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Social Contract

1. Based on a Solid Assessment
2. Safe
3. Respect expertise in the room
4. Learn by doing with self reflection
5. Iterative process
6. Mindful of adult learning principles

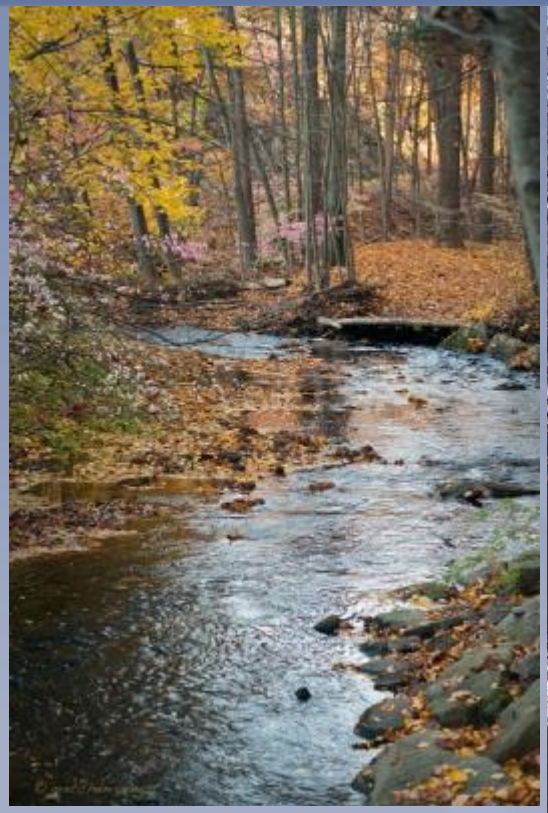
Collaborative Learning is a way to “do”

Integrated Watershed Management for Source Water Protection

1. **Sustaining ecosystem services that people care about**

2. **Place-based where people live, work, and play**

3. **Holistic, based on vision of desired future outcomes**



Collaborative Learning Engages The Kaleidoscope of Expertise to Improve Water Protection

