EDUCATION AND TRAINING

Toolkit:

Media and technology outlets

Information and watershed activity updates are currently disseminated through the township websites, newsletters and through the Gull Lake Quality Organization, Four Townships Water Resources Council, Southwest Michigan Land Conservancy and other environmental advocates. While the GLQO and some of the townships are on Facebook, and some produce regular newsletters , other media outlets could be utilized to educate and strengthen local preservation efforts. Invitation letters are provided separately as a way to advertise events in a more personal way.

Educational Resources

Because seminars, conferences and training sessions are continually being scheduled by an array of organizations in Michigan, it was not possible to identify each possible training opportunity at the time this Guidebook was created, so a list of organizations are provided that offer such training, and community tips provided to help minimize the cost to educate local staff, officials and the public.

Invitation postcard

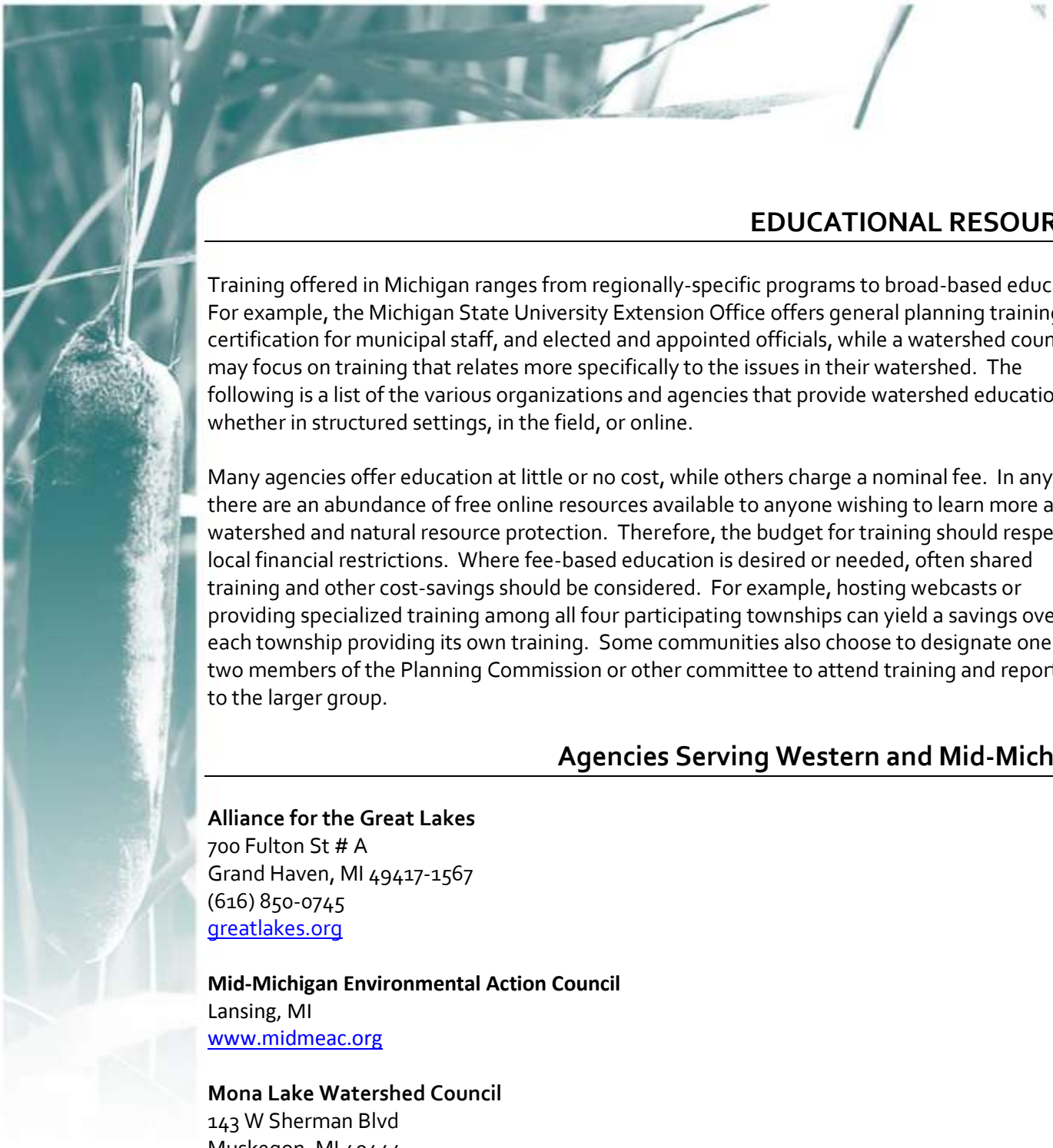
A template invitation has been provided for when the GLQO or any of the townships wish to host training events, or notify residents, local agencies, Planning Commissions and other stakeholders of education and training events of mutual interest. The template provided is formatted in a postcard size for less costly mailing options.

