



National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

# Volunteer Support: Meeting Education Goals with BEP Research

Kate Reilly

University of Wisconsin



## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- What resources do the Water Outreach Education and Changing Public Behavior National Facilitation Projects offer that would help me meet my water education goals?

<http://wateroutreach.uwex.edu/>



## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- What is a best education practice or BEP?
- Where do I find BEP resources?
- How do they fit into the planning process?

<http://wateroutreach.uwex.edu/>



## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- What is a target audience?
- Why is it important to target a specific audience?
- Where do I find in depth information that will help me learn more about a specific audience?

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# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices



## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

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<a href="#">Use BEPs</a>
<a href="#">Educational Resources</a>
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<b>WATER MANAGEMENT TOPICS &amp; ISSUES</b>
<a href="#">Animal Waste Management</a>
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<a href="#">Environmental Restoration</a>
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<a href="#">Pollution Assessment and Prevention</a>
<a href="#">Water Conservation and Agricultural Water Management</a>
<a href="#">Water Policy and Economics</a>
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### Welcome

Welcome to the Water Outreach Education Web site! Whether you're planning a new outreach effort or revitalizing an existing one, incorporating best education practices (BEPs) into your water management strategies is critical for achieving success. At this site you'll find tools and resources that will help you engage learners with education techniques that have been tested and found successful!

Use the navigation buttons found in the tool bars to the left of this window or try a more structured route by choosing one of the following options:

#### [How do I set up or improve my water education or outreach program?](#)

- How do I get started?
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- How does my work measure up to BEPs?

#### [What web site resources will help me reach my water management goals?](#)

- Use good educational practices.
- Use educational resources.
- Use professional development resources.
- Use water management and issues resources.



The National Extension Water Outreach Education web site and resources are based upon work supported by the Cooperative State Research, Education, and Extension Service (CSREES), U.S. Department of Agriculture, under Agreement No. 00-51130-9714. It is a collaboration of CSREES and other public and private clean and safe water partners to promote best education practices for water education and to improve access to education resources and strategies.

### FEATURED RESOURCES

[CHANGING PUBLIC BEHAVIOR  
USDA/CSREES National Facilitation  
Project](#)

[2004 BEP Symposium Report and  
Proceedings](#)

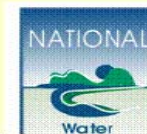
[Target Audience Research](#)

[BEP Decision Tree](#)

[Defining Successful Water  
Programs](#)

[Submit a Resource](#)

[Submit Comments and  
Suggestions](#)



<http://wateroutreach.uwex.edu/>



# National Extension Water Outreach Education

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The screenshot shows the website's main page with a navigation menu on the left and a central content area. The navigation menu includes sections for 'WATER EDUCATION TOPICS' and 'WATER MANAGEMENT TOPICS & ISSUES'. The central content area features a 'Welcome' message, a 'FEATURED RESOURCES' sidebar, and a footer with a photo and descriptive text. A red circle highlights the link 'CHANGING PUBLIC BEHAVIOR USDA/CSREES National Facilitation Project' in the featured resources sidebar.

**WATER EDUCATION TOPICS**

- Best Education Practices, BEPs
- Use BEPs
- Educational Resources
- Professional Development
- Other Resources

**WATER MANAGEMENT TOPICS & ISSUES**

- Animal Waste Management
- Drinking Water and Human Health
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**NATIONAL Water**

<http://wateroutreach.uwex.edu/>



# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

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## National Extension Water Outreach Education

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- WATER EDUCATION TOPICS**
  - Best Education Practices, BEPs
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  - Animal Waste Management
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  - Nutrient and Pesticide Management
  - Pollution Assessment and Prevention
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  - Water Policy and

[Home](#) >

### Changing Public Behavior



#### PROJECT SUMMARY

[SITUATION](#)

[ACTIVITIES](#)

[TOOLS IN DEVELOPMENT](#)

[TOOLS IN APPLICATION](#)

[CONTACT US](#)

Applying education tools and techniques found on the Water Outreach Education Web site can help natural resource professionals and agencies realize their water management goals. The Changing Public Behavior National Facilitation Project focuses attention on the application of social science tools to enhance the education process.

