

**Wisconsin Invasive Species Council
Education Committee**

Thursday, January 29, 2015
State Natural Resources Building (GEF 2)

Meeting Minutes

Intros / Agenda Repair / Updates

Committee Members Present: Christal Campbell (DNR/UW-Extension via telephone), Kelly Kearns (DNR), Greg Long (via telephone), Todd Matheson (DOT), Michael Putnam (DNR), Colleen Robinson-Klug (DNR), Paul Schumacher (Council Chair via telephone), Scott Schumacher (DNR), Bernie Williams (DNR), and Christa Wollenzien (DOT).

Staff: Dreux Watermolen (DNR).

Approval of 11-20-14 Meeting Minutes – The Committee approved the meeting minutes as drafted.

Todd Matheson announced that he will be moving into a different position at the Wisconsin DOT. He will be stepping down from the Invasive Species Council and DOT will appoint a replacement. Christa Wollenzien will continue to be involved with the Education Committee.

Governor Proclamation

Christa Wollenzien reviewed previous gubernatorial proclamations and prepared a draft resolution for Committee discussion.

TASK: Committee members will review the draft circulated by Christa Wollenzien and suggest edits by Friday, February 6. Christa will incorporate comments. Dreux Watermolen will circulate the final draft to the committee and the full Council for a final review the following week, with a deadline for expressing any concerns by February 20. Dreux will work with DNR's administration to submit the final draft proclamation to the Governor's office for consideration.

Council Website Restructuring

Based on the input received by the committee at the November meeting, Dreux Watermolen worked with Dougal Walker to finalize the overall structure of the new Council website. The committee reviewed the web site.

TASK: Subcommittees will work with Dreux Watermolen to develop content as follows:

- Awareness Month – Colleen Robinson-Klug, Christal Campbell, and Christa Wollenzien
- Council and Committees – Paul Schumacher and Greg Long
- Initiatives – Kelly Kearns and Bernie Williams
- Resources and Links – Mike Putnam, Kelly Kearns, Bernie Williams , and Scott Schumacher
- Photos for Banner – Colleen Robinson-Klug and Bernie Williams

NR 40 Outreach / Education Priorities

The committee provided input on priority audiences and priority products for NR 40 outreach.

Priority Audiences: Outreach and education efforts should focus on audiences who will be most impacted by changes to the rule. Some of these include:

- DNR staff
- AIS coordinators
- Green industry, landscapers, composters
- Public Works and Parks and Recreation Association
- Local government associations
- College Landscape Architecture, Horticulture, etc. programs
- Planners

Priority Products:

- Updated list of regulated species (printed and online)
- Regulated plants publication w/photos
- Repository of template for newsletter articles, press releases, etc.
- Updates to Field Guide to Invasive Plants (convert to an app?)

Upcoming Events: Committee members noted upcoming events where agencies will have a presence. These include:

- American Society of Landscape Architects (March – Christa and Kelly)
- UW-Extension Garden Expo (March – Kelly)
- Society of Wisconsin Science Teachers (March – Dreux)

TASK: Dreux Watermolen will share committee’s input with the Wisconsin DNR’s invasive species communicators group.

TASK: Todd Matheson will approach the DATCP Council member about potentially having participation by nursery inspectors in the Education Committee.

ISAM Theme

Decision: The committee decided to retain the theme used in previous years (“Protect the Places where You Play: Keep Invasive Species out!”) and to use it as a means of branding the month.

ISAM - Invader Crusader Awards and Ceremony

Since the last committee meeting, a subcommittee consisting of Greg Long, Kelly Kearns, Christa Wollenzien, and Colleen Robinson-Klug met to review and update nomination materials, identify priority audiences to solicit nominations from, and develop an overall timeline for the awards process.

Nomination form/Application materials:

We will encourage and request electronic submittals, but will provide a contact person and different deadline for those who want to submit nominations in a different manner.

We will not confine ourselves to specific categories this year (of award type or winner type), but will not be so open-ended that we make up an award category in order to “justify” a unique, worthy nominee. We may revise this aspect over time, starting this year with including “categories” on the nomination form, but for purposes of descriptors more so than choosing a specific category to nominate within for the award. Nominators will be able to check as many descriptive categories as apply to each nominee. This information will be used by judges in narrowing things down or clarifying, but again, it isn’t critical to merit for the award.

The committee reviewed the draft nomination form. The committee recommended adding a youth category and a leadership category to the nomination form.

Nomination materials will direct people to the new Council website: invasivespecies.wi.gov/awarenessmonth.

