



“Long-Term Vision for the Future of Water in Kansas” Education and Public Outreach Supplement Update



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Public Input to Draft Supplement

Charge from *The Vision*

Assign a coordinating team to oversee working groups to develop a multi-phased educational proposal for target audiences of K-12, community leaders, and media to promote local conservation decisions. Existing educational efforts, programs and activities should be incorporated as appropriate.

Sub-groups

- Community Facilitation and Learning
- K-12 Curriculum and Career and Technical Education
- Out-of-Classroom Youth Education (Ex. 4-H, FFA, Scouts, Zoos, After School Programs)
- Media and Public Outreach Campaigns
- Workforce Development



Intended Outcome

1. Gather background information on existing educational efforts, programs and activities in Kansas.
2. Evaluate what information is being shared, recognize best formats of delivery, and identify opportunities for new or expanded water-related educational efforts, programs and activities, as well as the resources necessary to fulfill those opportunities.
3. Develop appropriate programs and activities for each target audience, including a public media campaign and central website.

Structure

- The coordinating team sought input from a working group of Kansas volunteers with interest and expertise in water-related education and outreach.
- Four public meetings were held in January, March, May and September with nearly 60 in attendance at each meeting.
- One additional meeting is planned for October 6, 2016.

Guiding Principles

- The initiatives are not designed to displace current water education programs. Instead, the initiatives are designed to promote such programs and to encourage the development of complementary programs.
- The initiatives described in this supplement are strategic in nature, and as such, do not describe the details of the implementation of the initiatives.

Guiding Principles Continued

- Initiative implementation plans will be developed following the approval of the supplement document by the Kansas Water Authority. Those interested and experienced in water education program implementation will be invited and encouraged to provide input and feedback regarding the implementation plans.
- Any local, regional or state agency, education institution, non-government organization or private company interested in water education programs are invited and encouraged to participate in the development of these plans.

Guiding Principles Continued

- All of the initiatives will contain unified messaging through a statewide marketing campaign and a central web-based platform.
- All educational resources will be vetted and science-based.

Develop and Enhance a Statewide Marketing Campaign to Include Brand Recognition within our State's Residential Households

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- Assess Kansans' knowledge and awareness of water resources through a statewide assessment.
- Utilize marketing firm for development of a media plan and campaign messages to improve knowledge and awareness of water resources and promote local citizen knowledge and engagement in water conservation.

Establish a Brand Recognizable Centralized Website

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16, 32, 38

- Create an online “one-stop shop” of statewide water-related resources and information for all Kansans include federal, state and other public officials.
- Launch and continue adding to the centralized website, utilizing materials and resources collected in Phase I and promoting the website throughout the state.



Increase Awareness and Knowledge of Kansas Youth on Water-Related Issues Through K-12 Education and Beyond-the-Classroom Opportunities

- Establish baseline knowledge of youth in Kansas on water-related issues.
- Collect vetted resources and curriculum to be made available on the website.



K-12 and Beyond-the-Classroom Continued

- Develop a grant program to be made available to K-12 and organizations providing outreach on water-related issues to add statewide messaging to their curriculum.
- Collaborate with organizations such as: FFA, 4-H, Scouts and zoos to strengthen opportunities for education and activities to students on water education.



K-12 and Beyond-the-Classroom Continued

- Launch and promote statewide messaging grant program and award grants to promote water education.
- Provide information to K-12 on coordinated curriculum efforts available on the website.
- Introduce organized water curriculum and initiatives for youth organizations available on the website.
- Increase opportunities for professional development for educators on water-related curriculum.

Provide Opportunities for Kansans of All Ages to Increase Their Awareness of Local Water Issues

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- Establish position and hire Community Outreach Specialist.
- Expand current collaboration efforts between university water researchers and water agencies to include higher education institutions in Kansas.
- Establish “Top 3” water conservation and/or water quality measures for each Regional Planning Area for household, agriculture and industrial/municipal use.

Local Water Issues Continued

- Utilize the statewide media plan and messages to promote local engagement in water conservation.
- Enhance working relationships between local and state entities for collaboration on water strategies.
- Establish region-specific, targeted improvements for household, agricultural and industrial/ municipal water conservation and water quality.



Develop Partnerships Between Industry, Community and Educational Institutions that will Promote and Train for Water-Related Careers

- Begin evaluation of higher education institutions' current academic offerings and identify water-related courses and curricula.
- Coordinate regional/topical workshops to facilitate development of partnerships between higher education and business and industry.



Developing Partnerships Continued

- Develop a grant sponsored internship/mentorship program in water-related careers, sponsored across water agencies.
- Host professional development opportunities to prepare individuals in multiple related career paths to understand water resources.
- Seek opportunities to promote existing water-related degree programs at Regents institutions.



Discussion

- Within each theme area, are there areas of concern that have not been addressed?
- Within each strategy, are there action items to be considered that are missing or should be included?
- Are there action items or ideas that should not be pursued?
- What are the top priority action items within each strategy?
- Who are the potential partners key to execution of the action items?
- What are potential ways for which these strategies and action items can be measured for success?

Questions?



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