

**WATERSHED EDUCATION:**

**REGIONAL SATELLITE  
CONFERENCES**

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**REGION X**

# Five Land Grant Institutions



# REGION X

- ✓ 12,000,000 people
- ✓ 26% of USA land area
- ✓ 72% urban; 28% rural
- ✓ Agriculture, forestry, mining

# REGION X PRIORITIES

- ✓ Watershed Management
- ✓ Drinking Water and Human Health
- ✓ Water Conservation and Management

# WATERSHED EDUCATION

## GOALS:

- To educate citizens of Alaska, Idaho, Oregon, and Washington about watershed issues
- To support watershed groups in TMDL implementation
- To partner with and support federal, state, and local agencies

# REGIONAL PROGRAMMING

NOT POSSIBLE ON A STATE-BY-STATE BASIS

- ✓ lack of resources
- ✓ two low capacity states (AK, ID)
- ✓ 1994 institution lacks capacity

BUT...

- ✓ two major common ecoregions

# DELIVERY

- Regional issue based satellite conferences in  
2002            2004            2006  
2003            2005            2007
- In 2002 — satellite down-linking was state-of-the-art
- In 2007 — video streaming to sites and individual PCs was the best technology

# EPA - Landgrant Partnership

- ✓ Key in developing and delivering watershed-based educational programs
- ✓ LGI liaison based at EPA regional headquarters
- ✓ Organizations complement each other's strengths

# PROCESS

1. Steering Committee
2. Production
3. Advertising
4. Common Characteristics
5. Attendance
6. Evaluation
7. Future

# STEERING COMMITTEES

- ✓ Established for each broadcast
- ✓ Comprised of
  - LGI reps
  - EPA Region 10 office
  - Reps from 6 watershed groups

# STEERING COMMITTEE ROLES

- ✓ Select broadcast topic
- ✓ Determine case studies to be highlighted
- ✓ Oversee development of written materials for attendees
- ✓ Select panel of experts for live broadcast
- ✓ Develop conference evaluation mechanism

# PRODUCTION

- ✓ WSU's information department videotaped interviews and scenes selected by steering committee
- ✓ Steering committee edited footage and developed narrative for the final pre-produced case studies



# ADVERTISING/PUBLICITY

Publicity to:

- ✓ Extension offices
- ✓ SWCD offices
- ✓ Watershed groups
- ✓ Tribal, local, and state agencies

# ADVERTISING/PUBLICITY

## Media:

- ✓ Direct telephone contacts
- ✓ E-mail advertising
- ✓ LGI web site
- ✓ Regional web site
- ✓ PNW WATER UPDATES

# COMMON CHARACTERISTICS

- 1) Sets of web-based materials for participants
- 2) Produced video segments highlighting watershed activities
- 3) Live panel of experts discussing topic issues
- 4) Live question and answer segment hosted by panelists



# COMMON CHARACTERISTICS

- 5) Toll free phone, fax, and e-mail ability for people at down-linked sites → to send questions
- 6) On-site facilitation at each down-linked site
- 7) Availability of entire program on DVD

# ATTENDANCE

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Year	Down-linked sites	Attendance
2002	38	300+
2003	53	500+
2004	38	600+

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# ATTENDANCE

- ✓ Growth (300+ → 600+)
- ✓ Movement from satellite to video streaming

2002      300+ satellite

2003      500+ satellite      100 video streams

2004      600+ satellite      400 video streams

# EVALUATION

- 1) Traditional evaluation forms
- 2) Measurement of year-to-year attendance trends
- 3) Awards received from peers

# TRADITIONAL EVALUATION FORMS

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Year	Evaluations completed	Evaluation average
	----- % -----	---- out of five ----
2002	75	4.2
2003	96	4.6
2004	84	4.5

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# EVALUATIONS

- ✓ Average evaluation scores ranged from *very good* (4) to *excellent* (5)
  
- ✓ Top notch program elements:
  - 1) Problem solving methods
  - 2) Commonality of regional issues
  - 3) Interactive question and answer segments

# EVALUATIONS

Peer Evaluation:

2004 Shirley Davis Award for Excellence  
in Teleconferencing



# PRODUCTS

- All conferences are available in a DVD format
- Many of the filmed video segments have been used by various groups in the region

Anthology of Watershed Issues

# Anthology of Watershed Issues Satellite Conferences 2002 – 2004

*Featuring:*

- *Living on the Edge:  
Grassroots Watershed Planning in the  
Pacific Northwest*
- *Funding Watershed Restoration*
- *Improving Community Involvement in  
Watershed Restoration*

DVD0011



# ENCOURAGEMENT

- Regional rather than state-by-state programming
- Utilize resources (human and dollars) more effectively
- Regional commonality

# SATELLITE vs. ON-SITE MEETINGS

Attendance:

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<b>Venue</b>	<b>Average Attendance</b>
Central, fixed site	225
Satellite	> 2,500

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# REGIONAL SATELLITE ADVANTAGES

- ✓ Attendance
- ✓ Travel dollar savings
- ✓ Free to the public (no registration)
- ✓ High quality (awards)