
SWEAP PROJECT OVERVIEW



Background

There are numerous, loosely coordinated water education initiatives and actions throughout the State. While activities are adapted to local needs and conditions, a statewide strategy would ensure collective impact. Given the importance of water education, it is an opportune time to define a more strategic, integrated systems approach. Clearer definitions of outcomes, metrics and data-informed strategies are necessary to attract the resources and capacity for statewide water education.

Purpose

The purpose of the Statewide Water Education Action Plan (SWEAP) is to outline a data-informed, strategic approach to water education. Clarity of a collective water education vision, goals, and strategy will inform the state-level actions that create supportive system-wide conditions and will guide local-level actions that are most likely to lead to outcomes and impact.

Approach

Strategic Planning: Strategic planning is about deliberate decisions based on context. While the process includes broad stakeholder input to define local conditions and needs, strategic conclusions derive from rigorous analysis, data, and best practice.

Coalition: For purposes of this planning process, core collaborators will work in coalition, an “alliance for combined action.” The Coalition is a deliberately identified group of water education experts who have content expertise, decision-making authority, and who are water education leaders who can play a role in SWEAP implementation.

Steering Committee: A small steering committee, to include Water Education Colorado board members and staff, oversees the process, and works with the consultant to ensure a realistic and useful product.

Process

Situation Analysis: The analysis provides context and identifies core issues in water education. The analysis is completed through individual and small group phone interviews with close to 100 stakeholders and key informants, plus a review of related documents and the current water education literature and research, including the principles and practices developed by ThinkWater. (December 2018 – February 2019)

Strategic Decisions: In a one-day work session, the Coalition will set the strategic vision, purpose and direction for statewide water education and will identify a few realistic, specific outcomes as a framework for actions. (April 2019)

Actions: Coalition subcommittees will define the action steps that are most likely (proven or promising) to lead to outcomes. (April 2019)

Draft Plan: The draft plan will be reviewed by WEco's Water Educator Network. Network members will also help determine which actions are most common or most useful at a local level. (May 2019)

SWEAP: The Plan will include the strategic framework (defining vision, strategy, goals, and metrics) and the strategies and activities to support achieving measurable outcomes. SWEAP is anticipated to include actions to be achieved at a statewide level and actions that can be adapted to a local level. (May 2019)

Implementation: The Network and the Coalition will assist WEco in sharing the plan. A local action toolkit will be developed to facilitate consistent and efficient implementation.
