

**Wild Rivers Invasive Species Coalition (WRISC)
Action Team 2015**

Team: Education and Outreach

Members	Contact
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Purpose:

The Education and Outreach Action Team works to support the WRISC coordinator in invasive species education and outreach efforts with creative ideas, resources, and feedback. They also help to fill education gaps and promote a unified message across the WRISC coverage area.

Regular Meetings:

Meets on odd numbered months via conference call. Meeting times are scheduled by the WRISC Coordinator using doodle poll results.

2015 Goals:

Long Term:

1. Maintain and update WRISC educational publications and display materials as needed.
2. Develop educational workplan/wishlist, seek additional funding to support.
3. Generally promote invasive species education/outreach throughout the WRISC area

2015 Projects:

1. Redesign WRISC brochure
2. Provide feedback on website and newsletter design/content
3. Design new CBCW signs (resurface existing sidewalk signs, purchase additional signs as needed)
4. Redesign and resurface WRISC portable billboard? (Funding pending)
5. Explore target audience educational kits

January 6, 2015 Meeting Agenda (3:00 – 3:45pm)

In attendance: Emily Anderson, Nicole Shutt, Corrin Seaman, Margie Yadro, John Preuss

- 1. Review draft 2015 worksheet purpose and goals**

Team unanimously agreed with the Purpose statement and goals drafted by Emily after the last meeting.

- 2. Discuss option of regular meeting time**

Team decided that due to changing schedules, a regular meeting time would not work well, and we should continue with the doodle poll method.

3. WRISC Winter Newsletter

Emily explained the newsletter general layout and timeline for the winter newsletter. The goal is to have it completed by January 16th so that it can be distributed before the DCD annual meeting on the 24th. Also, all team members present indicated that they have Microsoft publisher available, which will help in the editing of the newsletter.

a. Items to include in newsletter

Species Profile: Spiny Waterflea, to include references to ice fishing either in the article or as a separate box.

Project/partner highlight: To feature either the Menominee Conservation District and their climate change adaptation plan or the DCD and their sturgeon river project.

WRISC 2014 in review

Upcoming events/WRISC updates (phone, address, website)

b. Distribute workload among team members

John will write the spiny waterflea article.

Emily will work on the partner project highlight. Which project gets featured will depend on partner availability to help get the article done. Action team will review.

2014 in Review – Emily

Upcoming Events – team members should email any additional events to Emily

4. Upcoming projects (funding/timeline)

Next project will be the redesign of the WRISC brochure. Probably start work February/March.

5. Website redesign

Overall feedback was good. The layout flows well and makes sense. Emily asked team members to continue looking around the website to uncover any typos, missing links, etc. She also mentioned additional pages that may be added based on future funding (newsfeed page, invasive laws), also the possibility of having more species profiles created by a local school. Nicole mentioned that the Cow Parsnip vs. Hogweed image/pdf should be added to the species profile page.

6. Education/Trainings for staff and professionals

Serving as a resource for the community is an important role. Margie mentioned positive feedback she has received from our road crew outreach packet. Discussed adding more resources to website, including grant opportunities.

7. Other

Nicole brought up the expanded presence of crazy worms in Wisconsin, and the need to “get ahead of them” with education/outreach. Possible ways to do this are posters/handouts for spring gardening conferences/plant sales, and possibly having Bernie Williams speak at the next annual meeting.

8. February BOD Meeting Agenda Items

Handout minutes, mention new website layout and planned work on brochure. Also, should begin discussion about annual meeting.