Quarter no. 1 From 03/01/14 Through 6/30/14

I. Abstract

This quarter has focused on scheduling trainings, conducting the Social Marketing Training, advertising and registration for the Getting in Step and Stakeholder Facilitation Trainings, and planning, advertising coordinating speakers and registration for the July Watershed Coordinators Roundtable. Work on updating the website http://watershedplanning.tamu.edu/ has also continued to occur. Information continues to be posted on the website and through the watershed coordinators listserv. Initial planning has occurred by TWRI to schedule trainings through August 2014 and to conduct the Watershed Coordinators Roundtable on July 31, 2014.

II. Overall Progress and Results by Objective and Task

TASK 1: PROJECT ADMINISTRATION

To effectively administer, coordinate and monitor all work performed under this project including technical and financial supervision and preparation of status reports. To maintain web-based watershed planning resources for Texas watershed coordinators.

Task 1.1: Project Administration – TWRI/IRNR will prepare electronic quarterly progress reports (QPRs) for submission to TSSWCB. QPRs shall document all activities performed within a quarter and shall be submitted by the 15th of January, April, July and October. QPRs shall be distributed to all project partners.

The following actions have been completed during this reporting period:

a. The QPR for this last quarter was submitted by 4/13/14.  
   24% Complete

Task 1.2: TWRI/IRNR will perform accounting functions for project funds and along with SRS will submit appropriate Reimbursement Forms to TSSWCB at least quarterly.

The following actions have been completed during this reporting period:

a. The contract was signed and the project period began 10/1/13 through 9/30/16.
b. The accounts were set up at TAMU on November 14, 2013.

   c. TWRI/IRNR and SRS will submit the reimbursement forms at the end of this quarter.  
      24% Complete

Task 1.3: TWRI will host and maintain an Internet website for information sharing and use by watershed coordinators (http://watershedplanning.tamu.edu/). Information presented through the website will include:

- Project reports
- Short course, workshop, and roundtable agendas and participant lists
• Roundtable presentations generated, and roundtable agendas and summaries
• Schedule of upcoming programs
• Resources for Watershed Planning and Implementation
• Links to other training opportunities
• Links to EPA tools for Watershed Planning

The following actions have been completed during this reporting period:
   a. The Texas Watershed Planning Website can be found at http://watershedplanning.tamu.edu/
   b. TWRI has been reviewing and updating links to reports and resources as well as materials on the website.
   c. The applied Environmental Statistics Course, Getting in Step, Stakeholder Facilitation and Watershed Coordinators Roundtable have all been updated with materials on the website and Registration or RSVPs systems have been included.
   d. The trainings have been advertised on the website and through the listserv.
   e. Press Releases have been developed for the trainings and are attached.
   f. The website includes the past QPRs, reports, and training materials
   g. The website includes links to other training opportunities
   h. The website includes the links to EPA tools for Watershed Planning
   i. The website over this quarter had 478 visits with 385 unique visitors and 990 Pageviews.
      24% Complete

Task 1.4: TWRI will host coordination meetings or conference calls, at least quarterly, with Project Partners to discuss project activities, project schedule, communication needs, deliverables, and other requirements. TWRI will develop lists of action items needed following each project coordination meeting and distribute to project personnel.

The following actions have been completed during this reporting period:
   a. TWRI hosted a Coordination meeting/conference call with project partners on May 20, 2014 where the project schedule, deliverables, and other requirements were discussed.
   b. The Watershed Coordinators Roundtable was conducted in Temple on March 17th, 2014.
   c. The list of action items is included at the end of this report for the next quarter.
      16% Complete

Task 1.5: TWRI will develop a final report that summarizes activities completed, conclusions reached during the project, and the extent to which project goals and measures of success have been achieved.

