

# Upper Mississippi River Conservation Committee

Outreach, Recreation, Environmental Education and Interpretation Technical Section  
(OREIT)

draft 2011 Work Plan (version 11/5/10)

**Goal:** Environmental awareness, literacy and stewardship along the Upper Mississippi River.

**Purpose:** To promote recreational use that protects and preserves natural resources and to support environmental education activities on the Upper Mississippi River. Our focus is on larger issues of common interest among the five Upper Mississippi River states. We use science-based assessments and findings to deliver specific stewardship messages to target audience.

## ***A. Promote recreational use that protects and preserves natural resources on the Upper Mississippi River.***

### **1. River Friendly Boating Message**

- **Product:** 3 fold brochure available on the UMRCC website- Completed 2009  
**Target audience:** Boat shows  
**Action:** Compile list of boat shows and find out which are attended by the UMRCC Coordinator and members.  
*Identified 3 possible new shows to attend - 2 in MN and 1 in IL. Need State follow-up.*
- **Product:** Web based presentation on Boating/Camping/Safety  
**Target audience:** New boaters  
**Action:** Develop and post PowerPoint presentation on UMRCC web page -  
*Scot Johnson will use what Wendy Froelich has so far and be the lead for the St. Paul District. Need a volunteer to be the lead from the Rock Island and St. Louis reaches.*
- **Product:** Are you River Friendly? Rack Card Checklist and Boat Sticker  
**Target Audience:** Visitors to kiosks and visitor centers  
**Action:** Develop checklist – *Cindy Samples to take the lead*

### **2. Recycling of Fishing Line and Shotgun Shells**

- **Product:** Fishing Line and Shotgun Shell Recycling  
**Target audience:** Anglers and Hunters  
**Action:** Refuge has developed prototype collection containers.  
*Scot Johnson to contact Refuge to get directions and materials list for construction to post on the web page.*

### 3. Lead Tackle Replacement with Non-Toxic Alternatives

- **Product:** Summary of existing efforts  
**Target Audience:** OREIT membership  
**Action:** Research on-going programs within the States –  
Scott Yess to contact Ken Lubinski and collect information.

## ***B. Support environmental education activities on the Mississippi River:***

### 1. Marketplace of Ideas

- **Product:** For the 2011 UMRCC Annual Meeting host a Marketplace of Ideas on River Education. The displays will then be open to all participants during registration, break time and the poster session.  
**Target audience:** non-formal educators  
**Action -** Compile list of potential participants and ideas  
Cindy Samples will take the lead and start work on it this January but all OREIT members are encouraged to assist.

### 2. Annual Meeting Guest Speakers

- **Product:** For the 2011 UMRCC Annual Meeting, invite and confirm speakers for the main agenda during Wednesday's General Session.  
**Target audience:** UMRCC members  
**Action:** Speakers - Need other ideas of good speakers on outreach, recreation, environmental education or interpretation

Scot Johnson to contact Terry Eastin, Executive Director, Mississippi River Trail.

Cindy Samples to contact Kelly Blackledge, Acting Community Partnerships and Friends Coordinator, National Wildlife Refuge System – Technology of Today.

Other ideas include a talk on presentation tips, getting kids outdoors, refuge as a classroom, etc. – Please contact Scot Johnson ASAP if you have ideas/contacts.

### 3. Outreach Chapter in new Fish Plan

- **Product:** Inform, educate, and involve the public in resource issues affecting the UMR.  
**Target Audience:** General Public  
**Action:** Review objectives and strategies for Goal 5.

Strategy 5.2.1 and 5.3.1 - OREIT members will compile/edit existing media/distribution lists from different agencies and organizations.

Scot Johnson to take the lead.

Strategy 5.2.3 OREIT members will place the contact list developed above on the UMRCC newsletter distribution list.

Scott Yess will take the lead.

Strategy 5.3.5 OREIT members will compile and post links to existing river condition / river blogs to UMRCC web page.

Heidi Keuler will take the lead.

Strategy 5.4.1 OREIT members will support the Wyalusing Teacher Workshop and work towards organizing similar teacher workshops in Winona and Dubuque.

Scott Yess will take the lead.

Strategy 5.4.2 OREIT members will compile and develop a calendar of events.

Cindy Samples will take the lead and work with Big Rivers magazine.

#### 4. **Engage with State Park Managers**

- **Product:** The UMRCC OREIT needs participation from each of the 5 UMR States to be a fully functioning Technical Section. All 5 States have State Parks that provide outreach, recreation, environmental education or interpretation to the public.

**Target Audience:** New OREIT participants

**Action:** Develop a map with hot links to State Park web pages and post to the UMRCC web page

Scot Johnson to work with Heidi Keuler on map.

**Action:** Conduct survey of State Park Managers to help identify opportunities for the UMRCC to provide assistance and engage the managers.

Need volunteer OREIT member to take the lead.

#### 5. **Web Site Update**

- **Product:** With the formation of the OREIT Section there is a need to combine and update the Recreation and Education web pages.

**Target Audience:** General Public and UMRCC members

**Action:** Make recommendations to change the web page

On hold until web page is back up and running

#### 6. **Get Kids on the Bus and Out on the River Fund**

- **Product:** Grant money to schools and non-profits

**Target Audience:** K-12 school age children

**Action:** Request seed money from Executive Board and develop application form

Scot Johnson to take the lead.

### **Back Burner Items**

**Additional ideas to be discussed and picked up for action when time allows:**

- Climate change awareness
- Archeology awareness
- Teacher Workshop Curriculums – sharing of ideas
- School River Curriculums – sharing of ideas
- Fish Habits and Habitats – repackage once Fisheries updates
- Connecting non-boating people to the river
- Informational talks on cutting edge subjects of interest
- Update UMRCC Balance of Integrity video
- Research alternative bait containers that readily biodegrade

#### 10/27/10 New Ideas

- Family friendly trip planning assistance in conjunction with Great River Road.
- Phenology calendar/chart – possible fund raiser idea
- Highlight/link the Refuge's how to identify ducks in flight web page.
- Get other, more popular web pages to post our link on their site.
- Use Facebook, You Tube, Twitter, etc. to get message out.
- 11/11/11 – organize a geocaching event.