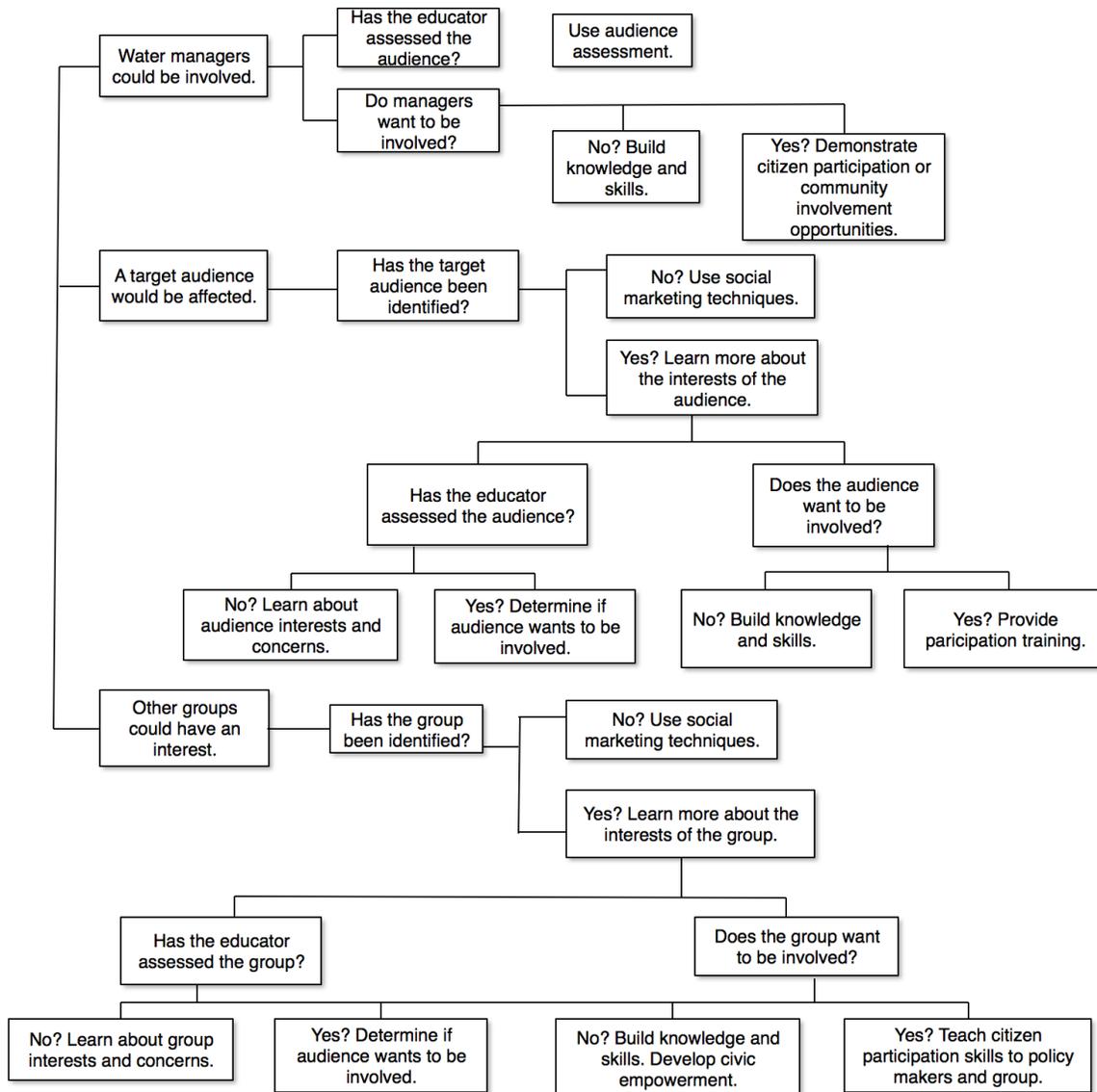
Decision Tree 1

I need to develop an education program or outreach strategy:

Tree 1 – To tackle a specific water use or management problem that requires . . .

1c – Using a familiar practice or technology or adopting a new, and accessible, practice or technology

Has the educator assessed audience interests?

No? Use audience assessment.

Yes? Use communication or teaching strategies to build knowledge and skills.

Is target audience aware that practice or technology meets a need they identified?

No? Build knowledge about how the practice meets audience needs.

Yes? Build knowledge and skills about how to apply the practice.

Does the target audience know how to access the technology?

No? Build knowledge about the technology.

Yes? Build knowledge and skills about how to access the technology.

Can the target audience apply the technology?

No? Build knowledge about how the practice meets audience needs.

