

Notes & Action Items for Forum Education & Outreach Committee Call

January 28, 2020 10:00am-12:00pm

Attendees: Alex, Anne, and Alicia

Review Action Items from Aug 15 Call

The E&O Committee walked through the Action Items from the Committee's last call that will not be addressed in other areas during this call.

- Alex attended the Coleman National Fish Hatchery Return of the Salmon Fest in October 2019. He modified and printed some of the business cards Alicia developed for FISHPass intro webinar outreach and also created some handouts (crossword puzzle and maze) geared towards youth. There were several thousand people and he gave out 3 full bags of candy!
 - It might be worth considering having the Forum take on a leadership role in developing additional kid focused outreach materials that could be used by Forum members at events like this and/or through other initiatives.
 - Anne will check with Tom about CDFW's initiative to encouraging CDFW employees to make classroom visits etc.
- Alicia needs to talk with PSMFC about sharedrive options (for photos) and potential of creating additional outreach materials using the artwork from the graphics already created by Robin Carlson for the Forum. Could be an option for outreach tools for World Fish Migration Day (WFMD) 2020.
- Alicia continues to update the intranet regularly. Will be considering what to transfer over as we plan to migrate the Forum's website from Wix to Word Press.
 - Alicia will check in with Van about what this will entail and start to map out a possible time frame.
- Alex will circle back with USFWS (Susan Saywer) about the FISHPass article.
- Alex will resend the email template that he put together for the monitoring outreach
 - Alicia will create a place for these email templates on the intranet
 - Monitoring information received could help inform the case studies to be created (tasks in the E&O and S&D work plans)
 - Will be starting with the Forum-funded projects.
 - Consider reaching out to those that have recently closed out first? (e.g. CCTR?)

Review 2019 Education & Outreach Committee Work Plan

- Anne will send the update for the 2020 project update (Goal 3: Task 1.1.) to Alicia in February
 - Alicia will send the excel spreadsheet to Anne with the project lists and post it to the intranet.

Brainstorm Goals/Priorities Initiatives for 2020

The E&O Committee brainstormed possible goals and priorities for what the Committee would like to accomplish in 2020.

- FISHPass Outreach (see more detail below)
 - Santa Cruz FISHPass Demonstration

- Depending on how this goes, use a model for future demos to local stakeholders/colleagues/practitioners
- World Fish Migration Day (May 16, 2020)
 - Low hanging fruit would be to Santa Cruz event with FishBio
 - The 2020 NFHP 10 Waters to Watch list will be announced on WFMD
 - Alex will reach out to Ryan and Tim about partnering on something for World Fish Migration Day
 - Could/should we do a “virtual” event and promote FISHPass?
 - Alicia will ask the Forum in Santa Cruz if any of our other partner orgs are also planning something
- 2020 Waters to Watch
 - NFHP sent out the call for nominations on Jan 30. Alicia asked Anne and Alex to start thinking about whether or not they had any projects we should propose to the Forum.
 - In addition to new projects, this year NFHP is opening the door to “legacy nominations” for projects that have been selected to past Waters to Watch lists. Something to consider for the Forum?
 - NFHP will time the announcement with WFMD – possible opportunity for coordinated event?
 - **Deadline for submission is Feb 28.**
- Case studies
 - This will be done in collaboration with the S&D Committee (also in their work plan), and hopefully be informed by the information collected by Alex on monitoring (see above) also in collaboration with S&D
- Conferences/Events/Workshops
 - Eric McMillan (USFWS) has invited the Forum to submit an abstract for a presentation at the National AFS meeting this year in Columbus, OH. Will bring this up with the Forum in Santa Cruz.
- Website Migration
 - Alicia will be working with PSMFC to migrate the Forum’s website from its current platform (Wix) to Word Press. Need to iron out timing and what this will involve.
 - Opportunity to refresh the entire website...
- Increase Membership of the E&O Committee
 - The Committee discussed strategies for increasing membership and agreed that we should solicit new members at the Santa Cruz meeting.
- Social Media
 - Alicia created a twitter account for the Forum in late 2019. Need to set up a strategy for how we want to use this. How often do we want to try to post? Focus? Need to develop/solicit content etc.?
- Youth Outreach
 - As mentioned above, there may be an opportunity for the Forum to take on a leadership role in developing some outreach materials focused on youth. The E&O Committee discussed some existing initiatives and programs (ie Salmon in the Class room?) that we could consider teaming up with?
 - Anne will ask Tom for additional information
 - Following this call Alex sent an email (1/29/2020) with additional thoughts on this topic which is summarized as follows:

