



USDA-CSREES National Water Conference  
Volunteer Water Quality Monitoring Workshop  
St. Louis, MO  
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1-5 PM



## **Making the Most of Your Monitoring Data: Strategies for Effective Outreach in Your Local Community**

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**Workshop Goal:** Identify ways to use your volunteer monitoring data to make a difference in your community.

### **Workshop Objectives**

1. Introduce a framework for matching local management needs with volunteer monitoring information
2. Discuss the need to match monitoring protocols to water resources needs
3. Practice applying the framework in a variety of situations.
4. Be able to develop an outreach strategy incorporating citizen monitoring to meet local needs and effect change

### **Agenda**

[Overview of workshop goal and objectives](#) (87 KB pdf)

Volunteer monitoring, "The Big Picture": Goals, data, & applications of results (group discussion)

[Choosing methods, preparing data, & identifying audiences to reach your goals](#) (1.2 MB pdf)

[Outreach approaches to utilize available data](#) (331 KB pdf)

*We developed or borrowed a series of short presentations to address various topics we thought our conversation would cover, and that we thought were important to share with our audience about effective outreach in a community. Not all of the following "snippets" were shared during the workshop, but we wanted to make all available on our website.*

- [Working with Municipal Officials: Tips from a NEMO Coordinator](#) (3.2 MB pdf)
- [Communicating with your Legislator: Tips from a Legislator](#) (57 KB pdf)
  - [Communicating with your Legislator](#) (Word file with more tips; 30 KB pdf)
- [Data 2 Maps: An Excel-based mapping program for local communities to present their monitoring data](#) (43 KB pdf)
  - [Excel template for D2M](#) (3.9 MB Excel file)
- [Working with Tribal Communities](#) (11 KB pdf)
- [Examples of Metrics and Indices for Communicating Water Quality](#) (2.6 MB pdf)
- [Focus Groups, Citizens' Juries and Open Space Method: Innovative Tools of Public Involvement in Water Management](#) (1.5 MB pdf)
- [Quick Tips for Working with the Media](#) (109 KB pdf)
- [Water Words that Work](#) (642 KB pdf)

[Developing an outreach plan to match the goals of your program](#) (26 KB pdf)

- [Wisconsin Storm Water Education Plan Template](#): A sample outreach plan used to demonstrate to the audience what such a plan includes and how it is developed (87 KB pdf)

Small group activity: Developing an outreach plan to match the goals of your program

- [Outreach plan worksheet](#) (95 KB pdf)
- [Scenarios used in outreach plan development exercise](#) (110 KB pdf)