#### ACTIVITIES

The Project assists water scientists, natural resource professionals, and educators develop and use audience information to improve citizen understanding and involvement in community decision-making for water resources.



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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- Education and communication are important water management tools, but how do we do them well?



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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- What is a best education practice?
  - ◆ A **BEP** is an outreach or education practice:
    - That leads to preferred results
    - "that has been clearly defined, refined through repeated delivery, and supported by a substantial body of research" (Fedler, 2001)

<http://wateroutreach.uwex.edu/>



# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

## WATER EDUCATION TOPICS

### Best Education Practices, BEPs

- >> [What are BEPs?](#)
- >> [Essential BEPs](#)
- >> [FAQs about BEPs](#)
- >> [BEP Research](#)

### Use BEPs

- >> [Accomplish What?](#)
- >> [Plan](#)
- >> [Choose BEPs](#)
- >> [Learn from Others](#)
- >> [Assess a Program](#)

### Educational Resources

- >> [Tools for Teaching](#)
- >> [Researcher's Guide](#)
- >> [Search Resources](#)
- >> [Submit Resources](#)
- >> [e-Networking](#)

### Professional Development

- >> [BEP Short Course](#)
- >> [Distance Learning](#)
- >> [Events & Training](#)

### Other Resources

- >> [Related Links](#)
- >> [USDA/CSREES](#)

## WATER MANAGEMENT TOPICS & ISSUES

Animal Waste

[Home](#) »

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Suggestions](#)



Internet

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- How do BEPs fit into the planning process?
  - ◆ Knowledge area BEPs
  - ◆ Essential BEPs
  - ◆ BEP Research = Audience specific BEPs



# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

## ■ Knowledge Areas

- ◆ Adult Education Principles
- ◆ Citizen Participation/Community Involvement Principles
- ◆ Civic Empowerment Principles
- ◆ Communication Principles
- ◆ Community Development Principles
- ◆ Development Theory
- ◆ Education Planning
- ◆ Environmental Education Principles
- ◆ Evaluation Principles
- ◆ Leadership Development Principles
- ◆ Learning Theory
- ◆ Non-Economic Social Science Applications
- ◆ Organizational Development and Management Principles
- ◆ Program Planning Principles
- ◆ Social Marketing Principles
- ◆ Technology Transfer/Diffusion of Innovation Theory
- ◆ Youth Education Principles

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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

### ■ Essential BEPs

- ◆ For every education or learning situation
- ◆ For the individual
- ◆ For the class or group
- ◆ For Web-based learning
- ◆ For the community
- ◆ Beyond the community

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### ■ BEP Research

- ◆ Give educators a head start on gathering information about a particular audience
- ◆ Link audience information to specific outreach techniques found to be successful
- ◆ Provide research references and suggestions for additional research



# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

The screenshot shows a web browser window displaying the National Extension Water Outreach Education website. The browser's address bar shows the URL <http://wateroutreach.uwex.edu/>. The website header includes the text "Cooperative Extension" and "Extension". The main navigation bar contains links for "Home", "About Us", "Contact Us", "Search", and "Sitemap". The page title is "National Extension Water Outreach Education" with the subtitle "Facilitating Access to Resources and Best Education Practices". The breadcrumb trail reads "Home » Changing Public Behaviors » Target Audience Database". The left sidebar is divided into two sections: "WATER EDUCATION TOPICS" and "WATER MANAGEMENT TOPICS & ISSUES". The "WATER EDUCATION TOPICS" section includes links for "Best Education Practices, BEPs", "Use BEPs", "Educational Resources", "Professional Development", and "Other Resources". The "WATER MANAGEMENT TOPICS & ISSUES" section includes links for "Animal Waste Management", "Drinking Water and Human Health", "Environmental Restoration", "Nutrient and Pesticide Management", "Pollution Assessment and Prevention", "Water Conservation and Agricultural Water Management", and "Water Policy and". The main content area is titled "Target Audience Database" and contains the text "This would be the intro page." followed by a bulleted list of navigation options: "Browse by Audience", "Browse by Theme", "Browse by Best Education Practice", and "Browse by Citation". The browser's status bar at the bottom shows "Internet" and "100%" zoom.