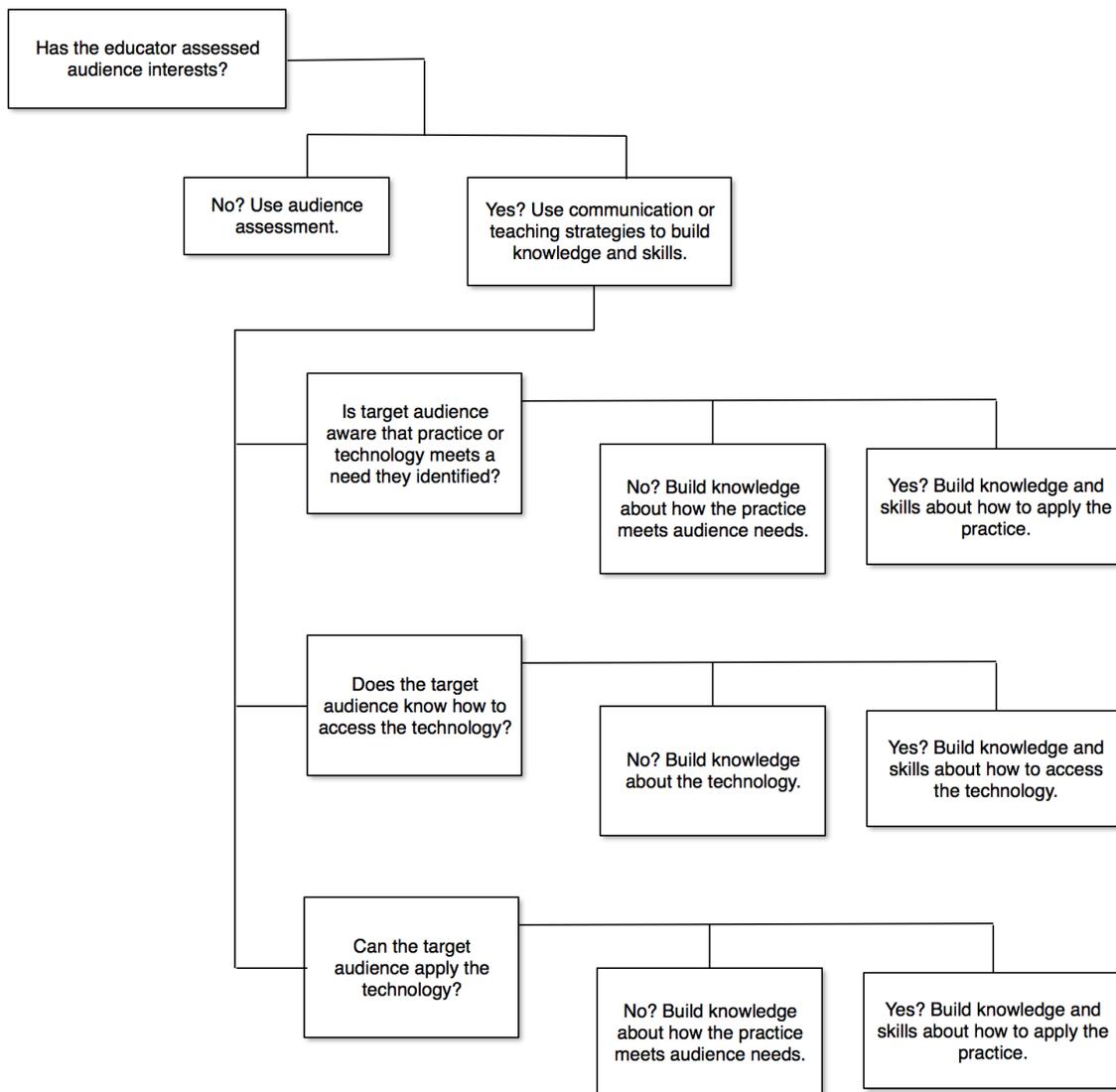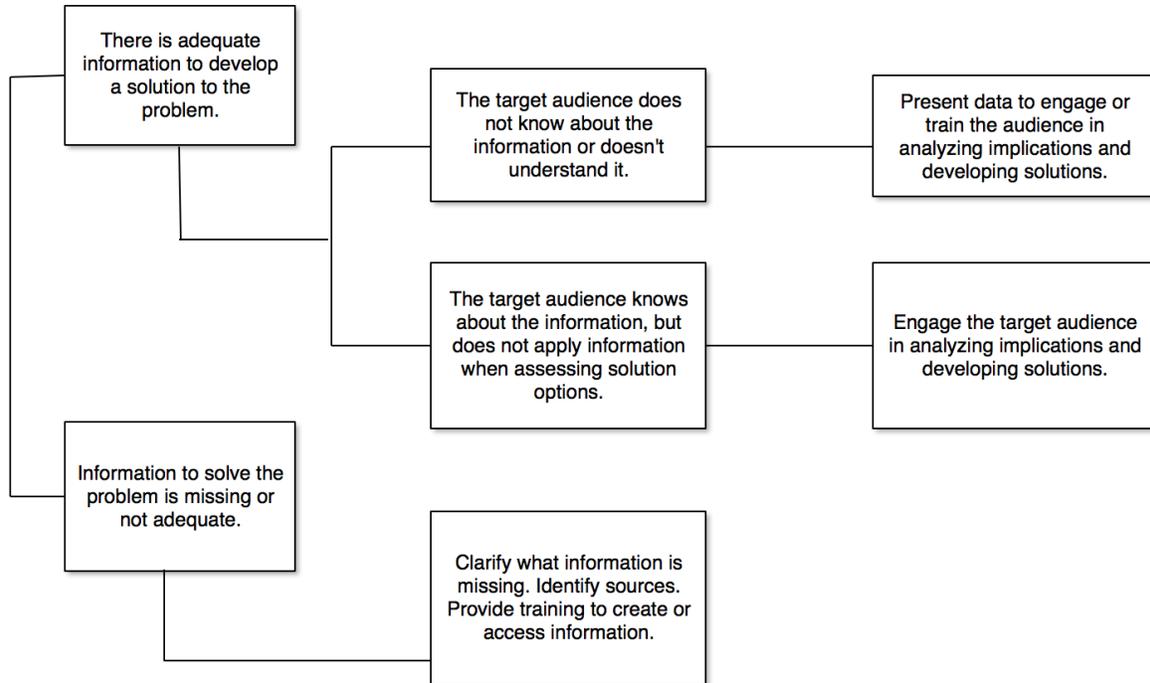Yes? Build knowledge and skills about how to apply the practice.