Regulations, Ordinances & Enforcement

Land Conservation

Planning & Land Use Management

Drinking/Source Water Protection

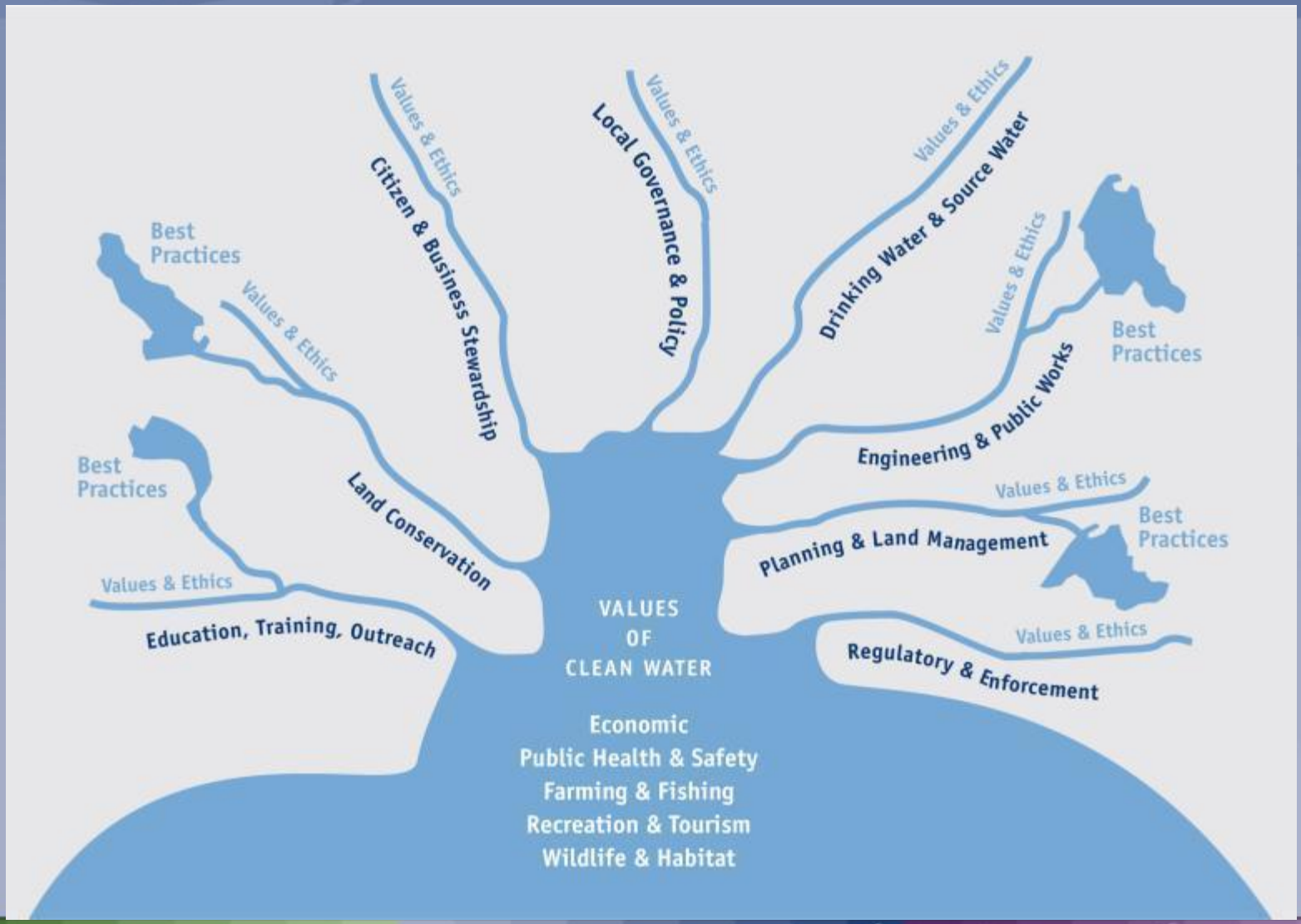
Engineering Public Works and Wastewater

Science: Water Research & Monitoring

Citizen & Business Watershed Stewardship

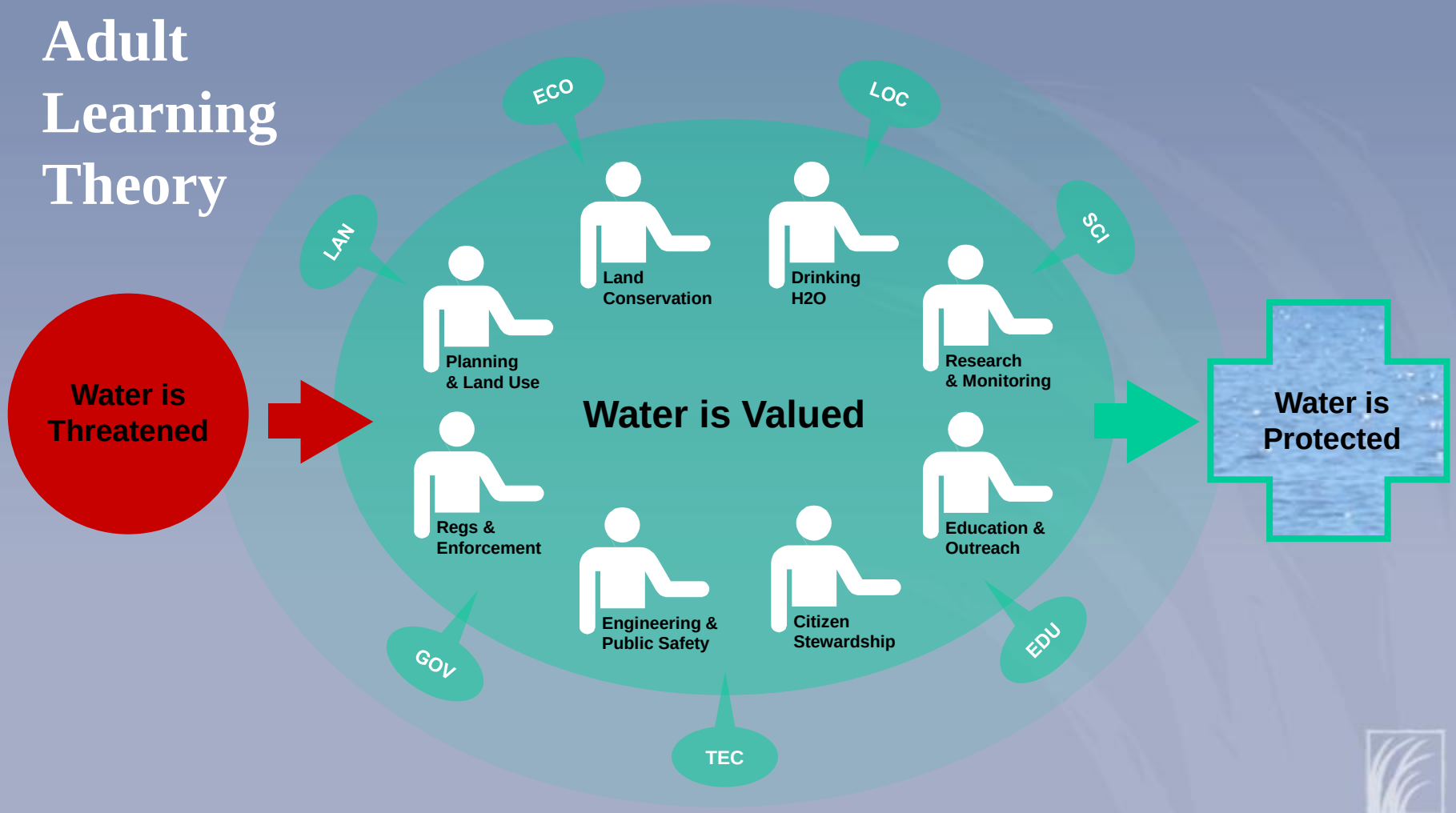
Education & Community Outreach

Collaborative Learning focuses on the Social Landscape That influences the Biophysical Landscape



Collaborative Learning designs events to engage the Kaleidoscope of Expertise as a Resource not a Receptacle

Adult Learning Theory



Implementing a Collaborative Learning Event

1. The “Way I See It…”
2. Listening for *most promising ideas*
3. *Most promising ideas* brainstorm
4. Ideas to Actions Worksheet & Measures of Success

Listening for "most promising idea"

- Partner -up and share your most promising idea uninterrupted for 5 minutes (each)
- Listener keeps time
- Total time for both to share 20 minutes
- Primes the cognitive pump for brainstorm to follow
- Make notes on worksheets after returning from walk

Promising Ideas …

Make the work that someone is already doing easier

Are achievable in the timeframe of the project

Are connected by a clear path to desired outcomes

May be the first step of a long-term strategy

Respect the realities of the culture within stakeholders work

Promising Ideas . .

Provide missing information vital to the project

Identify key stakeholders not present in the room

Connect to important policy initiatives to accomplish outcomes

Identify concrete management practices that link to outcomes

Ideas to Action Worksheet

Most promising idea	How will this idea improve the situation? OUTCOME	What actions would make this idea a reality	Who needs to be involved to implement the idea?	What do we need to be aware of?
Identify sources of stormwater pollution through monitoring land-based runoff	Policies and management actions can be targeted to known sources and improvements in water quality can be compared against a baseline	1.Examine existing water quality data for hot spots 2. Conduct field surveys for evidence of illicit discharges 3. Record pollutions sites in GIS database	1. Field Inspector 2. Code enforcement 3.Project team	Take action to find evidence for and quantify land based runoff. Important to examine our assumptions and identify the source of inputs. Identify reasons for inaction on known sources.

Measures of Success Worksheet

Action Items	Measures of Success	Accountability	Comments
1.Examine existing water quality data for pollution hot spots	*Existing data is examined for geographic scope, sampling timeframe, database is created; hot spots are mapped*	*Field Inspector On-going task*	*Identify gaps in coverage of existing sampling regime. Share results within the sampling network.*
2. Conduct field surveys for evidence of previously undetected illicit discharge	*Fishing Creek watershed survey completed Summer 2014*	*Municipal stormwater staff and Watershed Alliance members*	*Training will be needed and volunteers supervised*

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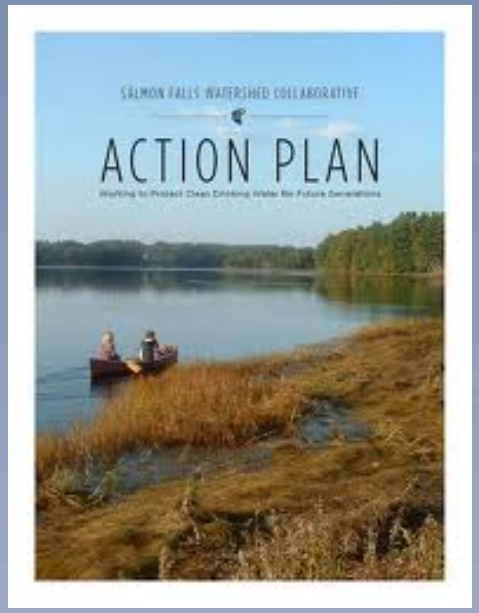
A Story about an Award Winning Watershed Partnership



The Salmon Falls Watershed Collaborative

2012 Winner of the United States

Clean Water Alliance Water Prize

5 Ingredients for Success

1. **Visionary Leadership**
2. **Funding to implement the vision**
3. **Committed partners willing to seek synergy**
4. **A rigorous methodology for learning and engagement**
5. **Partnership support and communication**

Salmon Falls Watershed Collaborative

Working beyond Borders
to Protect Water in the Salmon Falls Watershed, Maine and New Hampshire

Phase I: Collaborative Learning Assessment Improving the Relationship aspect of the situation

- Who will provide stakeholder input?
- How can stakeholders be engaged in the Collaborative ?
- What is the status of existing knowledge, planning, management and conservation efforts in the communities of the watershed ?