The following actions have been completed during this reporting period:
   a. Nothing to report this quarter.
      0% Complete

TASK 2: Professional Training, Roundtable, and Watershed Planning Short Course Coordination

Provide training, coordination, and professional development for watershed planners and coordinators throughout Texas and across the nation to ensure consistent, high quality WPPs are developed, implemented, and water quality improvements are achieved and sustained.
Subtask 2.1 TWRI will coordinate with Texas A&M University faculty, Tetra Tech staff, and others to provide professional development and training for water resource professionals and watershed coordinators in Texas. Over the project duration, a minimum of ten professional training programs are planned on watershed modeling, stakeholder facilitation, watershed outreach, and other tools for watershed plan development and implementation (i.e. 3-4 trainings/year). It is expected that each course will provide training for at least 15-20 water resource professionals for a total of 150-200 participants. As possible, these will be held in conjunction with the Watershed Coordinator Roundtables described below. A minimum of 1 of each of the following training programs will be delivered:

- **Introduction to Modeling** – 1 event
- **Watershed modeling using LDC (Load Duration Curves) and SELECT (Spatially Explicit Load Enrichment Calculation Tool)** – 1 event
- **Stakeholder facilitation** – 2 events
- **Watershed outreach using “Getting in Step”** – 1 event
- **Practical Environmental Statistics** – 1 event
- **Fundamentals of Developing a Water Quality Monitoring Plan** – 2 events
- **Social Marketing Training** – 2 events

As funding allows, TWRI will work closely with TSSWCB and the Project Team, to ensure that the most appropriate and needed trainings are offered for a second time that best meet the needs of the State and the watershed coordinators. Additional trainings will be considered based on a Project Team and Coordinator recommendations.

The following actions have been completed during this reporting period:

a. TWRI has developed an initial draft schedule of trainings and roundtables. See Attached.

b. TWRI has scheduled and advertised the Practical Environmental Statistics Course for August 25-29, 2014.

c. TWRI coordinated with Dr. Karthi to plan and conduct the first training Watershed Modeling using LDC and SELECT February 27-28, 2014.

d. TWRI coordinated with instructor Amy Hays to plan and schedule a two part Social Marketing Training in College Station in June 2014. The brochure, registration sheet, Agenda, and sign in sheet are attached.


25% Complete

Subtask 2.2 TWRI will continue to coordinate with the TSSWCB, TCEQ, and EPA to organize and facilitate a total of six (6) semi-annual Watershed Coordinator Roundtables. These face-to-face Roundtables will build upon the fundamental knowledge conveyed through the WPSC and establish a continuing dialogue between watershed coordinators in order to facilitate interactive solutions to common issues being faced by watershed coordinators statewide. Periodically, TWRI, in conjunction with the Project Team will review the continued need for semi-annual Roundtables as well as their specific timing. As such, these Roundtables are tentatively planned to be held in January and July at various locations around the state.

The following actions have been completed during this reporting period:

a. TWRI has developed materials that were reviewed by TSSWCB and the Planning team for the July 31, 2014 Watershed Coordinators Roundtable to be held in Waco.

b. The materials and online RSVP has been set up on the website and as of June 30, 2014 there was 48 registered. Advertising and RSVPs will continue.

c. The agenda is attached.
20% Complete

**Subtask 2.3** TWRI will continue to coordinate and offer Watershed Planning Short Courses (WPSC). TWRI, with assistance from the Project Team, will identify key speakers for the course, make arrangements for facilities, advertise the WPSC, conduct registration, and facilitate the delivery of a minimum of one Texas WPSC to water resource professionals in Texas, as well as other states. The WPSC agenda and speakers will be modified to better meet the needs of watershed coordinators based on the past course evaluation results (See Subtask 2.4).

The following actions have been completed during this reporting period:

a. TWRI has contacted the Mayan Ranch to see what weeks were available as potential weeks for the Short Course in 2015.
b. TWRI discussed some potential changes to the Short Course Agenda and presentations at the May 20, 2014.

5% Complete

**Subtask 2.4** TWRI will oversee the administration of evaluations to gauge the knowledge gained, how effective the program was for each participant, and get input on future programs.

The following actions have been completed during this reporting period:

a. An evaluation was provided to each of the attendees of the Social Marketing Trainings and they are being entered and assessed.
b. Evaluations have been drafted for the Watershed Coordinators Roundtable in July.