Decision Tree 1

I need to develop an education program or outreach strategy:

Tree 1 – To tackle a specific water use or management problem that requires . . .

1d – Additional information or help in accessing solution options

```
┌─────────────────────┐
│ There is adequate   │
│ information to      ┌─────────────────────┐        ┌─────────────────────┐
│ develop a solution  │ The target audience │        │ Present data to     │
│ to the problem.     │ does not know about │────────│ engage or train the │
└─────────────────────┘ the information or  │        │ audience in         │
                       │ doesn't understand │        │ analyzing           │
                       │ it.                 │        │ implications and    │
                       └─────────────────────┘        │ developing          │
                                                       │ solutions.          │
                                                       └─────────────────────┘

                       ┌─────────────────────┐        ┌─────────────────────┐
                       │ The target audience │        │ Engage the target   │
                       │ knows about the     │        │ audience in         │
                       │ information, but    │────────│ analyzing           │
                       │ does not apply      │        │ implications and    │
                       │ information when    │        │ developing          │
                       │ assessing solution  │        │ solutions.          │
                       │ options.            │        └─────────────────────┘
                       └─────────────────────┘

┌─────────────────────┐
│ Information to solve │
│ the problem is      │
│ missing or not      │        ┌─────────────────────┐
│ adequate.           │        │ Clarify what        │
└─────────────────────┘        │ information is      │
                               │ missing. Identify   │
                               │ sources. Provide    │
                               │ training to create  │
                               │ or access           │
                               │ information.        │
                               └─────────────────────┘
```
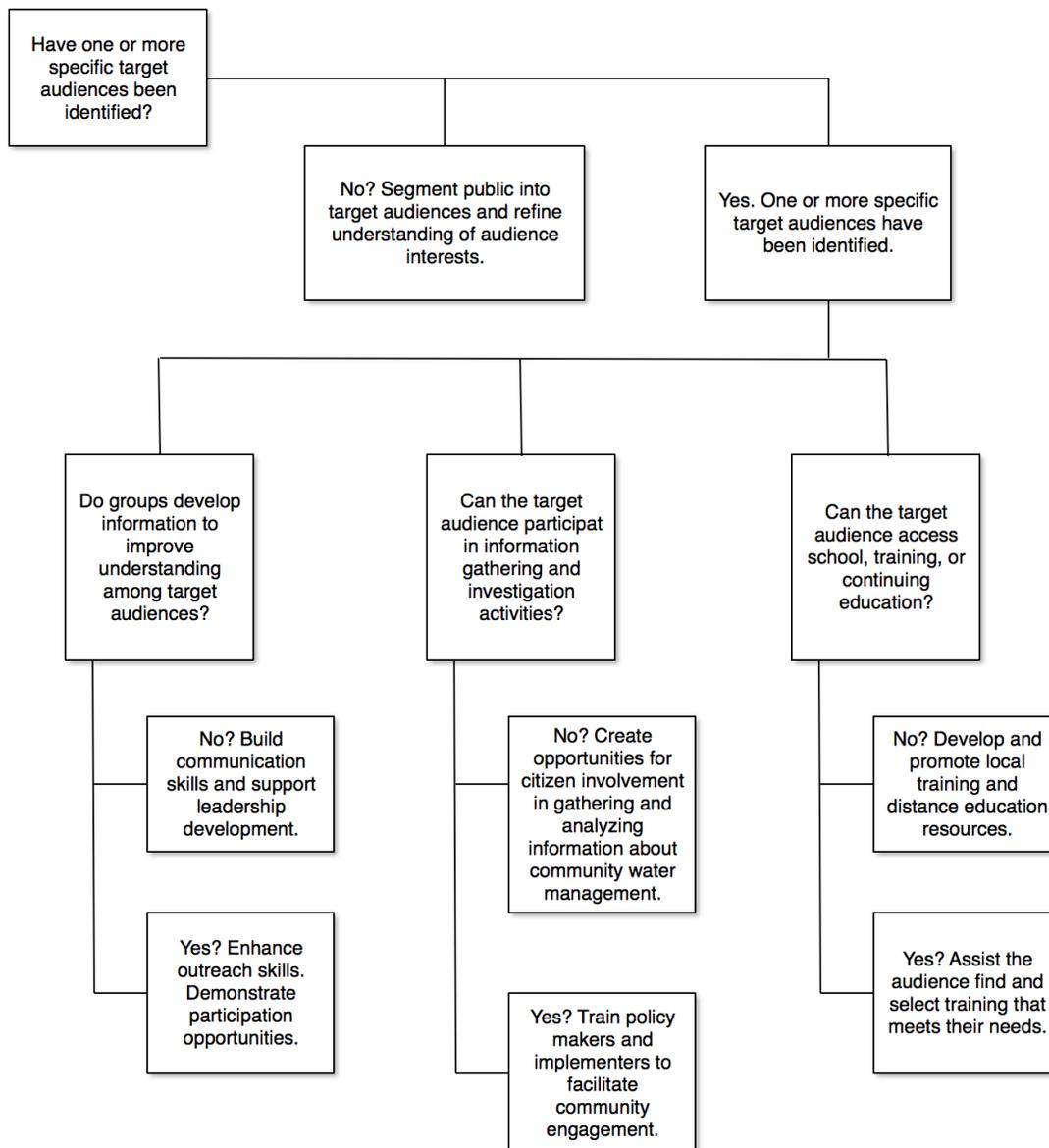
Decision Tree 2