Partners in the *Collaborative* Share the Mission

A "Community of Practice"

- **Piscataqua Region Estuaries Partnership**
- **Acton Wakefield Watersheds Alliance**
- **City of Rochester**
- **City of Somersworth**
- **EPA**
- **Granite State Rural Water Association**
- **Great Bay NERR**
- **Southeast Watershed Alliance**
- **Strafford Regional Planning Commission**
- **Town of Berwick**
- **Trust for Public Lands**
- **USDA**
- **Maine Center for Disease Control**
- **Maine DEP**
- **Maine Forest Service**
- **Maine NEMO Program**
- **Maine Rural Water Association**
- **Moose Mountains Regional Greenways**
- **NHDES**
- **South Berwick Water District**
- **US Forest Service**
- **Wells National Estuarine Research Reserve**
- **York County Soil and Water Conservation District**

Engage the Kaleidoscope of Expertise

A Watershed Protection System (Feurt, 2008)

Phase 2: Designing Collaborative Learning events to make progress developing a Watershed Action Plan

1. Monthly Conference Calls
2. Basecamp to Manage Team Communication
3. Quarterly Face to Face Meetings
4. Field Based Trainings
5. Beyond Borders Workshop
6. Development of Action Plan
7. Professional and Community Outreach
8. Continue Professional Practice

Evaluation as each event occurs to guide the progress on developing the action plan

Phase 3: Implement "Beyond Borders" Workshop to Engage Stakeholders in the *Collaborative*

30 drinking water sources are represented by participants in the workshop

Ken

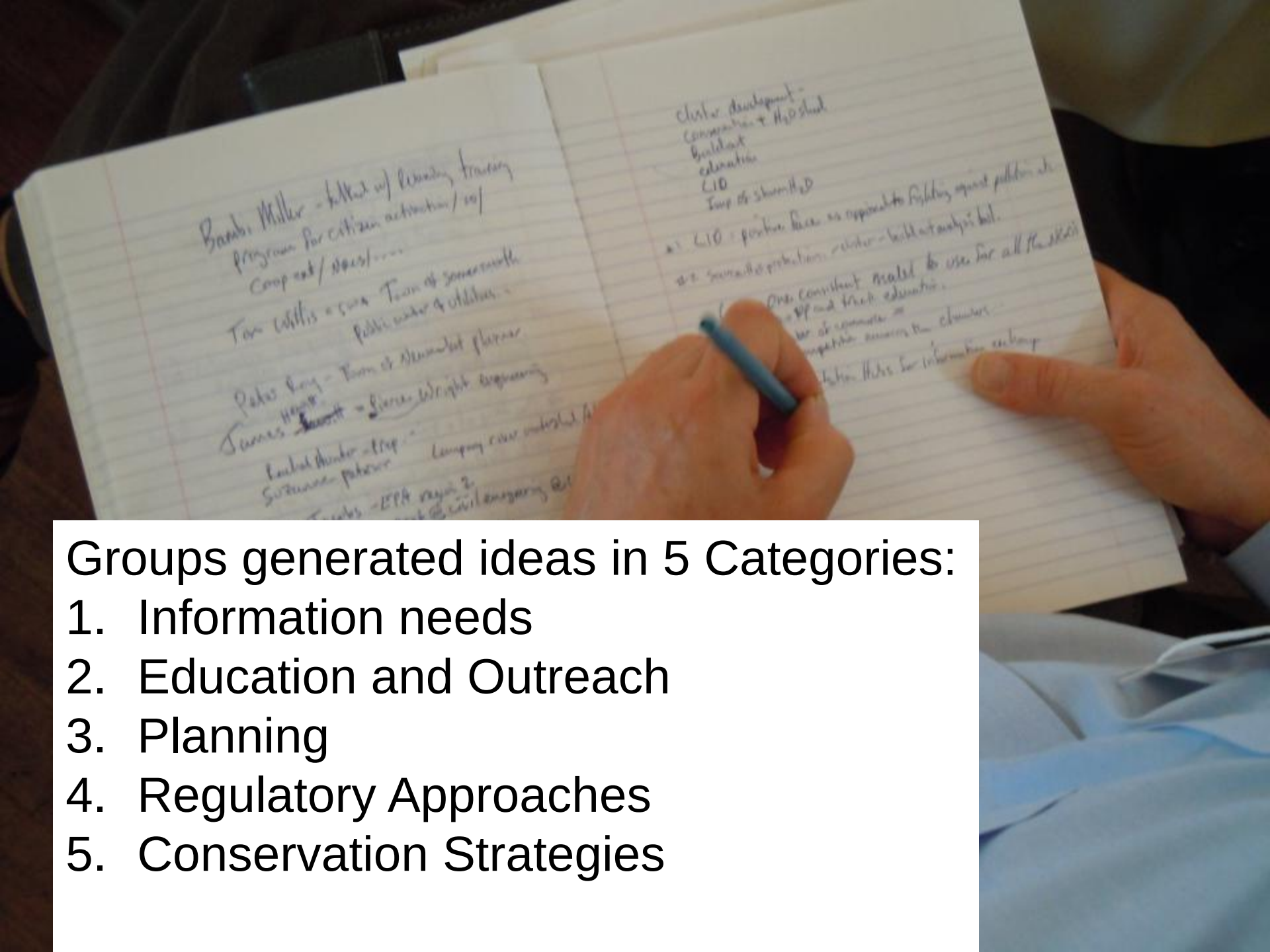
Is Your Land Use Agenda in Sync with Source Water Protection?
Is Stormwater Headed in the Right Direction?
Ellis River Watershed Management Plan
Watershed and Groundwater Protection Examples
Pauga Bay, City of Laconia
Illustration of Stormwater BMP functions
Pennichuck Brook, Pennichuck Water Works
Tri-Town Aquifer, Towns of Belmont, Northfield and Tilton

Evaluate success at engaging the right people in the Workshop to provide input into action items

The Workshop Generates Ideas for the Action Plan - those ideas must be evaluated

Working in small groups stakeholders focus on work related challenges

1. **What are the values of water that you protect in your work?**
2. **What are the threats to water that you deal with in your work?**
3. **What are your current top priorities related to protecting water from threats?**



Groups generated ideas in 5 Categories:

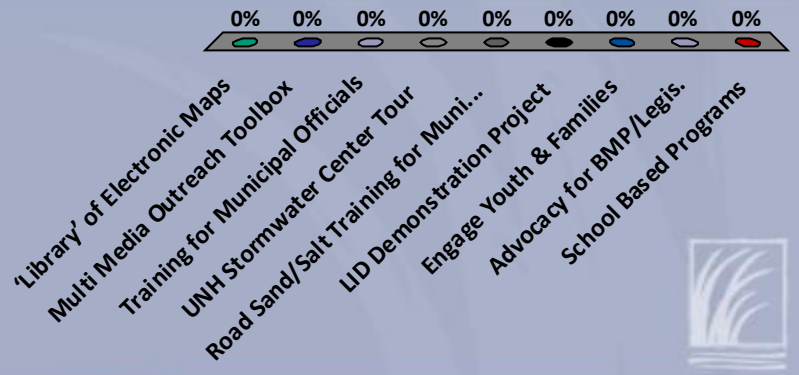
1. Information needs
2. Education and Outreach
3. Planning
4. Regulatory Approaches
5. Conservation Strategies

Groundwater Bureau
Services
2010, Use Support Status for Aquatic Life
Christene Jennings

Evaluation of Ideas: Education & Outreach

Please Choose your #1 priority (Substance & Process)

