

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]

[2nd 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