- Potential to piggyback on existing CDFW [Classroom Aquarium Education Program \(CAEP\)](#). Assuming there is interest from CDFW, the Forum could:
 - Develop/provide resources for the habitat section of their training on habitat connectivity and passage
 - Provide/develop/host activities or resources that could potentially be posted on the CAEP curriculum website (or maybe they can post a link to a (new) Forum curriculum/activities page
 - Collaborate with CDFW educators to help with habitat portions of training or classroom visits (as availability allows)
- Recreational Fishing Funding Opportunity
 - The E&O committee used this time as an opportunity to discuss the proposal Alex drafted seeking funding through NOAA's Recreational Fishing Program to expand the app Brett has developed for the Fish Passage Incidental Report. Once finalized, the Forum would use the remaining funding for outreach (including participating in fishing expos and restoration events)
 - Anne will reach out to Tom for additional info on recreational angler orgs and associations
 - Alicia will facilitate running the proposal by the Governance Committee and once approved submit to NOAA.

2020 Work Plan

The Committee is happy with how the 2019 Work Plan finished up. **Alicia** will transition it over to 2020, add initiatives discussed during this call, and send back out to the Committee for review and approval prior to the Santa Cruz Forum meeting.

- Low-hanging fruit for outreach events this year include:
 - Attend Return of the Salmon Fest again and host a table (Alex)
 - Host a table at an existing Fish Migration Day event (either Santa Cruz or NFPP if they do something)

FISHPass Update & Rollout Plan

The Forum released FISHPass (Phase 1) at AFS on Oct 3 and via email blast. The FPWG hosted an introductory webinar on October 24 and the recording is now posted on the CFPF website.

The Education & Outreach Committee revisited the FISHPass Rollout Plan and discussed potential plans for 2020:

- Potential outreach materials
 - Fact sheet?
- Options for target audiences
 - Webinars vs in-person trainings/lunch and learn?
 - Opportunities for local champions? Are there any groups/individuals that would be especially helpful to target as we release the tool? Should we focus on areas that our data is especially robust? OR areas that we need more information?
 - Start with Forum organizations. Look for volunteers to host webinars/in-person trainings (ie "lunch and learns") at the Forum meeting in Sept.
- Other outreach

- Alex is helping to place an article through USFWS Pacific SW Region. It would appear on the Region website, and it would be sent out to the listserv. (sometimes other media sources pick up on it). Alex will check to see if there is a schedule for when the put together the articles and how much of a heads up? And are they interested?
 - Example: https://www.fws.gov/cno/newsroom/Highlights/2018/zero_to_40/
- Alicia submitted a brief article to the winter NFHaPennings newsletter.
- Eric invited the Forum to submit an abstract focused on FISHPass to the fish passage symposium at the AFS 2020 Annual Meeting in Columbus, OH. If the Forum decides this is something they want to pursue is there additional outreach we should consider?

Prep for Santa Cruz Forum Meeting

The Committee discussed what should be presented to the Forum during our Committee update at the meeting in Santa Cruz and what additional outreach/activities could be leveraged while there surrounding the planned FISHPass demonstration and field tour on Feb 12.

- E&O Updates
 - Outreach and collaboration opportunities with USFWS SW Region social media
 - 2020 Waters to Watch & World Fish Migration Day
 - Provide a quick update of experience at AFS in Reno
- What information do we want from them?
 - Target audience suggestions for FISHPass rollout
 - Also ask for volunteers to host in-house trainings/webinars.
 - Nominations for Waters to Watch
 - Are any of their organizations planning activities/events for World Fish Migration Day that we could partner with?
 - Do Forum member organizations have in-house education programs/resources geared towards youth? Would it be beneficial for the Forum to develop some materials to use in these situations?
- Anne also made some great suggestions on local restaurants