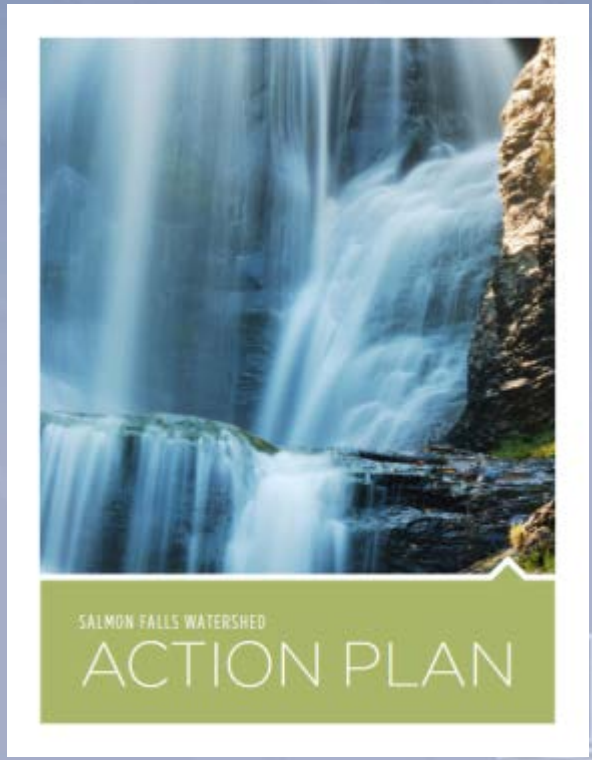
1. ‘Library’ of Electronic Maps
2. Multi Media Outreach Toolbox
3. Training for Municipal Officials
4. UNH Stormwater Center Tour
5. Road Sand/Salt Training for Municipal Staff
6. LID Demonstration Project
7. Engage Youth & Families
8. Advocacy for BMP/Legis.
9. School Based Programs



Phase 4: Evaluate Stakeholder Input to Create the Action Plan

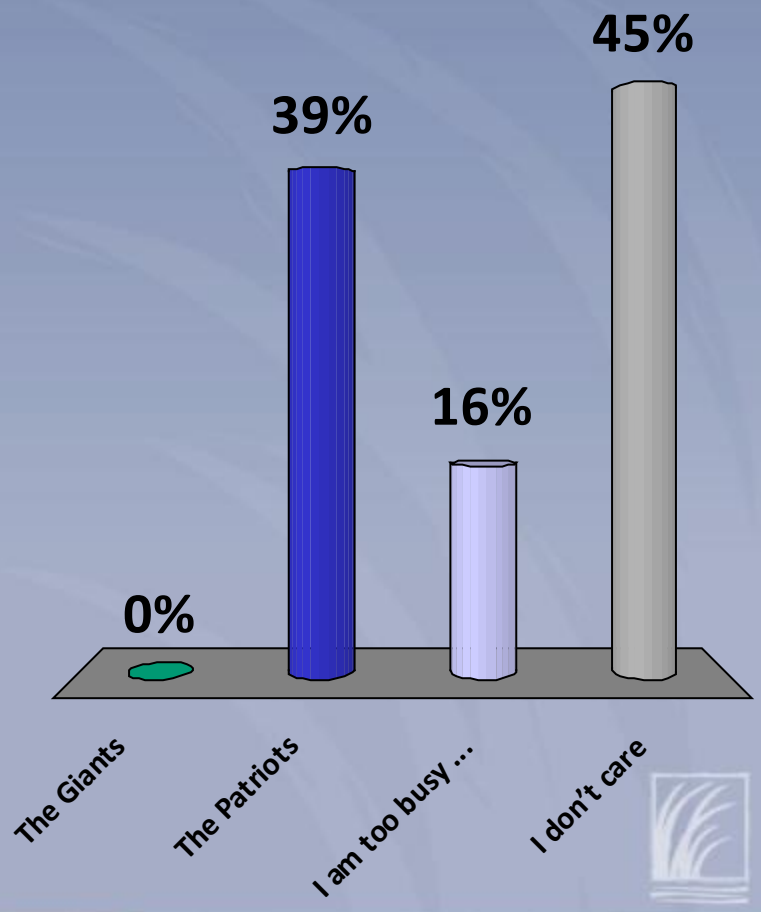
Following the Workshop the worksheets, flip charts and key pad poling results were evaluated to produce The Salmon Falls Watershed Collaborative Action Plan

UNITED STATES WATER PRIZE



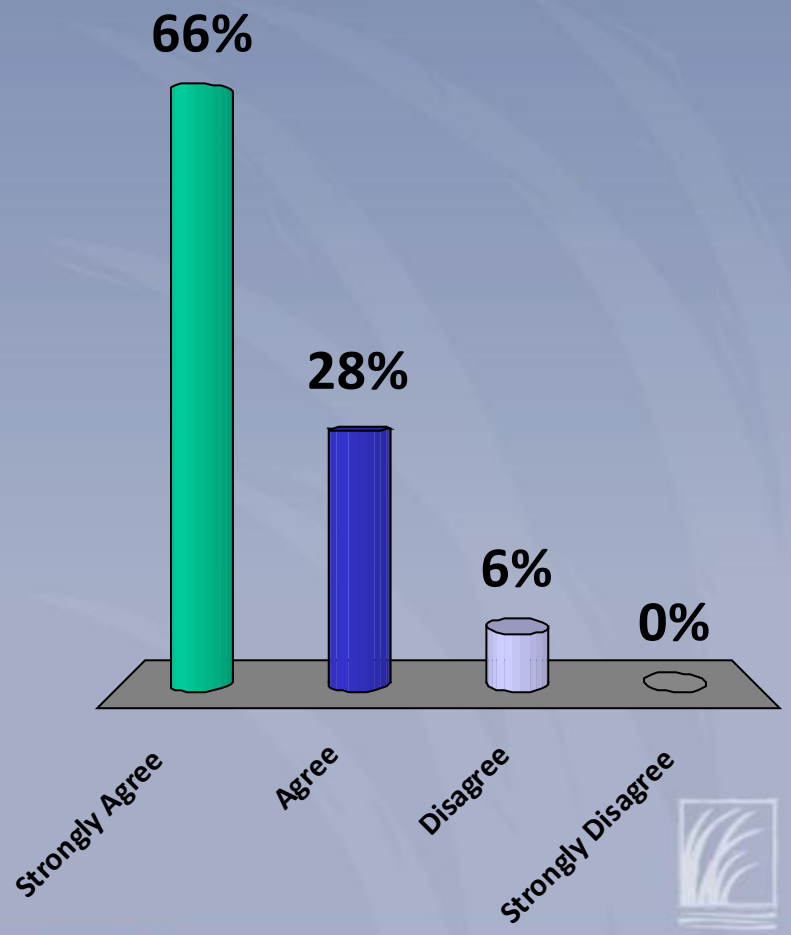
Who will go to the Super Bowl this year?

