

MACD Education Committee
Wednesday November 4, 2020
10 am
Via MACD's Conference Call Line

Committee Members: Elisha Dempsey, Melissa Downing, Tony Barone, Rick Van Dyken, Bill Naegeli, Bob Petermann, Pam Liggett, Greg Jergeson

Members Present: Elisha Dempsey, Greg Jergeson

Others Present: Jeff Ryan, Rebecca Boslough, Mary Hendrix, Tenlee Atchison, Andrew Kretschmer, Sarah Bowman, David Martin, Chris Evans

The meeting was called to order at 10:05. There was some discussion about utilizing some of the Covid funds for Elisha Dempsey to purchase computer and printer equipment in order to make the committee function more effectively during the Covid situation.

TRAINING

CD Employees

- Tenlee Atchison from the EO discussed a bit about the training at the upcoming annual Employee Organization meeting. The training will build on the last SWAT training. A person from MSU Technology will be doing some WordPress and Canva training. The EO is looking for training on other software that CDs need to use to cope with the virtual world. Leadership training is also happening at the training. The group is meeting in person (Randy Frazier is zooming in for the leadership portion), the WordPress and Canva training will be in person but will be streamed via Zoom to those who can't attend in person. The link will be out next week. Evans asked about whether they're recording the sessions. Atchison said they'll ask MACD about that, but they will try to record in one way or another.
- Evans, Atchison and Fleury have been working on finding online education resources to create a library for CDs to link to on their websites, or social networking. Flathead CD has a really great YouTube channel that they've offered for CD's to utilize.
- Evans said that Andrew Kretschmer with Lewis and Clark is working on a virtual field tour-an audio tour with visuals that you can pull up on your phone, using photos for plant ID etc. Lewis and Clark will share the link when it's done.
- Evans has begun working on the EO Page on the MACD Website. There have been some hiccups but Boslough said that she'll try to assist working through them.

Supervisors

- The CDB is compiling information and they're looking at February for a virtual Supervisor Training. They'll likely record that session in hopes that it will be useful for CDs that can't attend.

SUPPORTING CONSERVATION EDUCATION TO THE PUBLIC THROUGH THE CDS

Rolling River Trailer

- The Rolling Rivers Trailer Users guide is pretty much complete and will be going to the printer soon. Both the User's Guide and the companion document with scenarios will then be uploaded to the CDB website. The printed version of the transport, setup and breakdown guide will be printed on waterproof material. Two copies of each will be sent to the trailer hosts. One can be in the trailer and the back up will be at the office.

Telling the CD Stories

- Karl Christians couldn't attend the meeting today, but contacted Chris Evans and said that the Wallet Card has been made up and is available at the DNRC office.
- Atchison talked a bit about branding and telling our story. FWP has a whole book on it. One thing that she thinks this committee could support would be having people at events who are just taking videos, and photos during the events, appointing someone specifically to do the video and photos so that there is enough material to document the whole story. Atchison said that one of the things the Ed Com could work on is a marketing strategy. The EO is working on some basic templates but the actual story part must be told. We need a strategy for marketing. Dave Martin said that Lori Valadez at NRCS thought she could help us with one at one time. Atchison said if the MACD Ed Com could work on the marketing component/branding, then we need to work on how to help individual CDs learn to tell the story (maybe CDB could help with funding). Elisha Dempsey wanted to clarify that for the State we have a common ground story, and then conservation districts can tell their individual stories while reflecting the common ground story. What is our Brand of Conservation and Why Do People Want to Work With Us? Evans will gather up information that folks send about this topic and will send links to everyone on the call.
- Collaboration with MWCA on education efforts-Dave Martin has been working with the MWCA on how CDs can coordinate with their local weed districts. MWCA is going through a reorganization at the moment. On the local level they all have different weed concerns and the CDs could collaborate at that level. They'll call on state resources (Jane Mangold at MSU Extension) and Extension agents, and also the State Noxious Weed Awareness Campaign. We basically need to remind CDs to reach out to their local Weed District to collaborate on education efforts. Atchison said that she has a good relationship with the local weed district. Apparently, that's not the case statewide. It really depends on the relationship with the local Weed District and CD. As the EO revises the current Employee Handbook, we need to make sure Weed Districts and Extension offices are on the partners page for the employee handbook and encourage CDs to reach out to those entities. Martin said that some CDs have a supervisor who sits on the weed board. Elisha Dempsey said that we could reach out to all the CDs and encourage them to consider having a supervisor on the Weed Board at their county level. Tenlee Atchison said that we might want to remind CDs that they have a position reserved for them on the County Planning board as well.

- Creating webinars/Online education in place of in-person events-driving/walking self-guided tours, audio tours; if there's a way to go to an online or radio resources. The Sun River Watershed Group did a virtual tour last year for their anniversary, Dave Martin will see if that is available and if a "how to" can be put together.
- Legislative-Jeff Ryan asked Rebecca Boslough about the fact sheet they had at the last session and if we'll have one for this session that is updated. Rebecca said that they are working on re-doing the brochure as well as an issues paper for MACD. The Legislative Committee is working on planning for the next session and how to distribute the information to the public and legislators. She'll bring it up with the committee.

Outreach-Promotion/PR

- Creating videos for upload--the group had discussed the need for this for CDs to have. If CDs want to create this information for themselves, getting in on the Covid money at the county level would be a great way to start on this.
- Subcommittee research on creating content and accessing content--Evans, Fleury and Atchison have been conferring on the different tools out there to do this. As we pull information together, it will be put on the EO page on the MACD website.
- Question from Dave Martin about the upcoming convention and asked if there is a report needed from the education committee for the convention. Rebecca said that in terms of the agenda, the only 2 committees that are meeting are operations and water since the Education Committee didn't get any resolutions this time. They are asking for reports from others by the 12th or 16th. She thinks that a short report from the Education committee would be good. Elisha Dempsey said to use the page from the PowerPoint that Mary Hendrix put together, the outline format of items that we're working on and when our meetings are.

Next meeting-9th of December 10 am. Via Zoom from MACD or conference call. Elisha Dempsey will contact the other MACD Education Committee members to find out what time/format would work best for them.