<http://wateroutreach.uwex.edu/>



# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

Cooperative Extension Extension

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National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

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[Home](#) » [Changing Public Behaviors](#) » [Target Audience Database](#)

[Audience](#) | [Study Themes](#) | [Best Education Practices](#)

**WATER EDUCATION TOPICS**

- ▣ Best Education Practices, BEPs
- ▣ Use BEPs
- ▣ Educational Resources
- ▣ Professional Development
- ▣ Other Resources

**WATER MANAGEMENT TOPICS & ISSUES**

- Animal Waste Management
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**Audience List**

- Adults
- Aquaculture Business
- Business/Industry water users
- Farmers
- Homeowners
- Households
- Landowners
- Local decision-makers
- Loggers
- Recreational water users
- Students, K-12
- Teachers
- Volunteers

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**Theme List**

- Audience Information
- Evaluation
- Message content
- Message delivery
- Outreach strategy/Design
- Outreach strategy/Implementation
- Public participation
- Supporting and motivating professionals

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### Best Education Practice List

- Beyond the Community
- Class or Group
- Community
- Individual
- Web-based learning

http://wateroutreach.cfm:test.uwex.edu/cpb/tad/bep.cfm

<http://wateroutreach.uwex.edu/>



## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

### Essential BEP

The learning experience:  
Encourages the learner to set meaningful learning goals and to take personal responsibility for their own learning.

### Audience-specific example

#### Landowner example:

- Include information that shows how the message affects landowners personally and what specific actions landowners can take to improve the situation



## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- Self-study Module: Seven steps
  - ◆ 1. Describe the environmental concern or opportunity.
  - ◆ 2. Identify preliminary target audience(s).
  - ◆ 3. Determine specific actions citizens need to take to accomplish your management goal.
  - ◆ 4. Collect audience information relevant to the environmental practices and specific behaviors
  - ◆ 5. Assess potential for adoption of *single behaviors* and *the environmental practice*.
  - ◆ 6. Select *single behaviors* for intervention focus.
  - ◆ 7. Select intervention technique(s).

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## National Extension Water Outreach Education

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### STEP 1. Define the problem or opportunity

- Nutrients in Big Lake affect water clarity

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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

### STEP 1. Define the problem or opportunity

- Nutrients in Big Lake affect water clarity
- **Work with other to describe and assess the environmental concern**
  - Key Informants
  - Experience
  - Experts
  - Research

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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

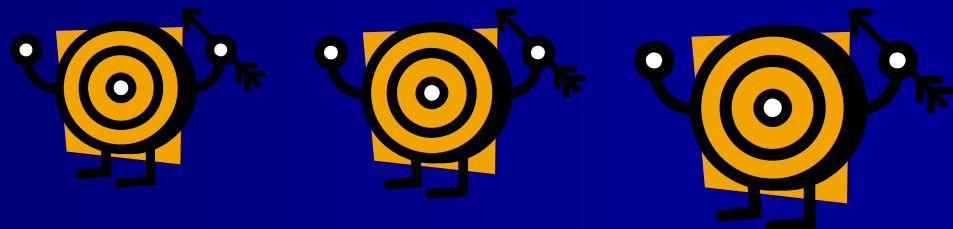
### STEP 1. Define the problem or opportunity

- Work with other to describe and assess the environmental concern
- Write a short paragraph that describes the concern or opportunity

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- What is a **target audience**?
  - ◆ A segment of the population that has:
    - A **specific opportunity** to take action on the problem you have identified.
    - A segment of the population that is **specifically affected** by the problem you have identified.





## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

### ■ Target audience?

#### EXAMPLE

#### ◆ Lake neighborhood homeowners

- Homeowners have a **specific opportunity** to reduce the amount of nutrients that get into waterways.



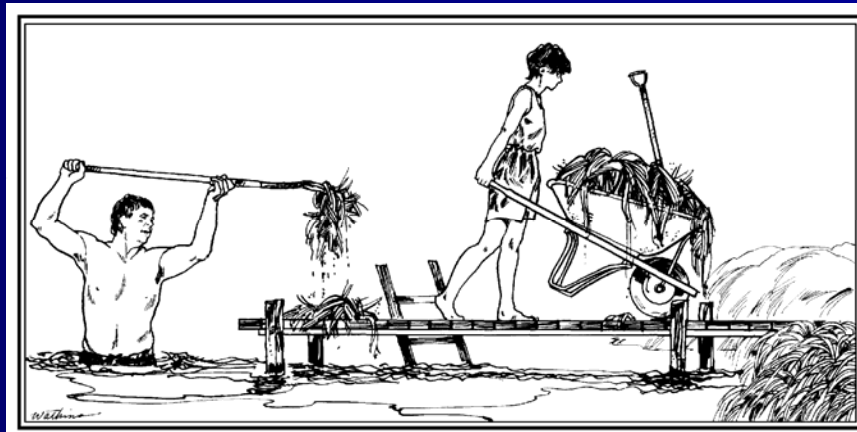


## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

### ◆ Lake neighborhood homeowners

- Homeowners are specifically affected when the abundance of nutrients in the lake results in an unattractive recreational resource — affecting the quality of life in the neighborhood and for homeowners.

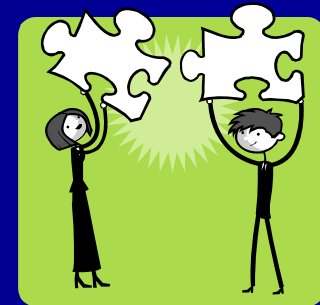




## ■ Why use target audience information in outreach planning

### ◆ Where does it fit?

- Connecting the situation with the people
- Choosing achievable goals
- Selecting relevant outreach techniques





## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- STEP 2. Identify the preliminary target audience(s)

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- STEP 2. Identify the preliminary target audience(s)
  - ◆ Identify the people whose behavior will make a difference.



- STEP 2. Identify the preliminary target audience(s)
  - ◆ Practice 1: Identify the people whose behavior will make a difference.
  - ◆ Practice 2. Use the target audience database and water education materials database to learn more about the target audience



# National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

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- Nutrient and Pesticide Management
- Pollution Assessment and Prevention
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- Water Policy and Economics
- Watershed Management

Download a copy of the free Adobe Acrobat Reader to view and print information provided as PDF files.

## Watershed Management

Results 1-10 of about 16

[American Geological Institute Environmental Awareness Series](#) (Web site)  
Titles in the Series are Sustaining Our Soils and Society, Metal Mining and the Environment, and Living with Karst-A Fragile Foundation.

[Aquatic Plant Management: Best Management Practices in Support of Fish and Wildlife Habitat](#) (fact sheet/bulletin)  
This handbook provides nationally recognized Best Management Practices for chemical, mechanical-physical, biological, and cultural procedures for controlling aquatic plants, using methods that protect or restore fish and wildlife habitat.

[Ask About IPM](#) (Web site)  
This website is the product of a project to research and promote the use of environmentally responsible land care by landscapers in Dane County, Wisconsin. Also involved collaborating with local groups to create and launch an educational outreach campaign about IPM. Educational materials are available to download.

