

# STATE OF COLORADO

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## Colorado Water Conservation Board

### Department of Natural Resources

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TO: Colorado Water Conservation Board Directors

FROM: Veva Deheza, Section Chief  
Office of Water Conservation & Drought Planning

Nicole Seltzer, Executive Director  
Colorado Foundation for Water Education

Bill Ritter, Jr.  
Governor

Harris D. Sherman  
DNR Executive Director

Jennifer L. Gimbel  
CWCB Director

Dan McAuliffe  
CWCB Deputy Director

DATE: May 8, 2009

SUBJECT: **Agenda Item #25 - Office of Water Conservation & Drought Planning –  
Presentation of the Colorado Foundation for Water Education FY09-10  
Scope of Work**

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### Recommendation

The OWCDP recommends that the Board approve the Colorado Foundation for Water Education's FY 2010 Scope of Work for foundation operations and water education and outreach programs in the amount of \$150,000.

### Summary

The Colorado Foundation for Water Education is pleased to present the Board with the following memo on our FY2009 activities and the work we plan to accomplish in FY2010. The support and guidance of CWCB is a critical part of the Foundation's success, so as always, thank you for your support of independent water education in Colorado!

### OVERVIEW OF FOUNDATION ACTIVITIES TO DATE

The Colorado Foundation for Water Education is celebrating its 6<sup>th</sup> year of operations in 2009. Since its inception in 2003, CFWE has grown into a stable and successful organization that has accomplished its mission of water education by:

- Conducting 5 annual river basin tours across Colorado, educating an average of 70 people each year, including the State Legislature's Interim Water Committee and Basin Roundtable members, on water issues in that basin.
- Publishing 19 issues of *Headwaters* magazine, with distribution that has grown to over 6,000 people.
- Holding three years of the professional development program Water Leaders, which has taught leadership, networking and management skills to over 40 mid-career water professionals.
- Producing 8 *Citizen's Guides* on topics from water law to conservation to climate change. Over 20,000 Guides have been sold. The Guides are used by water professionals and

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educators as part of their outreach and teaching goals, and are sold in several museums and bookstores in Colorado.

- Growing our membership base to almost 400 individuals and organizations.

In addition to success in our programs, the Foundation has also been successful in leveraging CWCB's financial support. The funding provided by CWCB is crucial to our continued success, and we have used it to build a strong support base that includes:

- Annual membership revenue exceeding \$70,000
- Program registration fees and publication sales exceeding \$35,000 annually
- Fundraising efforts (grants, sponsorship, events) totaling more than \$30,000 each year

The Foundation uses CWCB's funds to produce water education tools and programs that are worth at least twice as much as the Board's annual investment. CFWE's goal over the next five years is to continue improving CWCB's return on investment by diversifying our funding base through increased focus on grants, large donors, additional programs and membership.

#### HIGHLIGHTS OF FY2009

In the past year, the Foundation continued to deliver the programs and materials that our constituency has come to expect. In addition to our work on *Headwaters* magazine, the Water Leaders program and the River Basin Tour, CFWE:

- Held a successful event honoring Richard Bratton for his leadership in water education that was attended by over 100 people and raised \$7,500 for the Foundation;
- Was awarded a grant to begin work on the *Citizen's Guide to Colorado's Interstate Compacts*;
- Designed and will soon launch a new website and contact-management system;
- Updated our 2003 Strategic Plan to reflect new priorities and areas of focus;
- Through the IBCC's Public Education, Participation and Outreach Workgroup, administered a survey to all IBCC and BRT members on their water education needs and priorities.

The Foundation's staffing continues to grow and improve with the addition of two new full-time employees: David Harper (Office Manager) and Kristin Maharg (Educational Programs Associate). Changes at the Board of Trustees level occurred also, with the departure of Margaret Medellin and Lynn Herkenhoff and the addition of Chris Piper and Tom Cech.

The Foundation will, for the second year in a row, enter the new fiscal year with increased financial reserves, thanks to support from the State of Colorado, major sponsors and our membership. Our FY2009 Annual Report, due in December, will provide more detail.

#### PREVIEW OF FY2010

Fiscal Year 2010 will see staff and the Board focused on maintaining our current level of service while also implementing the new strategic plan. Through interviews held in April with almost 50 individuals, the Foundation has a renewed understanding of our stakeholders' needs and how we can best accomplish our mission of water education. An annual work and fundraising plan,

due in September, will better delineate the short-term steps we will take to accomplish new long-term goals.

