

WESTERN SLOPE CONSERVATION CENTER



Outreach Committee Goal Areas - 2018

WSCC Mission Statement

The mission of the Western Slope Conservation Center is to build an active and aware community to protect and enhance the lands, air, water, and wildlife of the Lower Gunnison Watershed.

Goal of WSCC Program Committees

Plug in people power to improve organizational capacity in watershed, public lands, and education programming

-Committee meetings, held once a month, should be actionable, collaborative, and engaging.

Outreach Committee Purpose Statement

The purpose of the Outreach Committee is to create and coordinate education, events, and engagement to forward the mission of the Western Slope Conservation Center.

- ❖ As outlined in the Board's 3-year Strategic Plan, WSCC will undertake events or provide services if:
 - 1) They advance WSCC's mission and are consistent with our values and goal areas
 - 2) Costs of the activity and potential sources of funding have been identified
 - 3) There is a clear and defined purpose for our involvement, whether solely or in partnership, without duplicating the efforts of other organizations
 - 4) There is evidence of a need for the events or activity
 - 5) There is a reasonable chance for success and a plan for evaluation based on outcomes and goals
 - 6) Consideration has been given to potential impacts/conflicts related to current programs, activities, and relationships

- ❖ WSCC's events over the course of the year should ensure the Conservation Center's ability to reach the entire Lower Gunnison Watershed, especially outside the North Fork Valley

- ❖ Tactics to engage the community should include a mix of:
 - Community events and festivals
 - "Lecture" series
 - Hikes
 - Talks, preferably in fun places like a bar!
 - Happy hours
 - Volunteer work days
 - Social Media

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2018 Events and Goals

1. Float Fest - June 2, 2018
GOAL: 1) Connect community with the rivers of the Lower Gunnison Watershed, creating a deeper appreciation for our water; 2) Fundraising goal = \$4000
 - a. Significant changes to Float Fest possible this year due to water conditions
 - b. Festival - Silent Auction

2. Film Programs
GOAL: 1) Promote conservation and stewardship through thought-provoking and inspiring film series; 2) Fundraising goal
 - a. Colorado Environmental Film Fest (CEFF) - March 30
 - b. Mountainfilm - November 15 & 16
 - i. Silent Auction

3. Summer Hiking Series
GOAL: Connect members with our natural resources throughout the Watershed, providing engaging content to educate attendees and drive deeper appreciation for environment
 - a. The Earth Beneath Our Feet with Dr. Noe + Guests
 - b. Campaign-specific hikes
 - i. BLM RMP & USFS Forest Plan Revision

4. Educational & Program-Related Events
GOAL: Work with Watershed and Public Lands Committees to coordinate events designed to promote ongoing WSCC programs or time-sensitive campaigns
 - a. Recurring lecture/event series, similar to Valley Voices
 - b. "As-needed" basis - i.e. BLM RMP community events

5. Volunteer Days
GOAL: Provide an opportunity for volunteers to physically contribute to stewardship projects on our public lands and riparian areas
 - a. Trail Work Days with USFS
 - i. Lost Lakes - July 14
 - ii. Coal Creek - August 4
 - b. Stewardship Days at Paonia River Park
 - i. Pre-Conservation Days
 - ii. Pre-Float Fest, pending location...
 - c. Watershed Committee Co-Sponsored Events
 - i. Invasive Species Removal Days
 - ii. River Clean-ups

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6. Youth Education

GOAL: Connect youth with the outdoors, promoting stewardship principles, introducing students to career pathways in the natural resources, and engaging in ongoing issues related to our public lands

- a. Assisting The Nature Connection Youth Outdoor Network Programming
- b. Engaging students in USFS GMUG Forest Plan Revision Process
- c. Conservation Days - April 26th & 27th
- d. Every Kid in a Park - September
- e. Cedaredge Outdoor Days (every other year)

7. Miscellaneous

- a. Friendraiser at Delicious Orchards - October
- b. Volunteer Appreciation Day - August
- c. Newcomer Event?
- d. Happy Hours?