

### Whatcom Watershed Information Network Work Plan 2017

Category	Activity/Output	Target Audience	Purpose & Relationship to WWIN Goals	Performance Measures	Tasks	Resource Needs
Communication	WWIN Website	<ul style="list-style-type: none"> <li>General Public</li> <li>WWIN Membership</li> </ul>	<i>WWIN Goals: 1, 2, 3, 4, 6, 7,</i>	<ul style="list-style-type: none"> <li>No. of hits</li> <li>No. of contributing articles from the WWIN membership</li> </ul>	<ul style="list-style-type: none"> <li>Select new platform for WWIN website.</li> <li>Transfer website to different platform that can be updated by WWIN Steering Committee members.</li> <li>Review past survey work to ensure priority needs/topics are included e.g. community events, current projects, committees, etc.</li> <li>Maintain website at least monthly.</li> <li>Add link to LIO/WRIA websites</li> </ul>	Activity Lead: Steering Committee Funding: Annual hosting of website (WSU)  Additional Resources may be needed.
	WWIN Facebook	<ul style="list-style-type: none"> <li>General Public</li> </ul>		<ul style="list-style-type: none"> <li>No. of site visits</li> <li>No. of "shares"</li> <li>No. of postings</li> <li>No. of "likes"</li> </ul>	<ul style="list-style-type: none"> <li>Provide Bi-Monthly updates to Facebook (or more frequently if information is ready for posting) including posting different facts related to water</li> </ul>	Activity Lead: No Lead Needed Staff: Austin R, Becky P, and others per events Funding: Associated with boosts by event
	WWIN Email Updates	<ul style="list-style-type: none"> <li>WWIN Membership</li> </ul>		<ul style="list-style-type: none"> <li>No. of email broadcasts</li> <li>No. of new members</li> <li>No. of requests to unsubscribe</li> <li>No. of subscribers providing feedback</li> <li>No. hits/uses</li> </ul>	<ul style="list-style-type: none"> <li>Send twice monthly email updates to WWIN membership</li> <li>Maintain email distribution list</li> <li>Reply to WWIN membership questions or direct to appropriate contact</li> <li>Include short e-newsletter information and links to more information. Redesign email updates to accommodate e-news</li> <li>Prepare survey link for feedback on newsletter</li> <li>Provide mechanism for subscribers and others to contribute content</li> <li>Include updates and information on LIO actions including 5-year plan development</li> </ul>	Activity Lead: Becky Peterson Staff: Multiple to assist with news Funding: Annual budget for Constant Contact (WSU)  Need to confirm with LIO
Events	WWIN/MRC Speaker Series	<ul style="list-style-type: none"> <li>Target Audience determined by topic</li> </ul>	To expand community knowledge about new research, challenges, and stewardship/protection opportunities related to fresh and marine water resources.  <i>WWIN Goals: 1, 3, 4, 6, 7</i>	<ul style="list-style-type: none"> <li>No. of speaking events</li> <li>No. of attendees</li> <li>Standard survey of knowledge and behavior change with more specific impacts measured for some events</li> </ul>	<ul style="list-style-type: none"> <li>Convene Speaker Series Subcommittee</li> <li>Confirm 2017 draft calendar and potential speakers</li> <li>Solicit hosts/sponsors for speaking events</li> <li>Provide LIO with opportunity for annual input on priority topics (Fecal forum, LIO Ecosystem Recovery Plan, Water Supply Symposium, Fresh/Marine Research Symposium)</li> </ul>	Activity Lead: Sue B. Staff: Needed for Speakers Subcommittee and event specific planning. Funding: Dependent on events, larger events typically require facility rental, food, advertising, material preparation Volunteers: Needed dependent upon event
	Whatcom Water Weeks	<ul style="list-style-type: none"> <li>General Public</li> <li>Target audiences determined by specific host events</li> </ul>	To celebrate and promote an appreciation for environmental, economic, spiritual and cultural importance of Whatcom County water resources; - To promote and expand community understanding of "State of the Resource" and challenges - To inspire, promote, facilitate, and empower individuals in stewardship activities; - To facilitate and promote widespread community participation	<ul style="list-style-type: none"> <li>No. of hosted events</li> <li>No. of participants</li> <li>No. of sponsorships</li> <li>Amount of Media Coverage</li> <li>As possible, knowledge change, behavior change, clean-ups</li> </ul>	<ul style="list-style-type: none"> <li>Convene Water Weeks subcommittee</li> <li>Prepare event timeline, milestones, and budget</li> <li>Develop/support event identification including WWIN developed events and other major events:                             <ul style="list-style-type: none"> <li>Phot contest</li> <li>Film festival</li> <li>Run with the Chums</li> <li>Bellingham SeaFeast</li> </ul> </li> <li>Prepare Media Plan</li> <li>Sponsorships</li> <li>Website and Facebook updates</li> <li>Provide LIO annual opportunity to provide input on theme and events</li> </ul>	Activity Lead: Ingrid E. Staff: Water Weeks Sub-committee Funding: Supported by sponsors to fund advertising, event support, supplies, rentals Resources will be identified as part of developing the timeline Volunteers; needed

