

**Scope of Responsibility**  
**Education and Outreach Subcommittee**  
**April 12, 2010**

Chair: M. John Dwyer

Members of subcommittee: Matt Burne, Lee Steppacher, Barbara Volkle, Tia Pinney, Wendy Sisson

Goal 5 from the SuAsCo CISMA Invasive Species Management Plan (ISMP)

*Goal 5: Provide education and outreach to the local community to support overall efforts in invasive species control and management within the watershed.*

Objective 1: Raise awareness of the impacts of invasive species in the local community by providing general information about invasive species and how they affect the watershed

- Fact Sheets – Develop fact sheets for use by member organizations in their outreach efforts.
- Website – Coordinate with the Admin. subcommittee to create a website for CISMA and coordinate with the Control subcommittee regarding content.
- Grow CISMA – Reach out to potential new members, either through the educational series, a newsletter, volunteers or other means.
- Develop an online newsletter – All subcommittees would contribute content for a quarterly newsletter. The primary focus would be to serve current and new members and additionally reach out to all interested parties and individuals. Consider using Constant Contact and the website as vehicles for distribution.

Objective 2: Build knowledge of invasive species identification and control through presentations aimed at adults and school children and innovative educational materials

- Technical Speaker Series – Coordinate with other organizations to provide learning opportunities for member organizations and the public. Field workshops are recommended over indoor lectures. The expectation is that different member organizations will host the speaker events to help showcase their own facilities and programs.
- Volunteer Training – Support CISMA organization efforts in providing training to volunteers. Learn from member organizations what has worked well/not worked well in the past, and use this information to provide a blueprint for the best future training. The subcommittee could organize training and use expertise from member organization to carry out the instruction.
- Work with Schools – Focus on grants for pilot projects to prove the worth of a program involving the entire watershed, then turn monies and management of program to local groups.

Objective 3: Provide printed publications and a focused list of online resources on invasive species identification and control promoting best practices for homeowners.

- Resource Links – Create an annotated set of links for the best sources on the web

Objective 4: Raise awareness of invasive species treatment techniques and effectiveness through hands on invasive species education programs at demonstration sites within the watershed.

- Technical Speaker Series – Coordinate with other organizations to provide learning opportunities for member organizations and the public. Field workshops are recommended over indoor lectures. (The expectation is that different member organizations will host the speaker events to help showcase their own facilities and programs.)

Objective 5: Promote invasive species control to private landowners by offering backyard identification and management advice.

- Work with EDRR and Control subcommittees to distribute education materials to landowners.