

**“Getting in Step: Building Partnerships  
and Conducting Watershed Outreach Campaigns”**

**A Watershed Capacity Building Workshop  
hosted by Prairie Rivers Network  
and the Illinois Lake Management Association**

**Attendance:** A total of 27 people learned about building partnerships, 15 in northern Illinois (Lisle) and 12 in central Illinois (Peoria). At both locations, this workshop was attended mostly by environmental groups (see charts below).

<b>“Getting in Step: Building Partnerships and Conducting Watershed Outreach Campaigns – Lisle” November 12, 2009</b>		
<b>Organization Type Represented</b>	<b>Number in Attendance</b>	<b>Number of Evaluations Received</b>
Environmental Group	7	7
Environmental Group & Consultant	1	1
Consultant	3	2
Government: City/County	1	1
Government: Regional	1	1
Other: Lake Management	2	2
TOTAL	15 attended	14 evaluations

<b>“Getting in Step: Building Partnerships and Conducting Watershed Outreach Campaigns – Peoria” November 13, 2009</b>		
<b>Organization Type Represented</b>	<b>Number in Attendance</b>	<b>Number of Evaluations Received</b>
Environmental Group	6	5
Utility	1	1
Government: City/County	3	3
Government: Federal	2	2
TOTAL	12 attended	11 evaluations

**Outcomes:** People were very engaged with this workshop, pleased with the clarity of the workbook provided and impressed by the knowledge of the presenter. Having the one-on-one interaction with the consultant was a valuable experience for everyone. The majority of participants in Lisle ranked all of the presentations as “excellent”; in Peoria, most ranked them as “good”. Overall, people’s expectations for this workshop were met and exceeded (see charts below).

**“Getting in Step: Building Partnerships and  
Conducting Effective Outreach Campaigns – Lisle” (11/12/09)**

**Participant Rating of Presentations – Lisle:**

<b>Overall Evaluation</b>	<b>1 (Fell short of expectations)</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Exceeded expectations)</b>
	–	–	1	7	6

<b>Topic:</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>No Response</b>
<i>Building Blocks to Outreach</i>	10	4	–	–	–
<i>EPA’s On-line Tools</i>	10	4	–	–	–
<i>Market Research</i>	7	6	1	–	–
<i>What It Takes to Change Behavior</i>	6	8	–	–	–
<i>Evaluating Your Outreach Effort</i>	6	7	–	–	1
<i>Showcase of Ready-to-Use Outreach Materials and Ideas</i>	4	8	–	–	2

**Participant Feedback – Lisle:**

**What were the most valuable aspects of this workshop?**

Environmental Group	<p>“better understanding of some of the resources I already have as well as availability of tool box resources”</p> <p>“small group activity”</p> <p>“lots of information and websites”</p> <p>“Excellent presentations. Particularly appreciated the large number of examples around the country of successful campaigns. The time spent on the evaluation work plan was very helpful. Good variety of listening and participating.”</p> <p>“watershed tools – on-line information. Sharing ideas with participants.”</p> <p>“EPA on-line tools briefing – impressed, previously unaware of the multitude of watershed resources. Ideas generated about volunteer management.”</p>
Environmental Group & Consultant	<p>“Jen McDonnell was great! The networking was also helpful. Materials and examples.”</p>
Consultant	<p>“Interactive group exercise and the resource materials. Jennifer is a great facilitator. Very knowledgeable.”</p> <p>“Resources”</p>
Government: City/County	<p>“advertising campaigns – clever &amp; effective slogans to get message out”</p>
Government: Regional	<p>“The instructor. She was very knowledgeable and really involved the attendees. Also learning about EPA’s websites &amp; tools.</p>
Other: Lake Management	<p>“the volunteer studies”</p> <p>“volunteers”</p>

<b>What were the least valuable aspects of this workshop?</b>	
Environmental Group	<p>"self evaluation time too long"</p> <p>"all were good"</p> <p>"For me, who does not use any volunteers, that whole section was not as useful."</p> <p>"new perspective and ideas to solve our problems"</p> <p>"We don't currently work directly with individual volunteers as much as community leaders."</p> <p>"group exercise kind of long, 45 minutes seems ideal"</p>
Environmental Group & Consultant	"It would have been better with more groups."
Consultant	(no comments)
Government: City/County	"none"
Government: Regional	"none"
Other: Lake Management	(no comments)
<b>Did you feel that the group exercise and case study discussion were useful? If not, how could they be improved?</b>	
Environmental Group	<p>"group exercise interesting but processes didn't lend itself well to the program I chose"</p> <p>"yes"</p> <p>"very good"</p> <p>"Yes, the exercise was good. It made it feel like actual work on a project was accomplished. Case study not applicable to me."</p> <p>"yes"</p> <p>"yes"</p> <p>"Group exercise too long. Case study good; Indian Creek presentation vague."</p>
Environmental Group & Consultant	"yes – great ideas!"
Consultant	<p>"yes"</p> <p>"yes – many ideas shared"</p>
Government: City/County	"very good group discussion on goals, objectives working with partners"
Government: Regional	"I think the morning case studies were great. One case study or business case would have been beneficial in the afternoons that all participants would be talking about the same case."
Other: Lake Management	<p>"very useful"</p> <p>"Case study was informative. Good discussion."</p>
<b>How do you intend to apply this new knowledge to your watershed planning efforts?</b>	
Environmental Group	<p>"yes!"</p> <p>"I will apply the knowledge as part of my participation in the newly formed watershed planning group in my area"</p> <p>"working with start-up watershed planning"</p> <p>"will use more EPA tools, listserv, adopt a watershed, and surfing pages"</p> <p>"Definitely!"</p> <p>"targeting outreach efforts for membership appeal and other programs"</p> <p>"Evaluation techniques need amplification and better management and more analysis to help future groups to recruit more participants."</p>
Environmental Group & Consultant	"The outreach mechanisms will help a lot."