8% Complete

**Expected Work for the Next Quarter:**

- TWRI will continue to work with TSSWCB to schedule trainings and roundtables.
- TWRI will work to coordinate and conduct the second watershed coordinators roundtable on July 31, 2014.
- TWRI will continue to coordinate and conduct the Applied Environmental Statistics Course August 24-28, 2014.
- TWRI will work to schedule and coordinate the appropriate trainings for 2015.
- TWRI will continue to update the website with relevant materials, trainings, and links.
- TWRI will advertise upcoming scheduled trainings.

**Appendices**

Appendix A: Tentative Schedule of Trainings

Appendix B: Materials for Social Marketing Training

Appendix C: Materials for Watershed Coordinator Roundtable to be held in July

Appendix D: Materials for the Applied Environmental Statistics Course in August 2014
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Updated 7/14/14
Content, Conversations, and Discoverability - Quality Outreach and the Internet for Natural Resource Professionals

The Web is now 25 years old from the first design by Tim Berners-Lee to what we know today in 2014. Things have changed dramatically in design, writing standards and search ability. In addition, smart devices have outsold desktops significantly in the last 5 years. What does that mean to those in outreach and education? It means we have to continue to grow our expertise in learning how to connect the consumer to the important information we provide. We need to understand how content is found, how conversations and learning networks start, how to be discovered and what constitutes quality outreach. We have to know where to post, when to post and what to build on our websites. We have to learn how to reach our traditional clients as well as new clients. There are many successful models that can be used and applied in natural resource outreach and education that can help us down the road of discoverability.

Location: TAMU Agriculture & Life Science Bldg. Room 113, 600 John Kimbrough Blvd., College Station

To Register For One or Both Days Visit: http://watershedplanning.tamu.edu/training/
June 18th 1 p.m. - 4 p.m. (no lunch)
June 19th 8:30 a.m. - 3:30 p.m. (lunch provided)

JUNE 18TH - DAY 1 - 1 PM-4 PM

June 18th (1/2 day) - Facebook and Twitter

This half-day is designed to help you get onboard with these two popular social networks. Designed to help beginners who need help learning best practices, and for those who use these tools but would like to get more out of them. We will cover getting accounts, designing strategies, learning best practices, analyzing outreach and planning schedules.

JUNE 19TH - DAY 2 - 8:30-3:30

June 19th (Full Day) - Writing Discoverable Content, Twitter PLUS, Instagram

Learn how to make what you do on the web more discoverable. This day will go over tips and tricks for your websites, your blogs, Facebook, Twitter and about anywhere you post. Learn what makes content more searchable, sharable and liked.

Twitter PLUS - Thought you knew everything about Twitter? There’s more. Learn how to use Twitter to listen better, to find and discover more information, and how to curate Twitter to create better program outreach

Instagram - Learn how this popular tool can be used for outreach

Register for Any One Day, or Both Days! Bring your own Device.
$40 registration fee— Wednesday only  $50 registration fee - Thursday only
$80 registration fee for Wed-Thurs. Combo
Registration Form

(Please type or print) – Complete for Participant List

First Name: ___________________________ Last Name: ___________________________
Title: ___________________________ Agency/Organization: ___________________________
Address: ___________________________
City: ___________________________ State: ________ Zip: ___________________________
Phone: ___________________________ Fax: ___________________________ Email: ___________________________
Any special needs (dietary or other): ___________________________

**********************************************************
Registration fee includes: electronic course materials and a certificate of completion.
Please note: to be eligible for this discounted rate, please use non-federal funds for course registration if available.

______ Registration Day 1 @ $50.00 $__________
______ Registration Day 2 @ $60.00 $__________
______ Registration Both Days @ $100.00 $__________
Total Fees Submitted $__________

PAY BY:
☐ Purchase Order (government/state only) If paying by purchase order, please fax or email your registration form to Texas Water Resources Institute and submit copy to your bookkeeper for payment processing.