I need to develop an education program or outreach strategy:

Tree 2 – To increase public awareness or help a community meet a water

management goal that requires . . .

2a – Increased understanding by residents

```
Have one or more specific target audiences been identified?
├── No? Segment public into target audiences and refine understanding of audience interests.
└── Yes. One or more specific target audiences have been identified.
    ├── Do groups develop information to improve understanding among target audiences?
    │   ├── No? Build communication skills and support leadership development.
    │   └── Yes? Enhance outreach skills. Demonstrate participation opportunities.
    ├── Can the target audience participat in information gathering and investigation activities?
    │   ├── No? Create opportunities for citizen involvement in gathering and analyzing information about community water management.
    │   └── Yes? Train policy makers and implementers to facilitate community engagement.
    └── Can the target audience access school, training, or continuing education?
        ├── No? Develop and promote local training and distance education resources.
        └── Yes? Assist the audience find and select training that meets their needs.
```
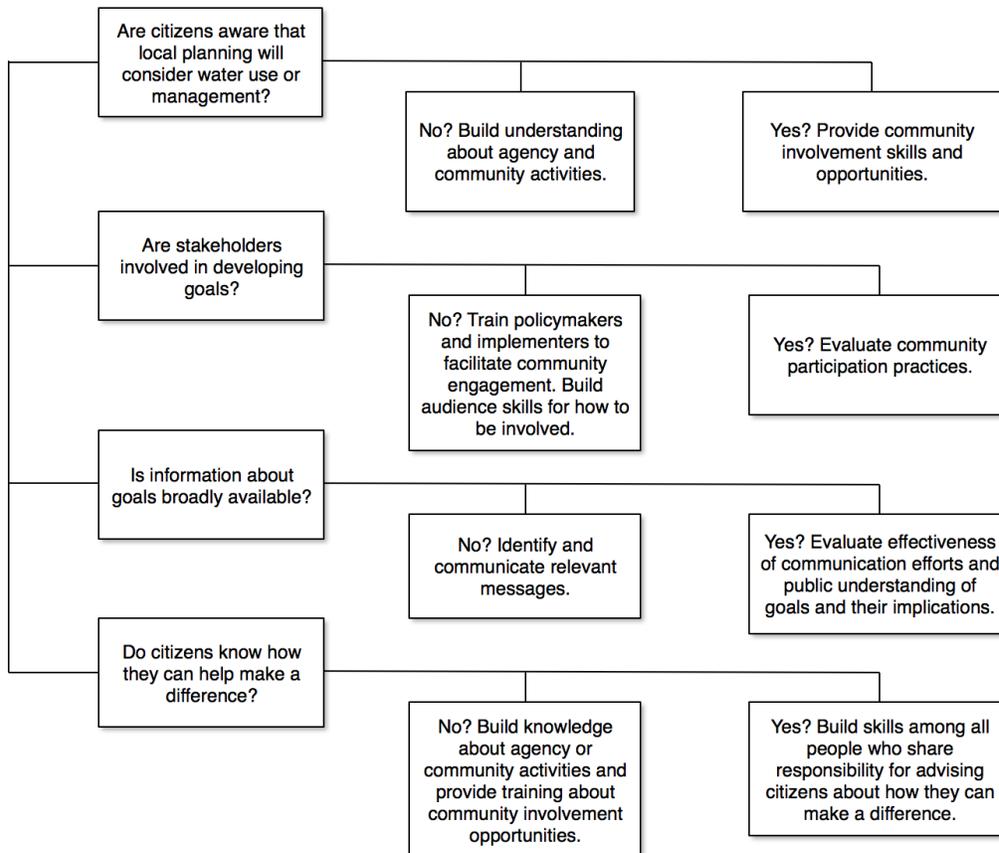
Decision Tree 2

