



# 2021 Water Educator Network Symposium

*Building Impactful Public Awareness Strategies*

June 28, 2021 9:00am - 3:45pm

**DRAFT - 6/14/2021**

The Water Educator Network (WEN) supports and connects Colorado’s education and outreach professionals dedicated to advancing understanding about water through implementation of the Statewide Water Education Action Plan ([SWEAP](#)). This year’s Annual WEN Symposium will focus on implementing a multi-channeled public relations and media campaign for water awareness, informed by numerous Colorado examples, and with an eye toward planning for a statewide “Water ‘22” campaign in 2022.

As we look out to the year 2022, and as much of the state continues to confront significant drought, we see opportunities on the horizon to highlight the importance of water in our lives and in the history of Colorado. The year 2022 will mark the 100th anniversary of the Colorado River Compact, the first update of the Colorado Water Plan, and other historically significant dates. In this Symposium, we will consider: What lessons can we learn from awareness campaigns and strategies at the local, basin/regional, and state scales? How can we build awareness across Colorado by engaging new audiences in new and different ways? What communication channels work best for unique audiences around the state? What was Water 2012, and how can we learn from, and build on that statewide campaign?

Please join us in person for a robust discussion of these exciting opportunities and examples from educators who continue to explore best practices for awareness-building. We hope to leave the Symposium energized to work together as educators on a grassroots level across Colorado to raise awareness around this vital resource.

**REGISTRATION DEADLINE:** June 20, 2021

**REGISTRATION FEE:** \$105 Full Admission; \$85 Discounted/WECO Member Admission.

**REGISTRATION LINK:** <https://www.watereducationcolorado.org/2021-water-educator-events/>

**MADE POSSIBLE BY THE FOLLOWING SPONSORS:**

### Title Sponsor



### Presenting Sponsors



### Scholarship Sponsors



# DRAFT Workshop Agenda

## Morning Session: Setting the Context, Examples of Awareness-Building Strategies

TIME	TOPIC	REFERENCES/NOTES
9:00am	<p><b>Welcome and Overview</b>  <i>Scott Williamson, Water Education Colorado</i></p> <ul style="list-style-type: none"> <li>Participant Introductions</li> <li>Water Education Colorado</li> <li>Agenda review and a thank you to sponsors</li> </ul>	
9:20am	<p><b>Setting the Context: Statewide Water Education Action Plan</b>  <i>Scott Williamson</i></p> <ul style="list-style-type: none"> <li>Today's topic and the Statewide Water Education Action Plan (SWEAP)</li> <li>Water Educator Network Updates</li> </ul>	<p><a href="#">SWEAP Exec Summary</a> (PDF)*  <a href="#">SWEAP Website</a> (link)  <a href="#">SWEAP Survey</a> (Google Form)</p>
9:30am	<p><b>Getting the Word Out about Drought on the Western Slope - Drought Response Information Project (DRIP)</b>  <i>Andrea Lopez, External Affairs Manager, Ute Water</i></p> <p><b>Discussion Question: TBD</b></p>	<p><a href="#">DRIP Website</a></p>
10:15am	<p><b>Making Engaging and Awareness-Building Environments and Extending to Underserved Communities</b>  <i>Kathryn Venzor, SPUR Director of Education</i></p> <p><i>Wade Ingle, Associate Director, Outreach and Engagement            College of Veterinary Medicine and Biomedical Sciences, Colorado State University</i></p> <p><b>Discussion Question &amp; Activity: TBD</b></p>	<p><a href="#">SPUR Website</a></p>
11:00am	<p><b>Break-out Groups Report Out</b></p>	<p>Add notes in Flip Charts</p>
11:15am	<p><b>Learning from Water 2012: "Year of Water" - What worked? What can we build on?</b>  <i>Nicole Seltzer, Science and Policy Manager, River Network and former lead for the Water 2012 campaign</i></p> <p><b>Discussion Question: TBD</b></p>	<p>Colorado 2012 Initiative: Final Report (PDF)</p> <p>Note: Break-out groups save notes for post-lunch brainstorm activity</p>
12:00pm	<p><b>Lunch and Keynote</b></p>	

### KEYNOTE:

#### WATER '22 - Vision, Implementation, Call to Action

*Jayla Poppleton, Executive Director, Water Education Colorado*

## Afternoon Session

### Training on Engaging Media for Public Awareness of Water Issues

TIME	TOPIC	REFERENCES (* = "required" pre-work)
12:45pm	<b>Reconvene: Afternoon Overview</b> <i>Scott Williamson</i>	
1:00pm	<b>Water '22 Brainstorm Activity</b> <i>Jayla Poppleton, Scott Williamson</i>  <b>Discussion Questions: TBD</b>	<i>Add notes in Flip Chart</i>
1:30 pm	<b>Professional Development: Training on Engaging Media for Public Awareness of Water Issues</b> - <i>Regan Petersen, Co-owner, Fitzgerald Petersen Communications</i>	<i>Specific training agenda to be announced</i>
3:30pm	<b>Wrap Up</b> <ul style="list-style-type: none"><li>Record your biggest takeaway and ideas/next steps/commitments for Water '22 on sticky notes</li><li>Next Steps</li><li>Evaluation</li></ul>	<i>Add sticky notes to Flip Chart(s)</i>
3:45pm	<b>Adjourn</b>	

### POST-SYMPOSIUM OPTIONAL ACTIVITIES

#### 4:00pm **Water Educator Case Studies**

*Note: If you have a water education issue that you are facing as a water educator that you would like feedback on, please email [scott@wateredco.org](mailto:scott@wateredco.org) for more information and to be included as a case study.*

- Break into small groups
- Presenter reads their case about a water education issue they are facing
- Participants ask clarifying questions
- Participants discuss presenter's question
- Presenter reflects on suggestions received and follow-up action plan

#### 4:30pm **Optional Group Activities and Water-related Excursions TBD**

*Recommendations/suggestions from participants are welcome.*

## Group Discussion/Activities

### Participant activities may include these or similar activities:

A: Speed networking/elevator speech version of individual outreach: participants are tasked with explaining a concept (non-water related?) in brief conversations with fellow participants then rotate.

B: Sketch out an audience and strategy document; Share this with fellow participants for feedback, OR develop as a group and share with group through multiple strategies (e.g. gallery walk with sticky notes, whip-around sharing, etc.)

C: Write a ~10 second TV ad or 3-sentence newspaper/social media ad and get feedback

D: Feedback in groups/pods on Water '22 skeleton plan: could be on all elements of Water '22 - questions, suggestions, etc. OR each group could be assigned to think through one element of Water '22 (branding, community events, working strategically and efficiently with local orgs (PEPO), etc.)