



Communities for Clean Streams

Watershed Outreach & Engagement Workshop

May 28, 2015

What: Audubon Naturalist Society (ANS) has partnered with Friends of Accotink Creek to provide a forum where watershed and civic groups can strengthen community partnerships and help hone outreach and engagement skills. A similar event was piloted at ANS headquarters in Maryland on March 20th.

Guides: Monica Billger, Audubon Naturalist Society
Laura Grape, Northern Virginia Soil and Water Conservation District
Stella Koch, Environmental Quality Advisory Council
Kris Unger, Friends of Accotink Creek

Goals:

Participants will come out of the workshop with:

- A greater awareness of community partners and their local streams/watershed issues & successes throughout Fairfax County.
- Sharpened outreach & engagement skills including messaging, alliance-building, and knowledge of available resources.
- A Community Outreach & Engagement Campaign Plan for their group's local streams/watershed needs.

Event Details: **Thursday, May 28th 2015**
8:00 am – 3:30 pm
Conference Room 4-5
Fairfax County Government Center
12000 Government Center Parkway., Fairfax, VA 22035

Agenda Below

RSVP requested/Questions -

CONTACT Friends of Accotink Creek
contact@accotink.org

AGENDA

8:00am – 8:30am	Coffee & Refreshments
8:30am – 8:40am	Welcome & Overview: Diane Cameron/Monica Billger, ANS
8:40am – 8:50am	Participant Introductions
8:50am – 9:10am	Past to Present - Clean Water Conservation in Fairfax County: Stella Koch, EQAC
9:10am – 9:30am	Participant Roundtable (<i>Discuss attendees' current issues they would like to see addressed</i>).
9:30am – 10:15am	Framing, Aiming, & Gaming - A road map for developing community outreach & engagement campaigns: Monica Billger
10:15am – 10:30am	Break
10:30am – 11:20am	<u>Breakout Session 1: Framing</u> (group issue/clean water story)
11:20am – 11:40am	A Successful Engagement Campaign: Kris Unger, FACC
11:40am – 12:00pm	Community Outreach & Partnership Opportunities: <i>Speaker (TBA)</i>
12:00pm – 1:00pm *working lunch	<u>Breakout Session 2: Aiming</u> (targeting audience/decision makers, identifying collaborative partnerships)
1:00pm – 1:30pm	Fairfax County Programs: Laura Grape, NVSWCD
1:30pm – 2:15pm	<u>Breakout Session 3: Gaming</u> (strategies to increase awareness, support, and advocacy success)
2:15pm – 3:00pm	Sharing of participant campaign plans.
3:00pm – 3:30pm	Wrap Up & Proposals for Continued Collaboration/Next Steps