1. The Giants
2. The Patriots
3. I am too busy watching Husky Basketball
4. I don’t care



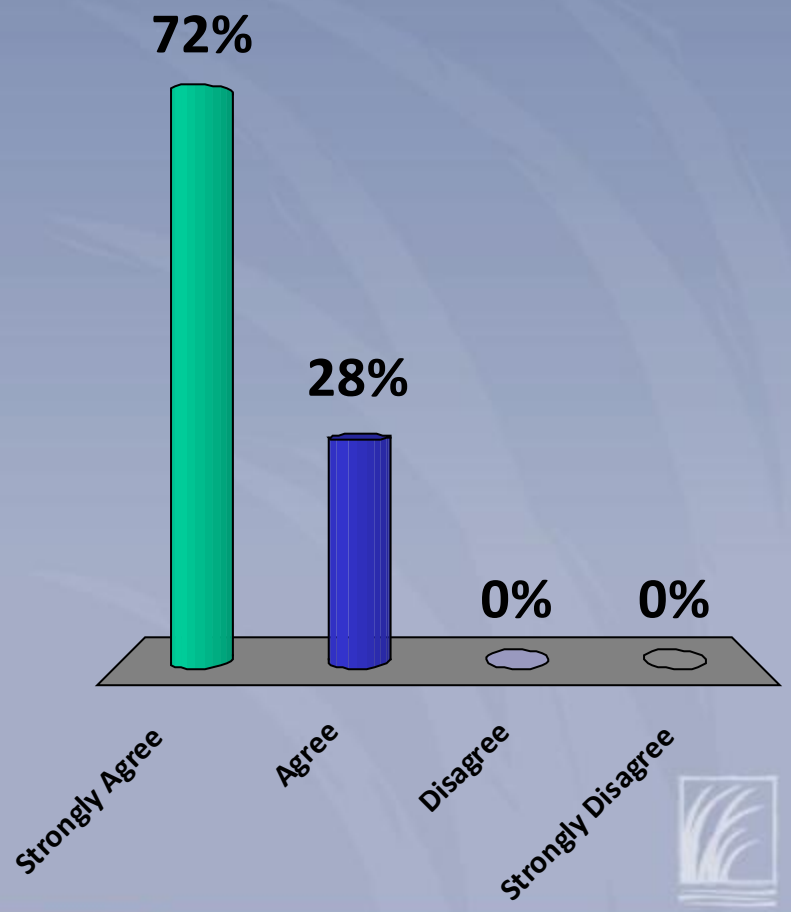
Water utility workers are Super Heros

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



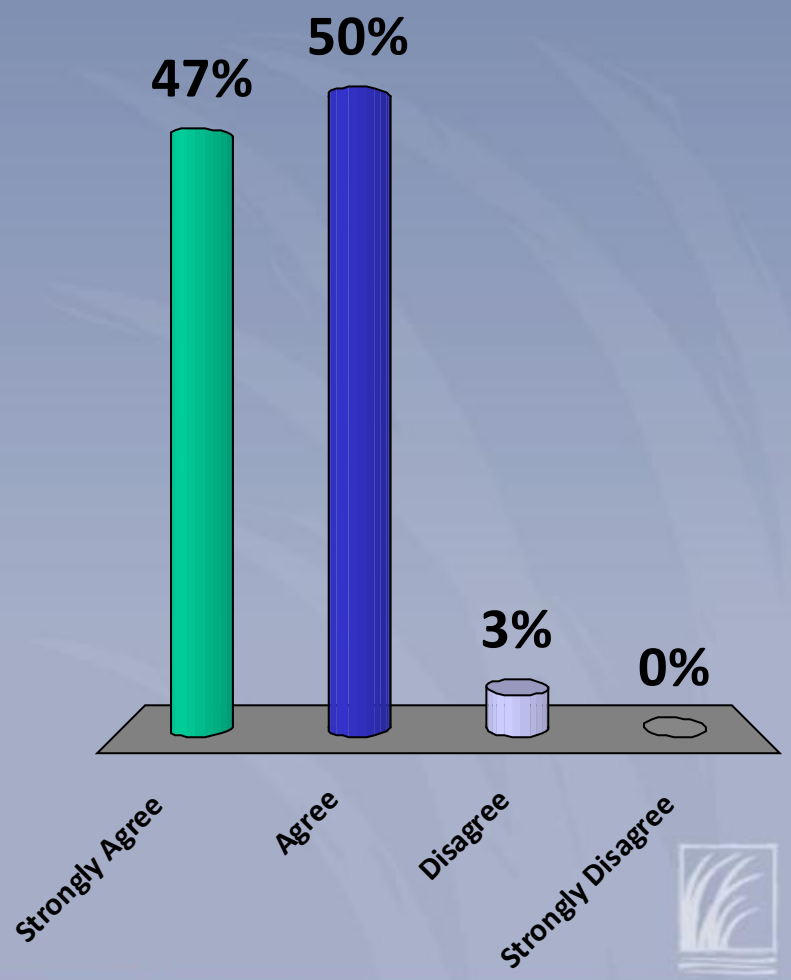
Fostering *source water literacy* is an important objective for the CT SWC

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



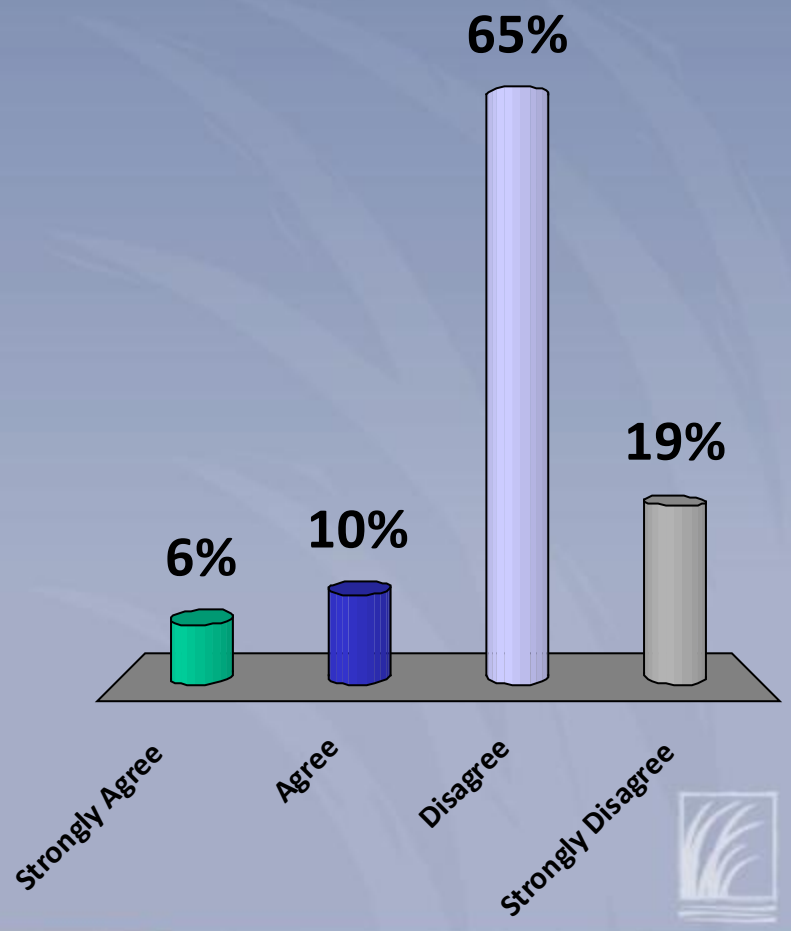
Providing scientifically sound, place-based information on costs and benefits of source water protection is important

