

**Getting in Step:  
Building Partnerships and Conducting Watershed Outreach Campaigns  
Thursday, November 12, 2009**

**Agenda**

- 8:30 – 8:45 Welcome and Introductions**
- 8:45 – 9:45 Getting in Step**
- 9:45 – 10:00 Case Study Introduction**
- 10:00 – 10:15 Break**
- 10:15 – 10:45 Web-Based Tools**
- 10:45 – 11:30 Case Studies – Utilizing and Retaining Volunteers**
- 11:30 – 12:00 What Does It Take to Reach Your Audience?**
- 12:00 – 12:45 Lunch**
- 12:45 – 1:15 What It Takes to Change Behavior**
- 1:15 – 1:45 Evaluating Your Program**
- 1:45 – 2:45 Group Exercise**
- 2:45 – 3:00 Break**
- 3:00 - 3:30 Report Out: Group Exercise**
- 3:30 – 3:45 Showcase of Ready-to-Use Outreach Materials and Ideas**
- 3:45 – 4:00 Wrap-Up, Next Steps and Evaluation**

