

Education & Outreach DM Workgroup Meeting Report Out

Work Group: Education & Outreach Meeting #2 **Date:** February 10, 2020

Meeting Topics: Agenda items included a recap and summary of the work of other workgroups, a discussion of exercises other workgroups are engaged in, a brainstorming session relating to regional messaging, development of guidance for a literature review, and preparation for the March joint Interbasin Compact Committee/Demand Management meeting.

Key Discussion Points:

- Discussion covered the need for message consistency, stabilizing communication chain, need for extra transparency, open line for all users to communicate concerns and ideas.
- “Ambassadors of messaging” discussion around shifting the conversation about Demand Management to communities at the regional and local levels. Need to have more frequent check-ins among different workgroups, and have workgroup members’ organizations support State communications to their respective publics.
- Ongoing efforts discussed relating to surveys of how water educators communicate; mapping communications networks and addressing gaps. Potential for this workgroup’s work to inform/be informed by these efforts.
- Discussion around complications of communicating about a concept, not a concrete program.
- The group brainstormed on guidance for literature review.

Key Take Aways & Next Steps:

- Workgroup members will share information and ideas about education and outreach-relevant literature to bring to consultant’s attention for inclusion in literature review, including examples outside of water industry.
- Workgroup members to prepare for March IBCC/DM meeting, particularly cross-cutting discussions and issues, asks of other workgroups.

Other:

The group will meet next at the joint IBCC/Demand Management Workgroups meeting in March and will work on scheduling additional meeting after that.