

## **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) and finally,
- develop objectives

### **Define Goal**

The goal statement is for Groundwater Advisory Committee work plan:

How will we involve the community as we develop the plan?

How do we want to get people involved with GWAC and its partners for the next two years?

### **By December have in hand**

A Public Outreach & Education Program has agreed upon by the groundwater advisory committee.

#### **I. FRAME THE GOAL**

what are we trying to achieve?

Why are we doing this outreach plan?

What's the unreachable thing we want?

[OPEN IT UP-ALL IDEAS]

[2<sup>nd</sup> EXERCISE-take 10 minutes by yourselves to write down what you think]  
What 2 we trying to achieve with this education & outreach plan?

#### **II. TARGET AUDIENCES**

1. [QUICK BRAINSTORM-LET'S LIST ALL THE AUDIENCES WE CAN THINK OF]  
THEN
2. IDENTIFY which groups we need to focus on

#### **III. OBJECTIVES ("what" - not "how" [tools are the "how."])**

what do we need to do to achieve the goal?

Example - what do we need to do...

reach out to non-English speakers