Some of the new initiatives included in the attached scope of work include: conducting a workshop on “Teaching Water” in October and holding at least 5 water education events targeted to specific audiences.

In addition to the above, CFWE will continue to increase its funding diversity and membership base by writing a new fundraising plan and holding a membership drive.

#### UPCOMING EVENTS

The following are Foundation events occurring over the summer:

- May 27: CFWE Board meeting in Glenwood Springs
- June 17-19: Rio Grande Basin tour
- June 30: Water Administration *Headwaters* available
- August 3: Friends of Water Education Golf Classic at Pinehurst Country Club
- October 7-9: Sustaining Colorado’s Watersheds Conference
- Fall: *Citizen’s Guide to Colorado’s Interstate Compacts* available



2009-2010  
Scope of Work for the  
Colorado Water Conservation Board

## **PURPOSE**

The purpose of this Scope of Work is to assist in the financing of operations of a water education foundation to promote a better understanding of water issues through educational opportunities and resources so Colorado citizens will understand water as a limited resource and will make informed decisions regarding its use. The Foundation shall keep an updated Internet link to its offices on the State's web site so that the public shall continually be kept informed of its location, directors, activities, products, goals, objectives and work toward implementing the mission set forth in state statute.

### **Task1: Educational Program Development and Delivery**

#### *Sub-task 1.1: Conduct River Basin Tour*

Each summer, the Foundation holds a two-day tour of a different river basin in the State of Colorado for legislators, appointed officials, water managers, engineers, attorneys, teachers and other members of the public. As part of this subtask, the Foundation will plan, organize and implement a June 2010 tour of a basin to be determined by the Board of Trustees.

#### *Subtask 1.2: Water Education Task Force facilitation*

In July 2008, the Colorado Water Conservation Board released its report on the state of water education in Colorado. The report contained many recommendations for new programs, changes to existing programs, and consolidation of resources. The Foundation will keep the CWCB report's recommendations moving forward by:

- Convening and facilitating meetings of the Water Education Task Force
- Handling all pre- and post-meeting logistics
- Monitoring the work of subcommittees formed to carry out the recommendations of the report

#### *Sub-task 1.3: Water Leaders Program*

The Water Leaders Program was created in 2006 to offer emerging Colorado professionals the opportunity to develop their leadership potential with a focus on water resources issues. The year-long program has since provided training in conflict resolution, communication and negotiation to almost 50 participants from across Colorado. The program also includes extensive self-assessment and networking opportunities. As part of this task, the Foundation will:

- Conduct a survey of past participants regarding the strengths and weaknesses of the program
- Modify the program as required
- Implement the 2010 program

This subtask will be complete by June 30, 2010.

*Sub-task 1.4: Water Education Workshop*

The Foundation will organize and implement a workshop for K-12 water education providers statewide. The workshop will include content such as water festival best practices, classroom education techniques, informal education techniques, River Watch and Project WET, among others.

This subtask will be complete by November 30, 2009.

*Subtask 1.5: Targeted Water Education Programs*

The Foundation will develop and conduct at least 5 audience appropriate water education events focused on Colorado water issues such as drought, climate change, conservation, water law, environmental protection, etc. The audiences may include state legislators, K-12 classroom, college courses, civic groups and others.

This subtask will be complete by June 30, 2010.

## **Task 2: Publication Development and Delivery**

*Sub-task 2.1: Headwaters Magazine, October 2009*

The Foundation will write, design and publish one issue of *Headwaters Magazine*, for distribution to our members and our database of over 5,500 water-interested people.

*Sub-task 2.2: Headwaters Magazine, June 2010*

The Foundation will write, design and publish one issue of *Headwaters Magazine*, for distribution to our members and our database of over 5,500 water-interested people.

## **Task #3: Financial Reporting**

*Sub-task 3.1: Annual Report*

The Foundation will produce an annual report that is publicly available which discloses its year-end financial data, programs implemented and events held.

This deliverable will be available in February 2010.

*Sub-task 3.2: Financial Reports*

At the end of each fiscal quarter, the Foundation will provide quarterly unaudited financial statements. Annual financial statements will be provided

with an independent accountant's review. An independent audit is performed every three years.

*Sub-task 3.3: Audit*

By January 30, 2010, the Foundation will submit a financial audit to CWCB.

