

## **Wisconsin Invasive Species Council Education Committee**

Thursday, July 31, 2014  
State Natural Resources Building (GEF 2)  
101 South Webster St., Madison

### **Meeting Minutes**

#### **Intros/ Agenda repair/ Updates**

**Committee Members Present:** Christa Wollzeihn (DOT), Tom Boos (DNR), Chrystal Campbell (UW-Extension), Colleen Robinson-Klug (DNR)

**Staff:** Dreux Watermolen (DNR)

#### **Approval of 5.22.14 minutes**

No formal minutes were prepared for the May 22, 2014 Education Committee meeting. The meeting focused exclusively on last minute details and short-term assignments for the Invader Crusader Awards ceremony and Invasive Species Education Summit.

#### **2014 ISAM Recap**

##### **Invader Crusader Awards and Ceremony**

Overall, the program has improved. Attendance was very good. Previous winners and nominees were recognized at this year's event. Mark Renz did a fine job as Master of Ceremonies. Cake was good. Thank you notes have been sent. A file of nominees from 2013 and 2014 has been created to allow consideration in future years. About 10-12 individuals participated in the garden tour. The Girl Scouts' display was well received.

Things to consider for next year:

- Combine event with Education Summit so there is only a one-day event?
- Need to have pre-printed name tags for nominees as well as award winners.
- Provide seating in front of room for DNR Secretary and Council chair (or other award presenters).
- If offered again, specify a time for the garden tour at beginning of the overall event.
- Could make an offer to all winners and nominees that they can put up displays, but if we do invite winners to bring displays, it will be important to not overdo it (i.e. don't distract from awards focus).
- Need to ensure there is adequate time between notifying winners (and their nominators) and the actual awards event.
- Room layout with roundtables, rather than theater style seating, was more conducive to the event. Consider that for future events.

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**Education Summit**

Registration table needed better staffing and earlier set up. The Media Site connection set up had some glitches. Conversation during Media Site problem-solving was a little loud/distracting in the back of the room. Structure of the agenda was good and meeting management was effective. The hands-on stations worked well but would have benefited from a little better management in the transitioning of people between stations. Food was good. Thank you notes have been sent.

Things to consider for next year:

- Combine event with Invader Crusader Awards so there is only a one-day event?
- Hold Education Summit in winter months?
- If Media Site connection fails, consider making recording a priority over live broadcasting. If a need to do problem-solving arises, alert audience and minimize distractions.
- Possibly build in time for people to complete an evaluation form during meeting.
- Suggestion for topics for next year: How to talk to vendors who are selling restricted or prohibited species.
- It seemed that more people stayed through the end of the day and that energy at the end of the day was good. This is believed to be a result of the reorganization of the meeting.
- Consider including more hands-on sessions in future sessions.
- Should we consider hosting the Education Summit on an every other year basis (perhaps in opposite years from Upper Midwest Invasive Species Conference)?

**TASK:** Watermolen to send follow up items, including agenda and evaluation to participants.

**Video Contest**

The Video Contest was a late addition to the program. The short timeline prevented effective statewide outreach and promotion. Organizers learned a considerable amount from the first-time experience.

- Promotion to school-age groups might increase participation in future contests (e.g., middle and high school audio-visual classes).
- It will be important to consider seasonality/phenology when establishing a timeline for future video contests.
- We will need to determine if adequate technical expertise and support is available for a future video contest.

**TASK:** C. Campbell and Watermolen to request that Tim Campbell and Dougal Walker assess capability of conducting video contest through DNR (or continued involvement with UW Sea Grant or other partner).

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**Poster and Logo Development**

DOT did a nice job with the poster. The graphic/logo is “clean” and usable. We did not have a clear distribution plan for the poster this past year. Only a limited number were printed. The posters were made available at the Invader Crusader Awards ceremony and Education Summit.

- Committee should discuss purpose and use of logo and posters before making future investments.
- Rather than printing posters, we could include a logo/graphic and poster on the Council website so that people can access and use/print it for their specific needs.
- Poster could include white space on bottom so parks and others can add their own events.

**2015 ISAM Planning**

**Invader Crusader Awards and Ceremony**

Invader Crusader Awards ceremony has been held in June as a part of Council’s recognition of Invasive Species Awareness Month and was intended to highlight successes. The Education Summit evolved from attempts to coordinate amongst a disparate group of educators and outreach professionals. The two events have different purposes and different audiences.

**DECISION:** Committee consensus is to not combine Invader Crusader Awards Ceremony with the Education Summit. Committee consensus is to continue Invader Crusader Awards Ceremony during Invasive Species Awareness Month.

**Education Summit – Summer or Winter**

Decision on timing of Education Summit will be made at the September 25, 2014 Education Committee meeting.

- There is a possibility of piggy backing the Education Summit with WAEE’s Winter Workshop or similar event. The downside of doing so might be location.

**Video Contest**

Decision on whether to hold another video contest will be made after we determine if adequate technical expertise and support is available for a future video contest. This will be a discussion item at the September 25, 2014 Education Committee meeting

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**ISAM Budget**

The past couple of years, the DNR has covered almost all expenses associated with the Invader Crusader Awards and Invasive Species Education Summit. These expenses were covered largely with federal grant funds. DATCP and DOT also contributed to some expenses. Federal grant funds are no longer available. The DNR Invasive Species Team has submitted a budget request that includes funds to cover future expenses, but the fate of the request remains uncertain. Education Committee should develop a clear budget for ISAM events and share it with the Council.

**TASK:** Watermolen to provide breakdown of expenses for the past year's events and suggested budget for next year.

**Upcoming 2014 Committee Meetings**

At DNR Central Office, 1pm – 3pm:

- September 25, 2014 (Room 613)
  - Planning for 2015 ISAM, including future of Video Contest
  - Decision on timing for future Education Summit
  - Input on Council web site restructuring
- November 20, 2014 (Room 413; 3<sup>rd</sup> Thursday)
  - Planning for 2015 ISAM, including request for Governor proclamation
- January 29, 2015 (Room 613)
  - Planning for 2015 ISAM

**TASK:** Watermolen to confirm conference room reservations and public notices.