☐ Check - payable to Texas Water Resources Institute, Account 06-215071-89531

☐ Credit Card – MasterCard, Visa or American Express accepted
Mail or fax completed credit card authorization form (see below)

Send payment to:
Texas Water Resources Institute
ATTN: Social Marketing
1500 Research Pkwy., Suite A110
College Station, TX 77843-2118

Questions may be directed to:
Nikki Dictson
Phone: (979) 458-5915
Fax: (979) 845-0662
E-mail: n-dictson@tamu.edu

Tax I.D. 74-6000541
This registration form serves as an invoice. Separate invoices will not be mailed. There will be no refunds for cancellations. Substitutions are allowed, providing that notification is sent to Nikki Dictson (n-dictson@tamu.edu) in advance.
Texas A&M AgriLife Extension Service
Credit Card Authorization Form

Please print or type:

Date: ____________________

Name (as it appears on card): ____________________________________________
(Please print)

Registrant’s Name(s) (if different from above): ____________________________
(Please print)

Billing Address for Credit Card: ________________________________________

Description of Purchase: Registration for Social Marketing Training
Texas A&M University, College Station, Texas

Amount: $____________________

_____ MasterCard  _____ Visa  _____ American Express
(Please check type of credit card above)

Credit Card Number: _____________________________  3 digit security code from back of card:

Expiration Date: _____________________________

Signature: ________________________________

Telephone Number: ____________________________
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Social media training set for June 18-19 in College Station

May 21, 2014

COLLEGE STATION – The Texas Watershed Planning Program of the Texas Water Resources Institute is sponsoring a social media workshop for natural resources professionals June 18-19 in Room 113 of the Texas A&M University Agriculture and Life Sciences Building, 600 John Kimbrough Blvd., College Station.

The “Social Marketing for Natural Resource Professionals” training will be from 1-4 p.m. June 18 and from 8:30 a.m.-3:30 p.m. June 19. Participants can register for one or both days. Registration is $40 for June 18 and $50 for June 19. The June 19 training includes lunch. Registration is $80 for both days.

Amy Hays, program specialist for the Texas A&M Institute of Renewable Natural Resources and workshop trainer, said the first day will be “hands-on” and cover the basics of the social media platforms Facebook and Twitter and how to get more out of them.

“On the second day attendees will learn how to make what they do relevant on the web — whether it is on their website, blogs, Facebook, Twitter or other places — as well as make it more searchable, shareable and liked,” Hays said.

She said participants will learn how to use Twitter, better comprehend Twitter conservations and discover more information. She also will explain how to curate Twitter and Instagram to create better program outreach.

“We have to know where to post, when to post and what to build on our websites. We have to learn how to reach traditional clients as well as new clients,” she said. “There are many successful models that can be used and applied in natural resource outreach and education.”

Nikki Dictson, Texas Water Resources Institute program specialist, said the watershed planning program is sponsoring this workshop to help natural resources professionals involved in watershed protection planning better understand the role social media can play in interacting with watershed stakeholders.

“By better understanding how to use the various social media platforms, these professionals will be able to connect with more stakeholders and provide more information quickly,” Dictson said. “Getting a dialogue going through social media will benefit the watershed planning process.”

For more information or to register for the workshop, go to http://watershedplanning.tamu.edu/training/.

The Texas Watershed Planning Program is funded through a Clean Water Act Nonpoint grant provided by the Texas State Soil and Water Conservation Board and U.S. Environmental Protection Agency.

The Texas Water Resources Institute and the Texas A&M Institute of Renewable Natural Resources are part of Texas A&M AgriLife Research, the Texas A&M AgriLife Extension Service and the College of Agriculture and Life Sciences at Texas A&M University.

Information on other training programs coordinated by the Texas Water Resources Institute and the Texas A&M Institute of Renewable Natural Resources can be found on the institutes’ Natural Resources Training Program page at http://naturalresourcestraining.tamu.edu.
Programs in San Antonio will spotlight watershed stakeholder engagement

View all articles by Paul Schattenberg

SAN ANTONIO–The Texas Water Resources Institute’s Texas Watershed Planning Program is hosting two training programs for water and natural resources professionals July 21-22 in San Antonio.