*Sub-task 3.4: Scope of Work*

By April 2010, the Foundation will prepare and submit to CWCB the Scope of Work for the 2010-2011 time period. The Scope will be based on the input of the Foundation's membership, Board of Trustees and CWCB staff.

**Task #4: Strategic Planning and Organizational Development**

*Sub-task 4.1: Strategic Planning*

CFWE will complete its updated strategic plan in June 2009. The recommendations of the new plan will be implemented through:

- Development of a fundraising plan focused on strategic plan priorities
- Development of an annual work plan for the calendar year 2010 that outlines the steps that must be taken to begin implementing the new strategic plan goals.
- Implementation of the work identified in the annual work plan

This task will be complete by June 30, 2010

*Sub-task 4.2: Organizational Development*

In 2008-2009, CFWE developed a new membership benefits structure to enhance our membership program. In FY2010, CFWE will roll out the new member benefits through creation and production of new marketing materials. In addition, CFWE will hold a membership drive.

This task will be complete by June 30, 2010.

**Task #1: Educational Program Development and Delivery**

<i>Deliverable</i>	<i>Time of Deliverable</i>	<i>Description of Deliverable</i>	<i>Budget</i>	<i>Deliverable Total</i>
River Basin Tour	June 2010	Conduct basin tour	\$25,000	\$25,000
Water Education Task Force	June 2010	Facilitate Water Education Task Force Meetings	\$5,000	\$5,000
Water Leaders Program	Sept 2009	Conduct survey of past Water Leaders participants	\$2,500	\$17,000
Water Leaders Program	January 2010	Make needed changes to Water Leaders course	\$2,500	
Water Leaders Program	June 2010	Conduct 2010 Water Leaders course	\$12,000	
Water Education Workshop	October 2009	Host workshop	\$9,000	\$9,000
Community-targeted Water Education Programs	June 2010	Hold multiple water education programs	\$15,000	\$15,000

**Task 1 Total****\$71,000****Task #2: Publication Development and Delivery**

<i>Deliverable</i>	<i>Time of Deliverable</i>	<i>Description of Deliverable</i>	<i>Budget</i>	<i>Deliverable Total</i>
Headwaters Magazine	October 2009	Publish one issue of Headwaters magazine	\$30,000	\$60,000
Headwaters Magazine	June 2010	Publish one issue of Headwaters magazine	\$30,000	

**Task 2 Total****\$60,000****Task #3: Financial Reporting**

<i>Deliverable</i>	<i>Time of Deliverable</i>	<i>Description of Deliverable</i>	<i>Budget</i>	<i>Deliverable Total</i>
Annual Report	February 2010	Produce an Annual Report highlighting the finances and activities of the Foundation in 2008.	\$2,000	\$2,000
Financial Reports	July 2009	Provide copies of any and all balance sheets and financial reports produced in accordance with the CFWE standard accountaind procedures and Executive Committee requirements	\$500	\$2,000
Financial Reports	October 2009	Provide copies of any and all balance sheets and financial reports produced in accordance with the CFWE standard accountaind procedures and Executive Committee requirements	\$500	
Financial Reports	January 2010	Provide copies of any and all balance sheets and financial reports produced in accordance with the CFWE standard accountaind procedures and Executive Committee requirements	\$500	
Financial Reports	April 2010	Provide copies of any and all balance sheets and financial reports produced in accordance with the CFWE standard accountaind procedures and Executive Committee requirements	\$500	
Accountant Audit for FY2008	January 2010	Accountant review of FY2008 financial statements	\$2,000	\$2,000
Scope of Work	April 2010	Provide a summary of proposed activities for next fiscal year to CWCB	\$1,000	\$1,000

**Task 3 Total****\$7,000****Task #4: Strategic Planning and Organizational Development**

<i>Deliverable</i>	<i>Time of Deliverable</i>	<i>Description of Deliverable</i>	<i>Budget</i>	<i>Deliverable Total</i>
Strategic Planning	September 2009	Development of fundraising plan	\$3,000	\$7,000
Strategic Planning	June 2010	Implementation of strategic plan recommendations	\$4,000	
Organizational Development	January 2010	Develop marketing materials	\$2,000	\$5,000
Organizational Development	June 2010	Implement new member benefits and conduct membership drive	\$3,000	

**Task 4 Total****\$12,000****SCOPE OF WORK TOTAL****\$150,000**