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



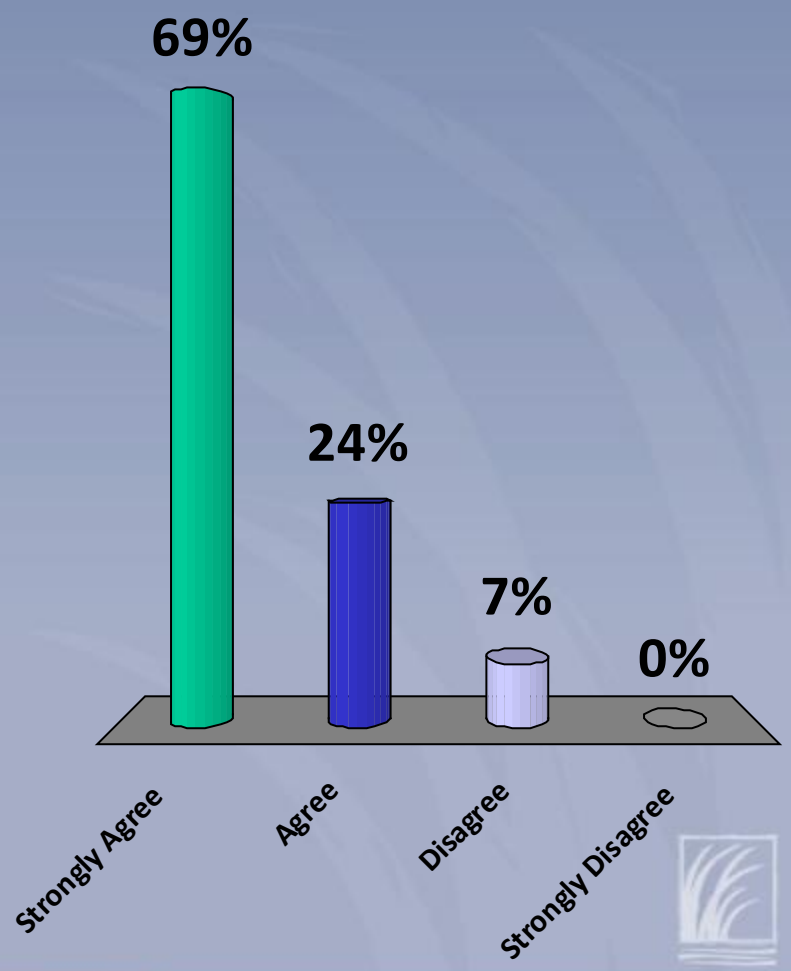
Protection of watershed protection fees on water bills would be well received in CT

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



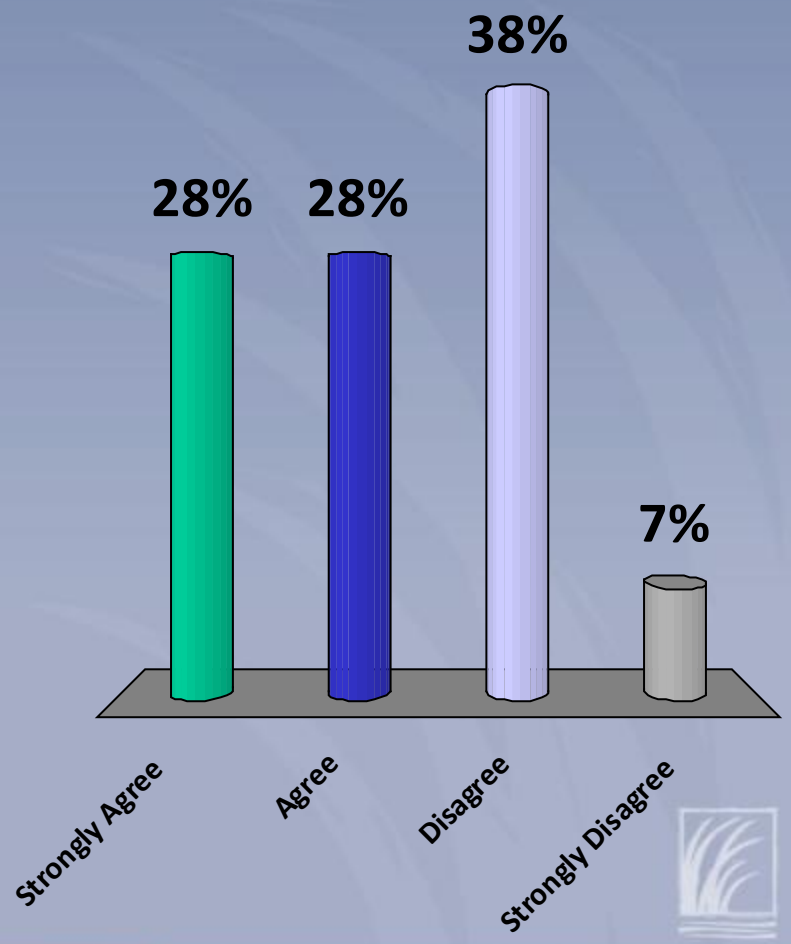
Leveraging our collective efforts in SWP is an important objective for the CT SWC

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



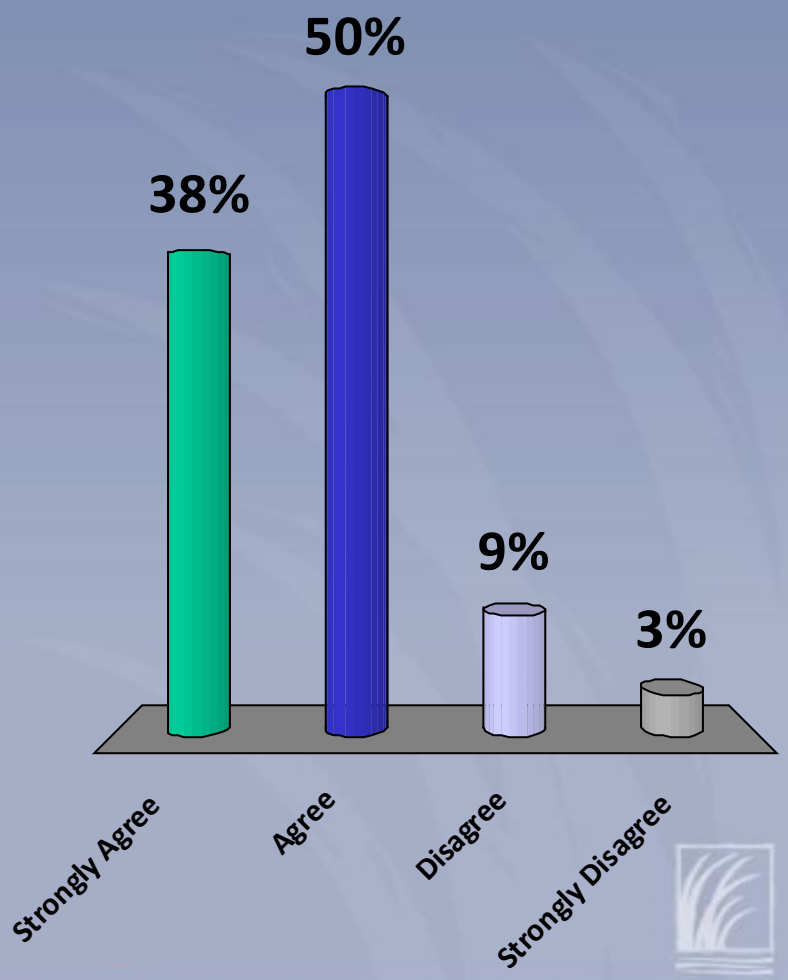
Enforcing existing SWP policies & regulations is a statewide challenge that the CT SWC needs to consider