Both training programs will be held at the San Antonio Water System main building, 2800 U.S. Hwy 281 North, San Antonio.

The first program, “Getting in Step – Top 10 Outreach Tips that Won’t Break the Bank,” will be held July 21 from 9 a.m. – 4 p.m. Registration is $30.

The second program, “Stakeholder Facilitation: Working with Stakeholders to Move the Process Forward,” will be July 22 from 9 a.m.-4 p.m. Registration is $100.

Charlie MacPherson of Tetra Tech, an environmental engineering and consulting firm, will teach the trainings, both of which are focused on watershed stakeholder engagement. MacPherson has authored several guidebooks for stakeholder engagement for the U.S. Environmental Protection Agency.

Nikki Dictson, Texas Water Resources Institute program specialist and manager for the institute’s watershed program, said the ‘Getting in Step’ program will highlight practical tips and tools used to effectively engage and involve stakeholders throughout a watershed area.

Topics at the stakeholder facilitation training, Dictson said, will include determining who needs to be involved, making meetings count, diffusing conflict, making decisions using a consensus-based approach and sustaining the stakeholder group.

“Outreach is a powerful tool to get stakeholders involved early in the watershed planning process, promoting behavior change and enhancing the implementation of your programs,” Dictson said.

“Stakeholder engagement is more than just holding a public hearing or seeking public comment on a new regulation,” MacPherson said. “Effective stakeholder engagement provides a method for identifying public concerns and values, developing consensus among affected parties, and producing efficient and effective solutions through an open, inclusive process.”

For more information or to register, visit http://watershedplanning.tamu.edu.

The institute is part of Texas A&M AgriLife Research, Texas A&M AgriLife Extension Service and the College of Agriculture and Life Sciences at Texas A&M University.

The Texas Watershed Planning Program is funded through a Clean Water Act nonpoint grant provided by the Texas State Soil and Water Conservation Board and the U.S. Environmental Protection Agency.
Texas Water Resources Institute
Getting In Step Training – July 21, 2014
San Antonio Water Systems • 2800 U.S. Hwy 281 North • San Antonio, TX 78212

Registration Form

(Please type or print) – Complete for Participant List

First Name: ___________________________ Last Name: ___________________________
Title: ___________________________ Agency/Organization: ___________________________
Address: ____________________________________________
City: __________________ State: _______ Zip: _______________________
Phone: ______________ Fax: ______________ Email: ___________________________
Any special needs (dietary or other): ____________________________________________

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Registration fee includes: course materials and a certificate of completion.
Please note: to be eligible for this discounted rate, please use non-federal funds for course registration if available.

_____ Getting in Step - Outreach @ $30.00 $_______

Total Fees Submitted $_______

PAY BY:

☐ Purchase Order (government/state only) If paying by purchase order, please fax or email your registration form to Texas Water Resources Institute and submit copy to your bookkeeper for payment processing.

☐ Check - payable to Texas Water Resources Institute, Getting In Step Account 06-215071-89534

☐ Credit Card – MasterCard, Visa or American Express accepted
Mail or fax completed credit card authorization form (see below)

Send payment to:
Texas Water Resources Institute Questions may be directed to:
ATTN: Getting in Step Training Nikki Dictson
1500 Research Pkwy., Suite A110 Phone: (979) 458-5915
College Station, TX 77843-2118 Fax: (979) 845-0662
E-mail: n-dictson@tamu.edu

Tax I.D. 74-6000541

This registration form serves as an invoice. Separate invoices will not be mailed. There will be no refunds for cancellations. Substitutions are allowed, providing that notification is sent to Nikki Dictson (n-dictson@tamu.edu) in advance.
Texas A&M AgriLife Research
Credit Card Authorization Form

Please print or type:

Date: ____________________

Name (as it appears on card): ____________________________________________ (Please print)

Registrant’s Name(s) (if different from above): ____________________________________________ (Please print)

Billing Address for Credit Card: ____________________________________________

Description of Purchase: Registration for Getting In Step Training
SAWS Office, San Antonio, Texas