[Best Practices for Environmental Field Days: Structuring Your Event for Fun and Learning](#) (print materials)  
Field days are community events that bring together natural resource professionals, volunteers, teachers, and schoolchildren to learn about the environment. We present six "Best Practices" for environmental field days that are based on research augmented with our experiences at dozens of these events throughout Minnesota.

[Best Practices for Field Days: A Program Planning Guidebook for Organizers, Presenters, Teachers and Volunteers](#) (print materials)  
Learn research-based best practices that can improve student learning at field days. This highly regarded guidebook for organizers, presenters, teachers and volunteers has received national attention for helping teachers and natural resources professionals put on successful field day education programs. Package includes print guidebook and cd-rom with planning worksheets.

[Colorado Nonpoint Source Program - www.npscolorado.com](#) (Web site)  
Information for and about the Colorado nonpoint source program. Includes current news, database, downloadable resources, history, and links to national and international nps and water education resources.

[Delaware Coast-A-Syst](#) (fact sheet/bulletin)  
Coast-A-Syst focuses on how to avoid polluting local water sources, such as reservoirs, neighborhood ponds, tidal creeks, rivers, estuaries, or private wells. It covers topics that are important for every resident and homeowner to understand.

[Environmental Management Systems Guidebook - For Wisconsin Farms](#) (print materials)  
This guidebook is meant to assist in the implementation of an EMS for a farm.

[Forest A-Syst: Self Assessment to Prioritize Your Forest Use](#) (print materials)

### Refine Your Results:

Select those items below you would like to include in your search.

Keyword:

- By SubTopic
- By Geographical Emphasis
- By State/Commonwealth/Territory
- By Ecological Emphasis
- By Resource Type
- By Audience
- By Educational Purpose

Note: This icon means more information is available to help you understand this category.

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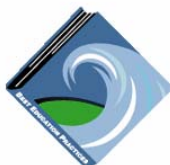
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Home » [Watershed Management](#)

## Watershed Management

### Training Volunteer Water Quality Monitors Effectively



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**Author:** Herron, E., Green, L., Stepenuck, K., & Addy, K.

**Publication Date:** 2004

**URL:** <http://www.uwex.edu/ces/csreesvolmon/Outreach/EffectiveTrainingV.pdf>

**Keywords:** monitoring, volunteer, training volunteers, water quality monitoring, volunteer monitoring

**Abstract:** Fifth in a series of factsheet modules, this piece reviews basic elements of successful training and provides some tips for improving volunteer monitoring training strategies.

**Geographical Emphasis:** National

**Ecological Emphasis:** Lakes, Streams, Watersheds

**Target Audiences:** Adult(s), Educators, Natural Resource Professionals

**Water Topics - SubTopics:** Watershed Management - community involvement, lakes management, monitoring, rivers management  
Pollution Assessment And Prevention - home and community

**Educational Purpose:** Information Resource (One Way)

**Contact Information:**  
Kris Stepenuck  
University of Wisconsin Extension  
[kris.stepenuck@ces.uwex.edu](mailto:kris.stepenuck@ces.uwex.edu)  
<http://www.uwex.edu/ces/csreesvolmon/Outreach/EffectiveTrainingV.pdf>

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- STEP 3. Specify a single environmental practice that addresses the environmental concern and that a person does already or would be able to do.

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## National Extension Water Outreach Education

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- ID Single practice
- ID Single behaviors that make up the practice

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## National Extension Water Outreach Education

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- 4. Collect audience information relevant to the environmental practice and underlying behaviors

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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- Collect your own information about the target audience
  - ◆ Social science research tools
    - Data bases and maps
    - Surveys
    - Interviews
    - Focus groups and Delphi techniques
    - Discussions
    - Observation
    - Social mapping
    - Appreciative Inquiry

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## National Extension Water Outreach Education

Facilitating Access to Resources and Best Education Practices

- Water Outreach Education web site  
<http://wateroutreach.uwex.edu>
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