

Education & Public Outreach Working Group

Charge from Groundwater Management Area Advisory Committee

The Education & Public Outreach Working Group's first charge is to draft a goal statement. They will also identify target audiences (e.g., agencies, Non-English speaking, tribal community, disadvantaged, media, general public) and finally, develop objectives.

Working Group Members

Andy Cervantes
Jean Mendoza
Mark Nielson
Rachel Little
Ramon Tobias
Tom Eaton (or representative)

Meetings/Calls Dates

Meeting: Monday, October 1 from 10:00 to 12:00 p.m.

Participants

Andres Cervantes, Jean Mendoza, Wendell Hannigan, Rachel Little, and Yakima County staff member Lisa Freund

Key Discussion Points

- Draft a Goal Statement
- Identify target Audiences (Brainstorm)
- Develop Objectives

Resources Requested

- N./A.

Recommendations for GWAC

- Approve the goal statement developed by the group, "The Education & Outreach Plan will communicate how we can improve the health of Lower Valley residents through improving groundwater quality."

Deliverables/Products Status

- Draft Outreach and Public Education Plan

Proposed Next Steps

- Complete the EPO planning framework by:
 - Identifying and submitting the remaining target audiences by Wednesday, October 3
 - Meet on Friday, October 12, 2012 at 10:00 AM at the Yakima County Courthouse to complete the Objectives and Communications Tools