I need to develop an education program or outreach strategy:

Tree 2 – To increase public awareness or help a community meet a water

management goal that requires . . .

2b – Broad resident support for agency or community goals

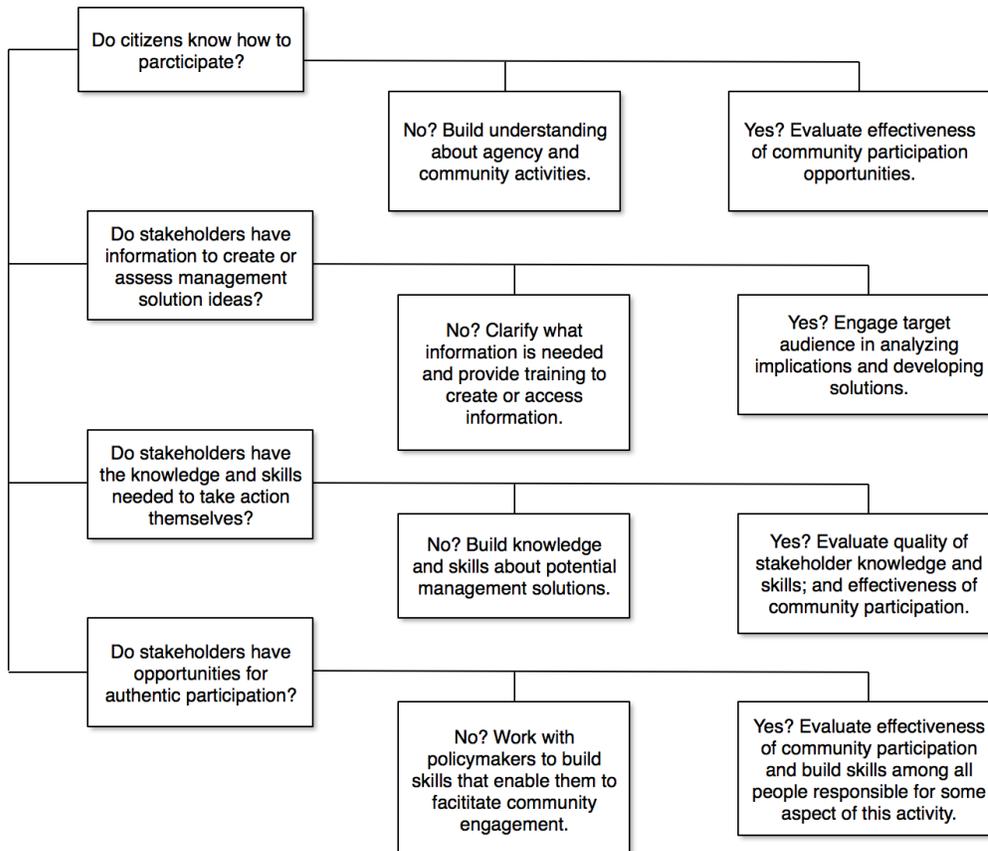| Are citizens aware that local planning will consider water use or management?	No? Build understanding about agency and community activities.	Yes? Provide community involvement skills and opportunities.
Are stakeholders involved in developing goals?	No? Train policymakers and implementers to facilitate community engagement. Build audience skills for how to be involved.	Yes? Evaluate community participation practices.
Is information about goals broadly available?	No? Identify and communicate relevant messages.	Yes? Evaluate effectiveness of communication efforts and public understanding of goals and their implications.
Do citizens know how they can help make a difference?	No? Build knowledge about agency or community activities and provide training about community involvement opportunities.	Yes? Build skills among all people who share responsibility for advising citizens about how they can make a difference.