Judging materials:

We will include a bit better refinement of our judging criteria. That is to say, offer more robust examples or description of what the criteria mean. We will make judging criteria available in the nomination/application materials so people know how things will be judged and considered.

Priority audiences to solicit nominations from:

The subcommittee has identified a list of organizations, newsletters, etc. to target for announcing the award nomination period. Dreux Watermolen will work with the DNR’s Office of Communications to initiate the roll out with a news release the week of February 9. The nomination information will be posted on the new Council website and should go live the week of February 9.

Timeline for awards process:

February 2 Dreux Watermolen will email Council members to ask for volunteers for judging. He will also ask for feedback on new nomination form, letter and judging criteria.

February 9 Announcement of award competition - send prior nominators a reminder to update previous nominations from the last two years, if they wish, for people they nominated but who didn't win. Those nominations will automatically be re-considered. Dreux Watermolen will assign someone to do this.

March 20 Nominations Due

March 24 All nominations forwarded to judges in one package

April 7 Judges meet and make final award decisions (need someone to schedule a meeting on their calendars as soon as we know who is judging).

April 10 Notify the plaque maker with needed information so they can get started.

April 20 (at the latest) Winners and their nominators are notified and invited to the awards ceremony. Invitations are offered to all non-winners to attend ceremony.

June 4 Awards Ceremony - Press releases to go out to coincide with ceremony. Selected media from the hometown papers of the winners are invited to attend.

TASK: Dreux Watermolen to send a message to the Council on Monday indicating that Greg Long and Paul Schumacher have volunteered to serve as judges and to ask for two additional volunteers and solicit comments on review criteria response by Friday.

TASK: Greg Long will contact Jerry Doll and invite him to participate as a reviewer.

ISAM - Video Contest

Since the last committee meeting, a subcommittee consisting of Chrystal Campbell, Colleen Robinson-Klug, Tim Campbell, and Christa Wollenzien met to work out the details of how the video contest will operate and how entries will be judged/voted on, and to develop an overall timeline for the awards process.

We will start the competition on April 1, and run it through May 30.

Promotions: In promotions, we will let people know that the sooner they submit, the better they will do because more time for votes. Also let them know winner will be invited June 4 so they can set that aside if they wish.

Christa has a Wisconsin DOT designer working on print pieces for WSST and other places for hard-copy promotion. EAB origami will be on the back. This subcommittee will meet about those materials again after January 29 and get clarity about printing costs and who would pay.

The subcommittee identified a number of promotional opportunities including:

1. Facebook DNR
2. Partner org video samples
3. K-12 audience (targeted to environmental charter schools, AV classes, STEM focused schools and 7 – 9th grade science classes if possible). Christal is checking what DPI can get us in terms of customized email addresses.
4. Wilson Art Center (after school)
5. Envirothon
6. Nature Net
7. EE in Wisconsin DNR
8. Aldo Leopold (maybe could do a workshop around this!)
9. AT Lakes Convention (3rd week in April)
10. AT WSST (March?)
11. EEK! Promo?

We can promote on the DNR homepage in April but must link to the DNR invasives page for contest rules and submissions. We can also put rules and submissions on the new Council page. Dreux Watermolen will work with Dougal Walker to get video contest homepage banner graphics developed.

Colleen Robinson-Klug has a contest rules template that we will need to use for the contest. The sample is already cleared through DNR's legal counsel.

Invasive Species Education Summit – October 2015

Decision: We will hold the Education Summit at the McKenzie Environmental Center in Poynette on Tuesday, October 27

TASK: Colleen Robinson-Klug will make reservation at McKenzie Environmental Center.

TASK: Kelly Kearns will follow up with Fox River Environmental Center to thank them for their interest in hosting the event and indicate that we will consider that facility for a future event.

TASK: Subcommittee of Christa Wollenzien, Chrystal Campbell, Colleen Robinson-Klug, and Dreux Watermolen to review past summits and develop a proposed format and agenda, and develop an overall timeline and milestones.

Coordination of CISMA and AIS Coordinators

CISMAs have been holding regular conference calls. They have expressed an interest in holding an in-person meeting, perhaps in conjunction with AIS coordinators or the Education Summit.

Items for Next Committee Agenda

We will include a discussion of the “Play, Clean, Go” advertising campaign on the agenda for the committee’s next meeting

2015-2016 Meeting Schedule

Committee meetings have been scheduled as follows:

March 26, 2015, 1:00-3:00

May 28, 2015, 1:00-3:00

July 23, 2015, 1:00-3:00

September 24, 2015, 1:00-3:00

November 19, 2015, 1:00-3:00

January 28, 2016, 1:00-3:00