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			<p>in developing events and for and participating in Water Week;                      - To enhance opportunities for coordination and collaboration among entities/individuals involved with fresh and marine water resources.</p> <p><i>WWIN Goals: 1, 3, 4, 6,</i></p>			
<b>Training</b>	Program/Project Training Sessions	<ul style="list-style-type: none"> <li>• WWIN Membership and community</li> </ul>	<p>To provide opportunity for WWIN members, local organizations, and the general public to increase knowledge and skills related to outreach, education, communication, program design and evaluation, social media/marketing, behavior change techniques, and other topics as desired.</p> <p><i>WWIN Goals: 2, 3, 7</i></p>	<ul style="list-style-type: none"> <li>• No. of trainings</li> <li>• No. of participants</li> <li>• Specific performance measures to be developed for each training</li> </ul>	<ul style="list-style-type: none"> <li>• Identify potential training topics based on feedback from WWIN membership, Steering Committee, and LIO</li> <li>• Organize training event</li> </ul>	<p>Activity Lead: Sue B.                      Staff: WWIN Steering Committee and others to train dependent upon topic                      Funding: May be needed for trainers</p>
<b>Coordination</b>	Coordination Meetings	<ul style="list-style-type: none"> <li>• WWIN members</li> <li>• public</li> </ul>	<i>WWIN Goals: 2, 3, 4, 6, 7</i>	<ul style="list-style-type: none"> <li>• No. of attendees</li> <li>• Knowledge and behavior change depending on topic</li> </ul>	<ul style="list-style-type: none"> <li>• Organize meetings</li> <li>• Agendas, summaries</li> <li>• Meeting Notifications</li> </ul>	<p>Activity Lead: Steering Committee                      Staff: SC and participants/speakers                      Funding: Typically, minimal but dependent on the agenda</p>
	WWIN Steering Committee meetings	NA	<i>WWIN Goals: NA</i>		<ul style="list-style-type: none"> <li>• Convene meetings</li> <li>• Prepare agendas and notes</li> </ul>	<p>Activity Lead: Rebecca S.                      Staff: SC members                      Funding: none</p>
	WWIN/LIO Coordination	<ul style="list-style-type: none"> <li>• Whatcom LIO</li> </ul>	<i>WWIN Goals: 1, 3, 4, 6</i>	<ul style="list-style-type: none"> <li>• Continue work to formalize relationship with LIO in program development and delivery</li> </ul>	<p>Develop strategic information plan for 2017 based on outcomes of meetings including:</p> <ul style="list-style-type: none"> <li>• Coordinate on annual training topics</li> <li>• Input/support for priority Speakers Series topics</li> <li>• Support/input on Whatcom Water Weeks</li> <li>• Incorporate LIO/WRIA links on WWIN website</li> <li>• Include information from LIO/WRIA in bi-monthly updates</li> <li>• Selection/outreach plan for priority topics</li> <li>• Updates to LIO</li> </ul> <p>Establish strategic Subcommittee of WWIN members that are also represented on the LIO</p>	<p>Activity Lead: Sue B. Becky P.                      Staff: Other SC                      Funding: Needed dependent upon outcome</p>
	Schools-based Environmental Education Coordination	<ul style="list-style-type: none"> <li>• Schools-based environmental educators</li> <li>• P-12 teachers</li> <li>• School administrators</li> </ul>	<i>WWIN Goals: 1, 2, 3, 4, 5, 7</i>	<ul style="list-style-type: none"> <li>• No of coordination meetings</li> <li>• Others?</li> </ul>	<ul style="list-style-type: none"> <li>• Name this group</li> <li>• Identify funding source</li> <li>• Define scope of work and timeline</li> <li>• Formulate approach to engage teachers/districts</li> <li>• Create an online searchable directory of program offerings</li> </ul>	<p>Activity Lead: Emily Hegarty                      Funding: To develop directory                      Web expertise</p>

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					<ul style="list-style-type: none"> <li>Pilot a coordinated offering to a school/district</li> </ul>	
<b>Resource Directory</b>	Resource Directory	General Public	To help members and community find partners, share resources and assist community members/groups outreach needs  <i>WWIN Goals: 2, 3, 4, 5, 6</i>	<ul style="list-style-type: none"> <li>No. or % of WWIN members providing information</li> <li>No. of times Resource Directory downloaded from website</li> <li>No. of partnerships generated from directory use</li> </ul>	<ul style="list-style-type: none"> <li>Identify dedicated staff/intern to develop the directory</li> <li>Update existing database prototype</li> <li>One-on-one communication with WWIN members to populate directory</li> <li>Publish and distribute completed directory, post on website</li> <li>Update annually</li> </ul>	Activity Lead: tbd Staff: tbd Funding: Staff support main need

**Mission Statement**

The Whatcom Watershed Information Network is a diverse network of businesses, citizens, agencies, non-profits, and educational institutions who are involved and interested in marine and fresh water ecosystems and natural resources education and outreach. We provide technically sound information to the community to support informed engagement in water resource topics and issues. WWIN is an apolitical non-advocacy organization and does not endorse political positions or candidates.

**Our Mission**

The primary mission of the network is to support and improve watershed education, stewardship, information exchange and public involvement efforts in Whatcom County.

**Goals**

- To serve the community by providing technically sound unbiased information about marine and freshwater ecosystems, watersheds, and natural resource issues, and provide opportunities for people to support responsible stewardship
- To share information and expertise about education and outreach programs
- To facilitate and collaborate in providing community education and outreach
- To enhance opportunities for partnerships in seeking funding for projects and activities
- To reduce duplication, enhance efficiency by supporting specialization and utilizing diverse skills
- To serve as a link between local education/outreach efforts and larger regional efforts including the Whatcom Local Integrating Organization and Puget Sound Partnership respectively
- To identify education/outreach needs in Whatcom County
- To serve as a resource for the evaluation of programs