Decision Tree 2

I need to develop an education program or outreach strategy:

Tree 2 – To increase public awareness or help a community meet a water management goal that requires . . .

2c – Increased community capacity to identify and carry out management solutions

Do citizens know how to parcticipate?

No? Build understanding about agency and community activities.

Yes? Evaluate effectiveness of community participation opportunities.

Do stakeholders have information to create or assess management solution ideas?

No? Clarify what information is needed and provide training to create or access information.

Yes? Engage target audience in analyzing implications and developing solutions.

Do stakeholders have the knowledge and skills needed to take action themselves?

No? Build knowledge and skills about potential management solutions.

Yes? Evaluate quality of stakeholder knowledge and skills; and effectiveness of community participation.

Do stakeholders have opportunities for authentic participation?

No? Work with policymakers to build skills that enable them to facititate community engagement.

Yes? Evaluate effectiveness of community participation and build skills among all people responsible for some aspect of this activity.
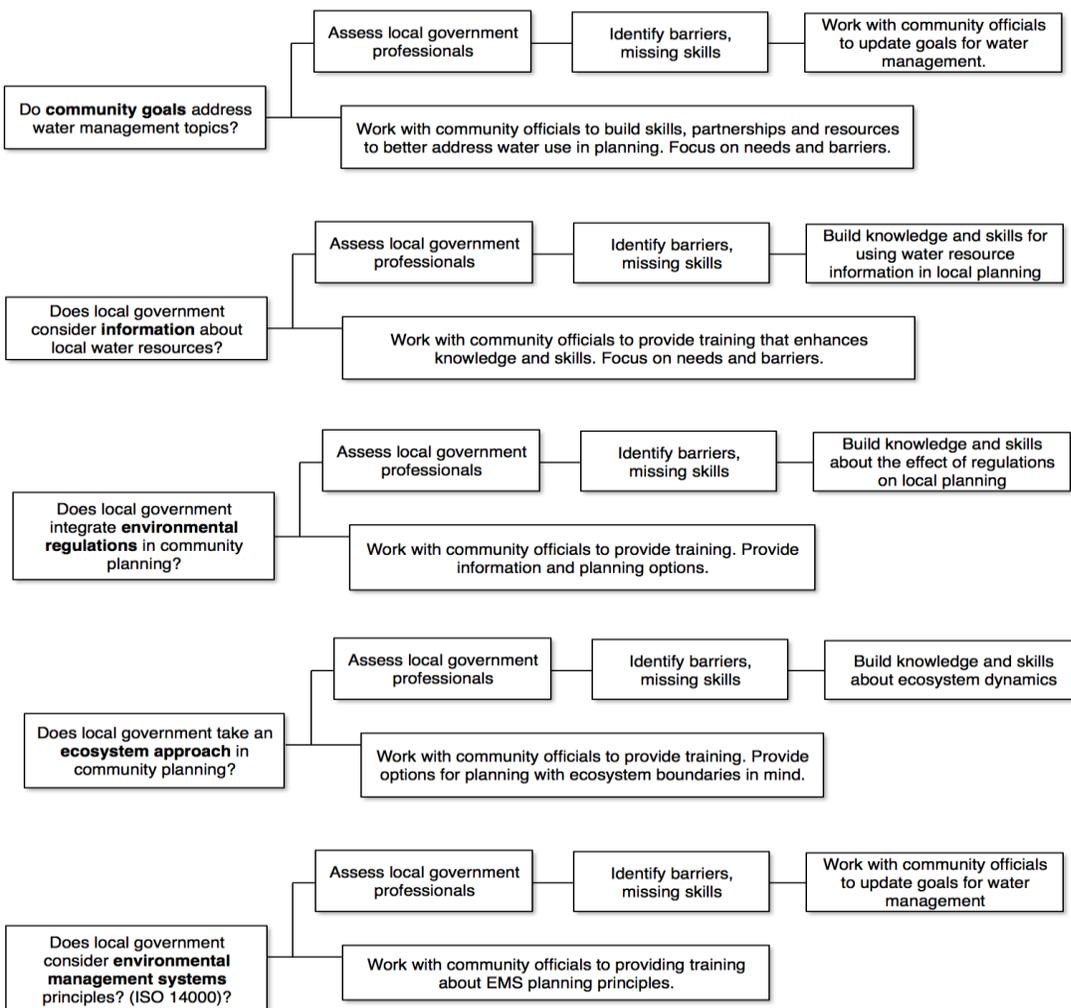
Decision Tree 3

I need to develop an education program or outreach strategy:

Tree 3 – To build community capacity to manage water use and environmental impacts that requires. . .

3a – The community to integrate natural resource considerations into planning and budget activities

Do **community goals** address water management topics?
- Assess local government professionals → Identify barriers, missing skills → Work with community officials to update goals for water management.
- Work with community officials to build skills, partnerships and resources to better address water use in planning. Focus on needs and barriers.