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



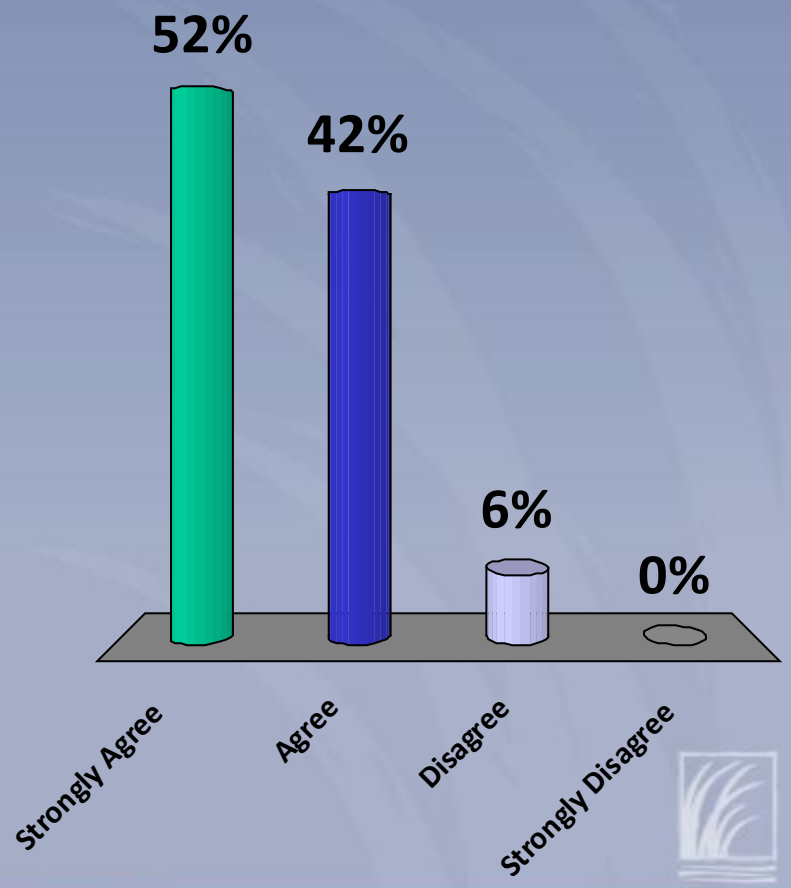
Improving funding of land conservation is an important objective for the CT SWC

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



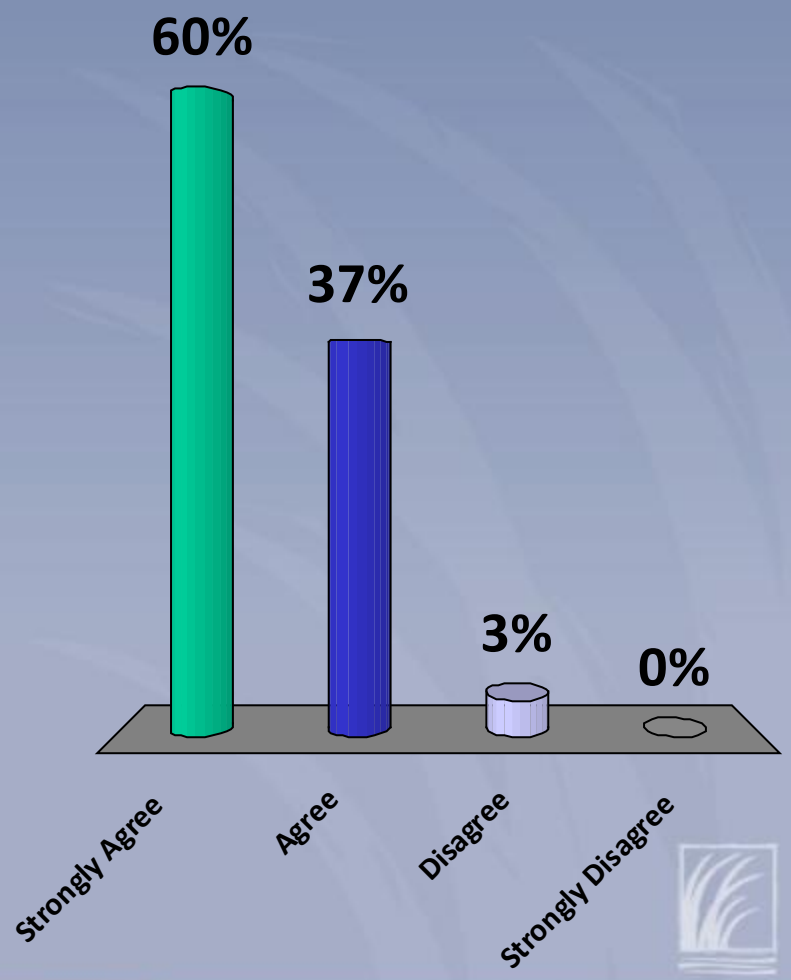
Providing a unified message about source water protection is an important objective for CTSWC

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



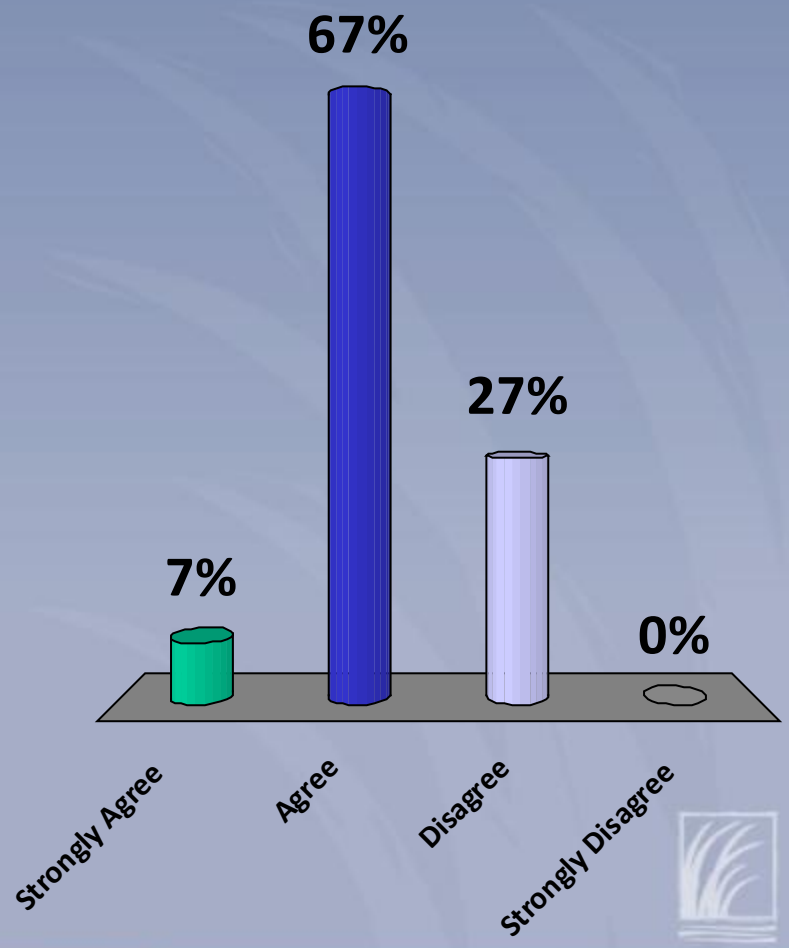
I feel like my ideas were heard and respected today

