

**PACD Education and Outreach Committee  
Ramada Conference Center, State College, PA  
January 18, 2007**

**Welcome**

Acting Chair Amanda Ritchey welcomed everyone to the meeting.

*Committee members in attendance:*

Katherine Shelly, Associate Director, Susquehanna Conservation District  
Catherine Skwara, Associate Director, Bucks Conservation District  
Amanda Ritchey, Ombudsman, Blair Conservation District  
Glenn Seidel, Berks Conservation District

*Others in attendance:*

Bob Sagar, Columbia Conservation District  
Shane Kleiner, DEP  
Kathleen Banski, PACD  
Molly Burns, PACD (recorder)  
Bob Robinson, Wyoming Conservation District  
Victor Cappucci, Wyoming Conservation District  
Earl Brown, Erie Conservation District

**Minutes of the Last Meeting**

On page 2, next meeting date, third paragraph "consistent statewide logo" The committee will approve the minutes at the next meeting.

**Environmental Educator Facilitator Training**

PACD is partnering with the PA Department of Education to host a facilitator training session March 14th and 15th in Harrisburg for The Pennsylvania Alternate Energy Program for Middle and High School students; and Project Food, Land and People (FLP). There are 25 (out of 30 potential) slots reserved for conservation district staff. You do not have to have a title of Environmental Educator to attend. Any district staff person who is doing education and outreach to schools are eligible to attend. Registration will open at 8:30 a.m. on March 14 followed by hands-on training related to the Alternate Energy Program. FLP training will occur in the evening. Patti Vathis will provide FLP homework for the evening. She will begin the 15th with a wrap-up of FLP, and then finish the remainder of the day with the Energy Program. The registration fee of \$25 must be received in order for PACD to confirm registration. There is a waiting list of others who want to participate, so if district staff do not fill the 25 slots by the February 28 deadline, Patti will open any remaining slots to the waiting list.

**PACD Website Update - Education Pages**

Kathleen encouraged everyone to go to the PACD website ([www.pacd.org](http://www.pacd.org)) to take a look at the changes to the PACD education pages and provide feedback. The education pages have been revamped for easier navigation.

There are three main categories under Education Resources on the PACD website: the Chesapeake Bay Education Office; The Non Point Source Education Office; and general conservation education. PACD is very interested in feedback from districts, because we want the information to be useful to conservation districts.

### **Non Point Source Exhibit**

With feedback provided by conservation districts, PACD has been developing an NPS exhibit that will be available, on loan, to conservation districts. Kathleen Banski distributed a final draft proof to committee members to solicit feedback. Committee suggestions will be incorporated into the final product. Kathleen expects the final product to be completed by the third week of February. Susquehanna CD has requested to borrow the exhibit for two events in March 2007. Shane Kleiner offered to transport the exhibit from Harrisburg to Susquehanna CD.

### **Logo Response**

Kathleen Banski explained that a district requested that PACD coordinate the design and production of signs for districts that would be placed on major throughways when entering and exiting the various counties. PACD asked for feedback from districts regarding their interest in adopting a unified logo that could be used on signs and other materials. PACD received mixed feedback. Kathleen suggested that before engaging in further activity on this matter, that the committee wait until the Executive Council meets on Friday when it will vote on the strategic goals. The goals include putting together a marketing tool-kit for districts. There was a general consensus to wait until Executive Council met on Friday

Kathleen offered to provide the committee with some examples of past PACD educational/marketing activities from the archives. A committee member suggested that blogs and video sites, etc., are possible avenues for posting marketing tools.

### **PACD Strategic Plan Goal: Define the role of conservation district Environmental Education Coordinators:**

Many conservation districts have encouraged PACD to secure funding for environmental educators. However, since the role of conservation district environmental educators varies greatly from district to district, it is difficult to solicit funding without defining the role and potential impact of conservation district educators. In many districts, the job description for the educator position changes depending on who is hired for that position and what their skills are.

The group discussed the role of the conservation district environmental education coordinator. It was suggested that it may be helpful to change the title of the "Environmental Education Coordinator" to "Education Specialist" because when people hear "environmental education" they think of educating children in schools, whereas many districts are educating adults, municipalities, and other groups, rather than focusing singly on educating children.

If council approves the PACD Strategic Goals the Education & Outreach Committee will likely be called upon to help develop an action plan for addressing this goal.

#### **Environmental Educators Conference**

Kathleen Banski explained that PACD is supporting a grant application submitted by a conservation district to host a statewide Environmental Educators Workshop/Training. PACD has surveyed environmental educators to help identify potential agenda topics that would help strengthen conservation district skill related to Education & Outreach.

#### **Marketing Conservation Districts**

Roger Spotts presented an excellent presentation at the Annual Staff Conference on the Monroe Conservation District marketing experience. The challenge for their district was determining how to market to and work with municipalities.

#### **Next Meeting Date/Agenda Items for Next Meeting**

July.

#### **Adjournment**

The meeting was adjourned at 9:40