

**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

March 23, 2015 Meeting Agenda (3:00-3:45pm)

In attendance: Emily, Nicole, Margie, Corrin, Scott

1. Strategic Mgmt Plan: Opportunity for action team to give input (focus on Goal 1)

Team reviewed word document of Goal 1 with Corrin's comments. Several reworded sections by Corrin were approved. Emily wasn't sure about the removal of the term "awareness" from Objective 1.1. Margie suggested the addition of more items prioritizing on partner needs, as a benefit to MOU partners. A new strategic action to Objective 1.1 was added, and other areas to

add partners were also noted. Margie also pointed out that partners should be capitalized to be consistent with the MOU.

2. WRISC Brochure (review current brochure and discuss redesign options)

Emily told the group that she would be updating the layout/color scheme with help from Willa in the Conservation District. In addition to updating contact information and adding local invasive pictures, she would also like to change the focus of the brochure from a series of local invasives to demonstrating what WRISC does in the community, complete with pictures (control, mapping, boatwash, etc.). The group seemed to agree, particularly mentioning the use of pictures. Corrin pointed out that the website should be bigger and the wording of the “why invasives are a problem” needs to be adjusted. The group also discussed adding a QR smartphone code on the back. Emily will begin revisions and send out a new document for the team to review.

3. April Newsletter topics

Species profile: Nicole suggested Crazy Worms and the group agreed, she will begin writing a draft profile. Wild Parsnip and Barberry were also mentioned, parsnip may be a better choice for the summer newsletter and barberry was featured in fall. On the partner profile section, two projects were mentioned, the purchase and operation of boatwashes by SECOLA/FCLARA, and the UP wide Phragmites project approved for the UP RC&D. Margie suggested contacting FCLARA about the boatwash, and Emily will look into the Phragmites project to see which will work better (whichever is chosen, the other project may be a profile for the next newsletter). Other items to be put in the newsletter are the NR40 updates (Emily will find out more this week), events, and WRISC 2015 projects. Emily will send out a draft/working document when ready.

4. WI First Detector Network

Emily is currently taking part in this new training via a series of webinars and videos. The program’s organizer Tony Summers will be at the annual meeting to promote the program and answer any questions.

5. Outreach strategy/signage/road crew packet (Margie)

Margie emphasized the need to keep moving forward with outreach and education for road crews. Several methods were discussed including a road crew mailing list sent out when it is the right time to mow a particular plant or a when a plant is flowering/in seed. Posters such as customizing a play clean go (or work clean go) poster with parsnip. And a training powerpoint that Emily will be putting together soon.

6. Other

7. BOD Agenda Item(s)

*Strategic Mgmt Plan
Road Crew Outreach*