Does local government consider **information** about local water resources?
- Assess local government professionals → Identify barriers, missing skills → Build knowledge and skills for using water resource information in local planning
- Work with community officials to provide training that enhances knowledge and skills. Focus on needs and barriers.

Does local government integrate **environmental regulations** in community planning?
- Assess local government professionals → Identify barriers, missing skills → Build knowledge and skills about the effect of regulations on local planning
- Work with community officials to provide training. Provide information and planning options.

Does local government take an **ecosystem approach** in community planning?
- Assess local government professionals → Identify barriers, missing skills → Build knowledge and skills about ecosystem dynamics
- Work with community officials to provide training. Provide options for planning with ecosystem boundaries in mind.

Does local government consider **environmental management systems** principles? (ISO 14000)?
- Assess local government professionals → Identify barriers, missing skills → Work with community officials to update goals for water management
- Work with community officials to providing training about EMS planning principles.
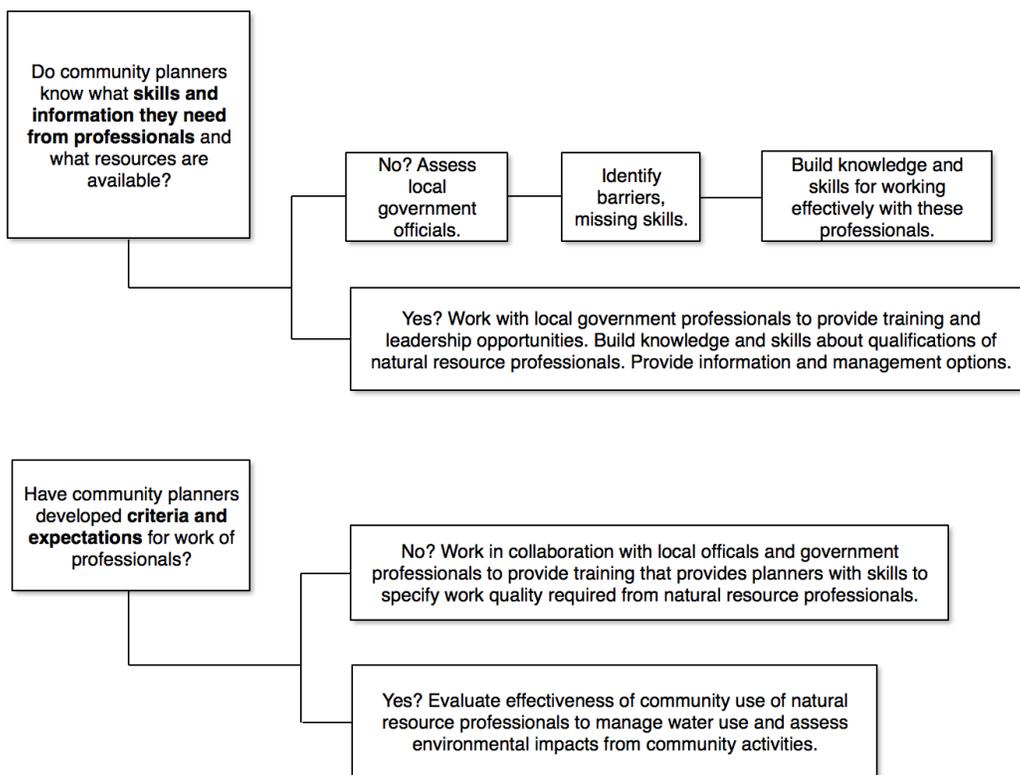
Decision Tree 3

I need to develop an education program or outreach strategy:

Tree 3 – To build community capacity to manage water use and environmental impacts that requires. . .

3b – Community access to and ability to work with natural resource or engineering professionals who can guide planning and decision-making

Do community planners know what **skills and information they need from professionals** and what resources are available?

No? Assess local government officials.

Identify barriers, missing skills.

Build knowledge and skills for working effectively with these professionals.

Yes? Work with local government professionals to provide training and leadership opportunities. Build knowledge and skills about qualifications of natural resource professionals. Provide information and management options.

Have community planners developed **criteria and expectations** for work of professionals?

No? Work in collaboration with local officals and government professionals to provide training that provides planners with skills to specify work quality required from natural resource professionals.

Yes? Evaluate effectiveness of community use of natural resource professionals to manage water use and assess environmental impacts from community activities.

Decision Tree 3

I need to develop an education program or outreach strategy:

Tree 3 – To build community capacity to manage water use and environmental impacts that requires. . .

