

ARSN Communications/Outreach Committee Update—1/5/22

Purpose: provide information on ARSN mission, publish information in multiple formats to increase accessibility, education on conservation and natural resources

Members: Rebecca Bearden (GSA; rbearden@gsa.state.al.us), Merry Gaines (NRCS), Denise Rowell (USFWS)

2021 Communications/Outreach/Training:

- Fisheries Career Night (Cal Johnson-ADEM and AU Chapter AFS)
- Plant ID Workshop (UWA, AFA)
- Habitat Workshop (USFWS, ADEM, TNC, GSA, Freshwater Land Trust, AFA) at Turkey Creek Nature Preserve
- Earth Science Week Lunch n Learn (GSA)
- Various meetings/conferences (Clear Water Alabama, Alabama Water Resources Conference, etc.)
- Social media updates

2022 Communications/Outreach/Training:

- Habitat Workshop hosted by AU (Eve Brantley)
- Fish ID workshop
- ARSN promo video produced by Hunter Nichols

Wish list for the future:

- Communications
 - Utilize virtual options with flexible viewing
 - ex: lunch and learn via Zoom with sessions that are recorded and accessible later
 - Bill Finch (Paint Rock)
 - Pollinator streambank habitat/rivercane initiative
 - Snail Darter de-listing
 - Recent package of extinction
 - Recovery plans/needs (Flattened Musk Turtle, Black Warrior Waterdog)—for distant future, needs more time
 - ARSN email
 - monthly updates featuring highlights from one of the committees

- rotate among the four committees to share the workload and ensure equal representation/encourage committees to produce a deliverable
- Outreach
 - Funding sources—State and regional RC&D, TNC, FWS
 - Continuing education for professionals
 - Community
 - Informational signage at popular recreational areas, fairs and other community events
 - “Next Door” App
 - Radio interviews (could be pre-recorded and provided to multiple stations)
 - Students
 - Undergraduate and graduate students
 - ❖ Career focus
 - Meet with professionals
 - Auburn chapter of AFS program
 - Internships
 - K-12
 - ❖ Lesson plans, activities with a water focus
 - ❖ YouTube channel virtual field trips/lectures
 - ❖ Partner with other programs/resources
 - ❖ Forest in the Classroom
 - ❖ Alabama Water Watch
 - Market research—poll teachers, superintendents, principals, etc.
 - Local Principal that is on fire about programs
 - Example: DJ Nix at Jemison Intermediate School (works with Petals from the Past, has outdoor green house, and pollinator/songbird garden; wants mural)
 - Landowners/farmers
 - Seasonal workshops (mid-summer night with meal to accommodate farming schedules)
 - ❖ Before and after “pilot studies” to show landowners/farmers the value of BMP installation
 - ❖ Edge of Field Monitoring through the National Water Quality Initiative (NWQI) link: <https://www.nrcs.usda.gov/wps/portal/nrcs/detail/national/water/quality/tr/?cid=stelprdb1240285>
 - Social media
 - ❖ feature The Nature Conservancy videos

- ❖ Ag Talk forum
- Print media
 - ❖ ALFA—Neighbors magazine article on water quality with farmers featured who have installed BMPs