Consultant	"Assist clients and watershed groups with their efforts." "toolkit"
Government: City/County	"share with watershed group in plan preparations and public outreach for the plan"
Government: Regional	(no comments)
Other: Lake Management	"do some planning with this book" "use to improve volunteer process"
<b>Any other comments or suggestions?</b>	
Environmental Group	"Great communicator. Materials well-organized. Consider adding session on building and maintaining relationships with community leaders."
Environmental Group & Consultant	(no comments)
Consultant	(no comments)
Government: City/County	"re: EPA's On-line Tools – good resources"
Government: Regional	"Jen's knowledge of outreach materials and ideas was great!"
Other: Lake Management	(no comments)

**“Getting in Step: Building Partnerships and  
Conducting Effective Outreach Campaigns – Peoria” (11/13/09)**

**Participant Rating of Presentations – Peoria:**

Overall Evaluation	1 (Fell short of expectations)	2	3	4	5 (Exceeded expectations)	No Response
	–	–	–	5	4	2

Topic:	Excellent	Good	Average	Poor	No Response
<i>Building Blocks to Outreach</i>	4	4	1	–	2
<i>EPA’s On-line Tools</i>	4	6	–	–	1
<i>Market Research</i>	3	6	1	–	1
<i>What It Takes to Change Behavior</i>	5	5	–	–	1
<i>Evaluating Your Outreach Effort</i>	3	7	–	–	1
<i>Showcase of Ready-to-Use Outreach Materials and Ideas</i>	4	4	2	–	1

**Participant Feedback – Peoria:**

**What were the most valuable aspects of this workshop?**

Environmental Group	<p>“Materials were great. Presenter was <u>very</u> interesting and had great experience.”</p> <p>“Learning standards of what works across country”</p> <p>“Seeing examples of outreach materials and learning about the wealth of materials available on EPA website.”</p> <p>“Great deal of resources were provided. The handouts are very helpful. Workshop exercise.”</p> <p>“Networking, EPA websites for assistance. Knowledgeable staff from TetraTech.”</p>
Utility	<p>“Help in planning watershed group”</p>
Government: City/County	<p>“‘Real world’ examples of projects and outreach examples.”</p> <p>“What it takes to change behavior”</p> <p>“Excellent job. Great examples and ideas. I’m glad she didn’t read the slides. Did a great job giving presentation and slides were supportive.”</p>
Government: Federal	<p>“Got me thinking about outreach as a key to project success.”</p> <p>“The examples and ‘take home’ templates. Very well-organized materials. Developing a ‘thought process’ as we approach our work.”</p>

<b>What were the least valuable aspects of this workshop?</b>	
Environmental Group	<p>"None. It was great!"</p> <p>"Not sure"</p> <p>"None."</p> <p>"The flow of the presentations are a little disjointed [?] but overall good presentations."</p>
Utility	"Yes."
Government: City/County	"Report out – group exercise – one example would be OK"
Government: Federal	<p>"Volunteer information was too basic – already knew it."</p> <p>"Difficult to figure how to incorporate (having time and resources) with very small staff."</p>
<b>Did you feel that the group exercise and case study discussion were useful? If not, how could they be improved?</b>	
Environmental Group	<p>"Yes! More!"</p> <p>"Yes, not sure about improvement."</p> <p>"Yes."</p> <p>"Yes – good to share."</p>
Utility	"Will use worksheet in our planning efforts."
Government: City/County	"Yes."
Government: Federal	<p>"Both were good for the intended audience."</p> <p>"Yes."</p>
<b>How do you intend to apply this new knowledge to your watershed planning efforts?</b>	
Environmental Group	<p>"Monday morning."</p> <p>"Wish to explore EPA website in greater depth, esp. watershed training."</p> <p>"I plan to implement pieces of the plan immediately by making some phone calls."</p> <p>"Absolutely."</p>
Utility	"Yes."
Government: City/County	(no comments)
Government: Federal	<p>"Work with partners to develop and carry forward ecological [? incomplete]."</p> <p>"Utilize in working with various groups."</p>
<b>Any other comments or suggestions?</b>	
Environmental Group	<p>"re: Building Books to Outreach – Good idea to reinforce the idea of using expensive campaigns as inspiration."</p> <p>"re: EPA's On-line Tools – There is so much there!"</p> <p>"re: Market Research – I could use an example of how to do this on a tight budget."</p> <p>"re: What it Takes to Change Behavior – This was very helpful to me – particularly learning about the HHH and repetition/cues."</p> <p>"re: Evaluating Your Outreach Effort – Would love to walk through an example."</p> <p>"Great job, Jennifer! You're a wonderful presenter and know how to connect and communicate with your audience. This was a worthwhile workshop."</p>
Utility	(no comments)
Government: City/County	(no comments)
Government: Federal	"Good job."