Amount: $____________________

_____MasterCard _____Visa _____American Express
(Please check type of credit card above)

Credit Card Number: ____________________________ 3 digit security code from back of card:

______________________________ ____________________

Expiration Date: ____________________

Signature: ____________________________

Telephone Number: ____________________________
Texas Water Resources Institute
Stakeholder Facilitation Training – July 22, 2014
San Antonio Water Systems • 2800 U.S. Hwy 281 North • San Antonio, TX 78212

Registration Form

(Please type or print) – Complete for Participant List

First Name: ___________________________ Last Name: ___________________________
Title: ___________________________ Agency/Organization: ___________________________
Address: ___________________________
City: ___________ State: _______ Zip: ___________________________
Phone: ___________ Fax: ___________ Email: ___________________________

Any special needs (dietary or other): ___________________________

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Registration fee includes: course materials and a certificate of completion.
Please note: to be eligible for this discounted rate, please use non-federal funds for course registration if available.

______ Stakeholder Facilitation Training   @   $100.00   $_______

Total Fees Submitted   $_______

PAY BY:
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☐ Check - payable to Texas Water Resources Institute, Stakeholder Facilitation Account 06-215071-89532

☐ Credit Card – MasterCard, Visa or American Express accepted
Mail or fax completed credit card authorization form (see below)

Send payment to:
Texas Water Resources Institute
ATTN: Stakeholder Facilitation Training
1500 Research Pkwy., Suite A110
College Station, TX 77843-2118

Questions may be directed to:
Nikki Dictson
Phone: (979) 458-5915
Fax: (979) 845-0662
E-mail: n-dictson@tamu.edu

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(Please check type of credit card above)

Credit Card Number: 3 digit security code from back of card:

______________________________     __________________

Expiration Date: __________________

Signature: ______________________

Telephone Number: ______________________
Texas Watershed Coordinator Roundtable

July 31, 2014
9:30 a.m. — 3:30 p.m.

Texas Farm Bureau Conference Center
7420 Fish Pond Rd, Waco, TX

9:30 – 9:45 a.m. Welcome & Introductions  Kevin Wagner

9:45 – 10:30 a.m. Panel Discussion on Clean Water Act §319(h) NPS Grant Program
• EPA Region 6  Henry Brewer
• TCEQ  Kyle Girten
• TSSWCB  TJ Helton

10:30 – 11:15 a.m. Discussion of outcomes from March 2014 Workshop:
Improving Watershed Program Efficiency & Success  Kevin Wagner

11:15 – 11:45 a.m. Identifying OSSFs in your watershed  Lucas Gregory

11:45 – 12:30 p.m. Catered networking lunch (or bring your own) [RSVP required]

12:30 – 1:00 p.m. Review of Bacterial Source Tracking in Texas  Kevin Wagner

1:00 – 1:30 p.m. The 2014 Farm Bill and its impact on NRCS programs  Kyle Wright

1:30 – 1:50 p.m. Texas Forest Information Portal  Hughes Simpson

1:50 – 2:10 p.m. Feral Hog Educational Programs  Mark Tyson

2:10 – 2:30 p.m. Plum Creek Feral Hog Program  Nick Dornak

2:30 – 3:00 p.m. Arroyo Dashboard  Allen Berthold

3:00 – 3:30 p.m. Wrap-Up
• Upcoming Trainings:
  - Short Course TBD 2015
  - Introduction to Modeling TBD 2015
• Next Roundtable
  - Date: January 2015
Texas Watershed Coordinator Roundtable  Evaluation – July 31, 2014

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<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
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What was your overall satisfaction with the Roundtable?  
What topic(s) is (are) most valuable to you: ____________________________________________

What topic(s) should have been addressed (or addressed more thoroughly)? ____________________________

Please list any recommendations or suggestions for the next Roundtable: ____________________________

Please list the watersheds that you are involved in: ________________________________________________

Additional Comments: _______________________________________________________________________

Texas Watershed Coordinator Roundtable  Evaluation – July 31, 2014

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Additional Comments: _______________________________________________________________________