3c – Residents and community leaders to access and interpret natural resource information to guide planning and decision-making

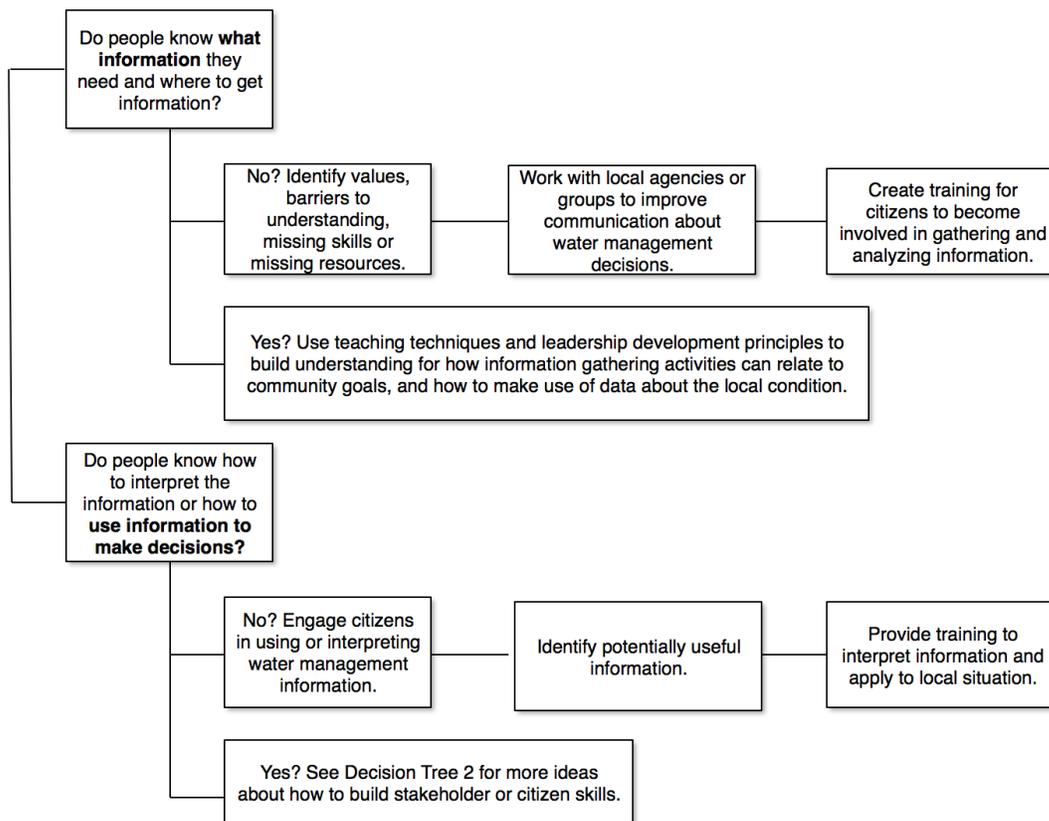|			
Do people know what information they need and where to get information?			
	No? Identify values, barriers to understanding, missing skills or missing resources.	Work with local agencies or groups to improve communication about water management decisions.	Create training for citizens to become involved in gathering and analyzing information.
	Yes? Use teaching techniques and leadership development principles to build understanding for how information gathering activities can relate to community goals, and how to make use of data about the local condition.		
Do people know how to interpret the information or how to use information to make decisions?			
	No? Engage citizens in using or interpreting water management information.	Identify potentially useful information.	Provide training to interpret information and apply to local situation.
	Yes? See Decision Tree 2 for more ideas about how to build stakeholder or citizen skills.		

Decision Tree 3

I need to develop an education program or outreach strategy:

Tree 3 – To build community capacity to manage water use and environmental impacts that requires. . .

3d – The community to provide opportunities for citizen involvement and participation in planning and decision-making

| Do planning activities incorporate citizen involvement and participation opportunities? | No? Assess local government professionals. | Identify barriers, missing skills. | Build partnerships and resources that lead to community participation opportunities. |
| | Yes? Work with local government professionals to enhance the quality of citizen involvement opportunities. | | |

| Do groups or nongovernmental organizations **regularly study** and discuss community water management needs and solutions? | No? Work with local organizations to support a leadership development program. | See Decision Tree 2 for more ideas for how to build local understanding |
| | Yes? Enhance outreach skills among leadership groups | |

| Are citizens and citizen groups able to **participate effectively**? Does participation lead to results? | No? Train policy makers how to provide and facilitate effective participation. | Provide community involvement training for the citizen audience. |
| | Yes? Evaluate quality of stakeholder skills and effectivenss of participation. | Build skills for how to offer public participation activities that lead to results. |

| Does the work of planners, groups, or nongovernmental organizations need improved **strategic planning** or **conflict resolution** skills? | No? Evaluate quality of stakeholder skills and effectiveness of participation. | Use teaching techniques to further planning skills or conflict resolution skills. |
| | Yes? Work with local agencies to learn about audience interests and concerns. | Build local strategic planning and conflict management knowledge and skills. |