MEDIA AND TECHNOLOGY OUTLETS

Ross, Richland and Prairieville Townships, the Gull Lake Quality Organization (GLQO), the Four Townships Water Resources Council and other organizations have websites with a variety of information. Websites are a great way to disseminate information, provide links to forms, resources and documents, and advertise events. Interface with other media outlets like Facebook and Twitter can help inform residents of events or mobilize a community when action is needed.

The following elements should be considered for any outreach program:

- **Resource Library.** While many of the websites offer links to other resource sites, they could also include a library of relevant educational documents, like this Guidebook.
- **Website Interface.** Most of the existing websites notify citizens of upcoming meetings, educational events, and information. They could be enhanced to include a community weblog to capture feedback or track a general community dialogue, or interface with other township websites.
- **RSS Feed.** Many groups and organizations now syndicate new stories and weblog updates using a Rich Site Summary (RSS) format, which uses a standardized format to provide regular news updates from any subscriber. Users can bookmark favorite websites and tailor their list of livefeed stories so they can stay aware of their own issues of interest. If all of the townships participate, RSS broadcasting can help keep each community aware of efforts, opinions and stories taking place within the watershed
- **Social Media.** Outlets like Facebook and Twitter are more attractive to younger audiences, and are therefore more effective at capturing their interest. Establishing a twitter account (www.twitter.com) would allow the townships or the GLQO to "tweet" short messages and important news that will reach all subscribers immediately on their cell phone. This can be especially helpful when calling for action or distributing time sensitive information.



EDUCATIONAL RESOURCES

Training offered in Michigan ranges from regionally-specific programs to broad-based education. For example, the Michigan State University Extension Office offers general planning training and certification for municipal staff, and elected and appointed officials, while a watershed council may focus on training that relates more specifically to the issues in their watershed. The following is a list of the various organizations and agencies that provide watershed education, whether in structured settings, in the field, or online.

Many agencies offer education at little or no cost, while others charge a nominal fee. In any case, there are an abundance of free online resources available to anyone wishing to learn more about watershed and natural resource protection. Therefore, the budget for training should respect local financial restrictions. Where fee-based education is desired or needed, often shared training and other cost-savings should be considered. For example, hosting webcasts or providing specialized training among all four participating townships can yield a savings over each township providing its own training. Some communities also choose to designate one or two members of the Planning Commission or other committee to attend training and report back to the larger group.

Agencies Serving Western and Mid-Michigan

Alliance for the Great Lakes
700 Fulton St # A
Grand Haven, MI 49417-1567
(616) 850-0745
greatlakes.org

Mid-Michigan Environmental Action Council
Lansing, MI
www.midmeac.org

Mona Lake Watershed Council
143 W Sherman Blvd
Muskegon, MI 49444
www.monalakewatershed.org

Muskegon River Watershed Assembly
1009 Campus Dr
Big Rapids, MI 49307
www.mrwa.org

West Michigan Environmental Action Council
1007 Lake Dr SE
Grand Rapids, MI 49506
www.wmeac.org

Western U.P. Center for Science, Mathematics and Environmental Education
www.wupcenter.mtu.edu

State and Federal Agencies

United States Environmental Protection Agency (EPA)
http://water.epa.gov/polwaste/nps/watershed/mi.cfm
List of Archived Webcasts:
http://water.epa.gov/learn/training/wacademy/webcasts_index.cfm
EPA's Online Training: http://cfpub.epa.gov/watertrain/index.cfm

State of Michigan
www.michigan.gov
List of Michigan-based Watershed Groups:
http://www.michigan.gov/documents/SWMP_05_MDOT_v_4_120610_7.0_Appendix_E.pdf

Organizations Serving Michigan

American Rivers
1025 Vermont Avenue Northwest
Washington D.C., DC 20005-3516
(202) 347-7550
www.americanrivers.org

Centers for Ocean Sciences Education Excellence (COSEE) Great Lakes
www.coseegreatlakes.net

Center for Watershed Protection
8390 Main St
Ellicott City, MD 21043
www.cwp.org

Conservation Resource Alliance
10850 E Traverse Hwy
Traverse City, MI 49684
www.rivercare.org

Great Lakes Commission
2805 South Industrial Highway # 100
Ann Arbor, MI 48104-6791
(734) 971-9135
glc.org

International Wildlife Refuge Alliance
9311 Groh Rd
Grosse Ile, MI 48138
http://www.iwralliance.org/home

MiCorps – Michigan Clean Water Corps
www.micorps.net/

Michigan State University
Land Policy Institute: www.landpolicy.msu.edu/
Citizen Planner Program: http://citizenplanner.msu.edu/

Agencies Serving Northern Michigan

Central Lake Superior Watershed Partnership
1030 Wright St
Marquette, MI 49855
www.superiorwatersheds.org

Thunder Bay National Marine Sanctuary
500 West Fletcher Street
Alpena, MI 49707-1806
(989) 356-8805
http://Thunderbay.noaa.gov

Tip of the Mitt Watershed Council
426 Bay St.
Petoskey, MI 49770
www.watershedcouncil.org

Agencies Serving Southeast Michigan Agencies:

Alliance of Rouge Communities
719 Griswold
Detroit, MI 48226
http://www.allianceofrougecommunities.com

Clinton River Watershed Council
101 S. Main
Rochester, MI 48307
www.crwc.org

East Michigan Environmental Action Council
87 E Canfield St
Detroit, MI 48201
www.emeac.org

Flint River Watershed Coalition
432 N Saginaw St
Flint, MI 48502-1954
www.flintriver.org

Friends of the Detroit River

2674 W Jefferson Ave
Trenton, MI 48183
www.detroitriver.org

Huron River Watershed Council
1100 N Main St
Ann Arbor, MI 48103
www.hrwc.org

Saginaw Bay Watershed Initiative Network
Bay City, MI
www.saginawbaywin.org

The following links located on the Ross Township website connect to important programs within the watershed. The GLQO should participate in these programs and monitor activities to see where its involvement can be helpful.

Kalamazoo River Programs

- The Kalamazoo River Watershed "TMDL" plan and information about many other projects can be found at: www.kalamazooriver.net
- This watershed boundary map provides information on local surface water runoff patterns, locations of storm drains and the down-gradient water body that may be impacted if rainfall or snow melt becomes polluted with oil, lawn chemicals, failed septic systems or animal/pet waste. Watershed Boundary Map
- The Kalamazoo River Mainstem 3 Watershed Management Plan can be found at: www.kalamazooriver.net/Corridor3
- The Portage Arcadia Creek Watershed Management Plan can be found at: www.kalamazooriver.net/pa319new/index.htm
- The Davis Creek Watershed planning effort is described at: www.theforum.org/davis
- Large portions of the Kalamazoo River have been designated a "Super Fund" site due to PCB contamination in the river banks and sediments. The National Pollutant List (NPL) Michigan fact sheets the Kalamazoo River can be found at: www.epa.gov/R5Super/npl/michigan/MID006007306.htm
- Information about the nonprofit Kalamazoo River Watershed Council can be found at: www.kalamazooriver.org
- The nonprofit Four Township Water Resources Council website is at: www.ftwrc.org

St. Joseph River Programs

- The St. Joseph River Watershed Management Plan can be found at: www.stjoeriver.net/wmp/wmp.htm
- The Portage River Watershed Management Plan can be found at: www.kcrc-roads.com/pdfs/304.pdf
- The Rocky River Watershed Management Plan can be found at: www.stjoeriver.net/wmp/docs/RRPlan.PDF

- The nonprofit Friends of the St. Joseph River Association, Inc. are located at: www.fotsjr.org
- The St. Joseph River Basin Commission can be found at: www.sjrbc.com

Other Partners & Contacts

- Environmental Literacy in America: www.neetf.org
- Gull Lake Association owns, operates, and maintains, the dam which forms Gull Lake, Michiganwww.gulllakedam.org
- Halt Poverty: www.haltpoverty.org
- Identify the Causes of Biological Impairments: www.epa.gov/caddis
- Information about Household Hazardous Waste Recycling in Kalamazoo County can be found at: www.kalcounty.com/countysearch.asp?kw=recycling&ds=y
- KZooLakes.com is a unique source of information for many publicly accessible Kalamazoo County Lakes (Michigan): www.kzoolakes.com
- Managing Urban Runoff: www.epa.gov/nps/urbanmm
- McKay Library www.mckaylibrary.org/
- Michigan Department of Transportation Storm Water Education and Outreach Materials www.michigan.gov/stormwatermgt
- Protecting Water Resources with Higher Density Development: www.epa.gov/smartgrowth/water_density.htm
- Sherman Lake and Watershed Association: www.Shermanlakemi.com
- The City of Kalamazoo Wellhead Protection Team website is at: www.kalamazoocity.org/portal/water.php
- The Kalamazoo Nature Center website is: www.naturecenter.org
- The Rain Gardens of West Michigan website is at: www.raingardens.org
- Wild Ones, Native Plants, Natural Landscapes: www.for-wild.org

INVITATION POSTCARDS

Front

[INSERT HOST TOWNSHIP OR ORGANIZATION]
Invites you…

As a resident in the Gull Lake watershed, you can help care for our water and natural resources. The mission for the watershed, established by Barry, Prairieville, Richland and Ross Townships, is to "protect the quality of the Gull Lake watershed and preserve the health of Gull Lake as a natural resource and to sustain the viability of the surrounding area for living, working and recreation." Together, our community can ensure the long-term safety of Gull Lake and our freshwater supply.

Did you know?

- Gull Lake is the recipient of drainage from a watershed that is 17,000 acres, or more than 8 times its size.
- Gull Lake contains over 55 species of fish.
- In 1993, the MDNR said Gull Lake will "continue to be one of southern Michigan's best fisheries for years to come. There are few lakes in the state that can compare with it."

Help protect this resource for future generations…

www.glqo.net | info@glqo.net

Learn how you can help protect the watershed at this upcoming seminar, hosted by [insert partners]:

[insert date]

[insert time]

[insert location]

Back

[insert host name]
[insert host address]