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



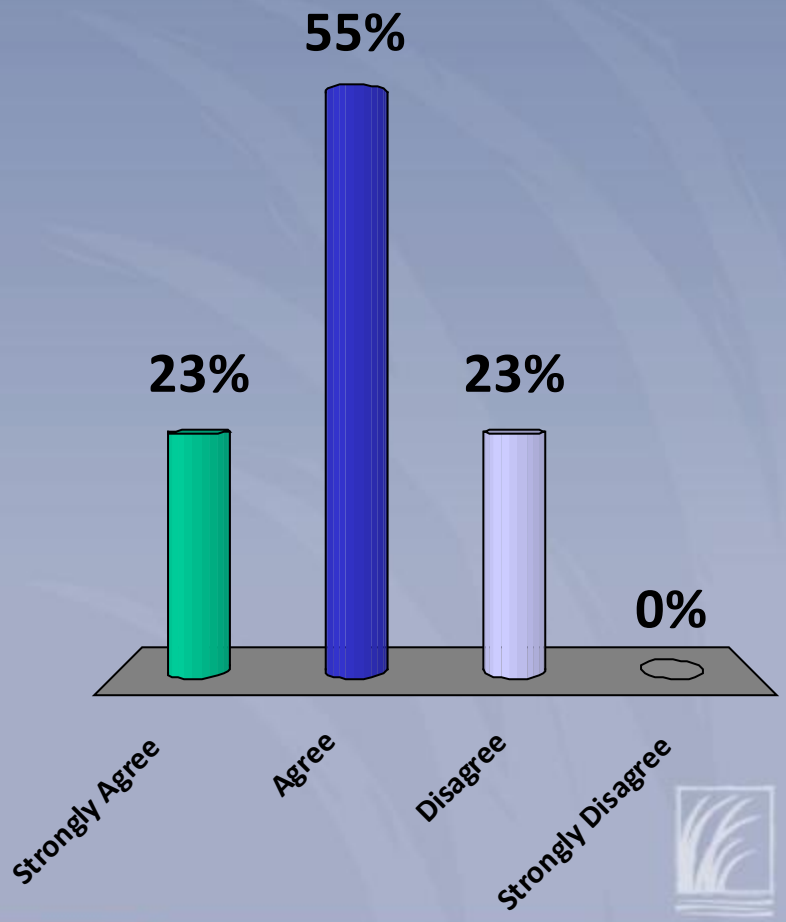
The right people were in the room today

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



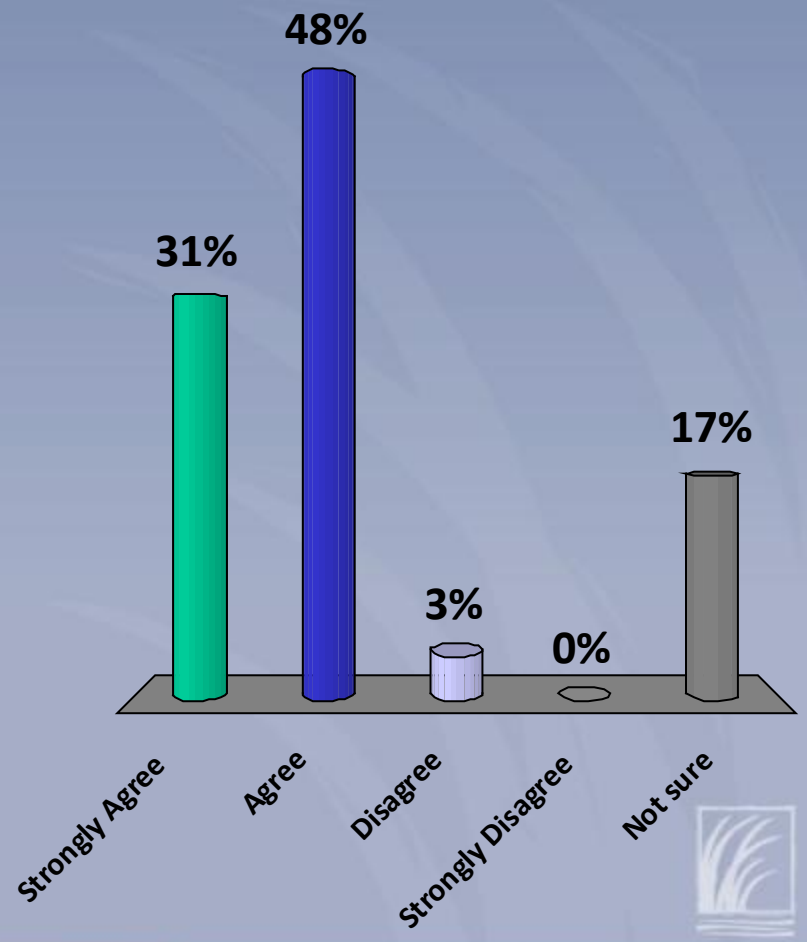
I am optimistic about the potential for the CT SWC to affect positive change

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree



It will be a good use of my time to stay engaged in the work of the CT SWC

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree
5. Not sure



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Super Heroes

Rebel

Magical Chosen One

Challenges of Change

What kind of a change agent are you?

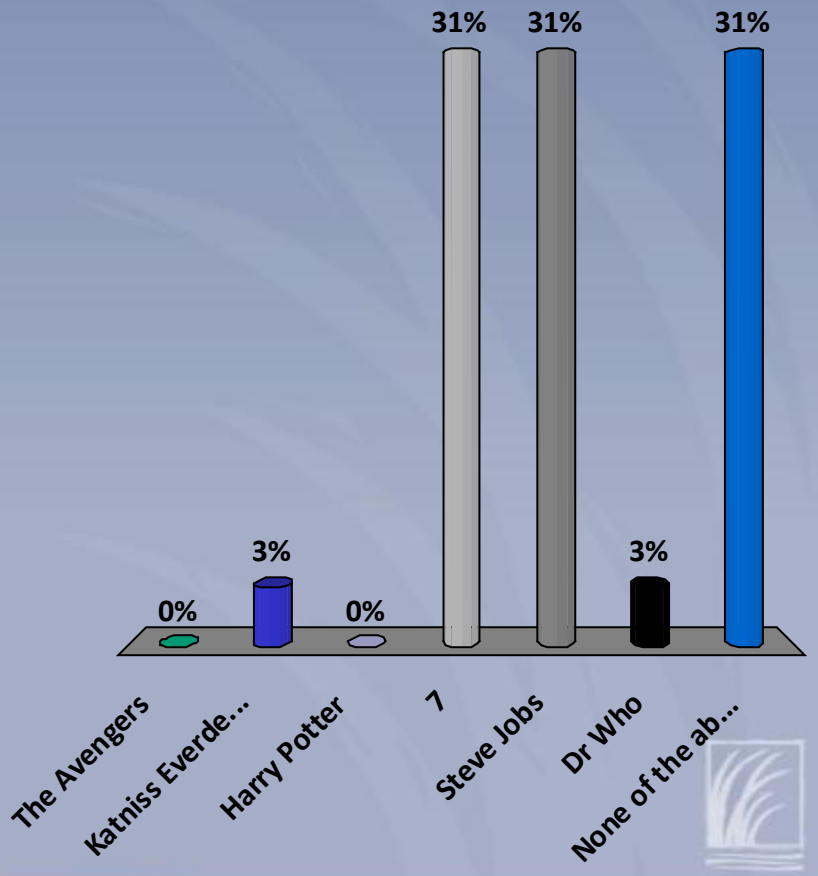
Secret Agent

Innovator

Time Lord/Intellectual

My approach to being a change agent is most like:

1. The Avengers
2. Katniss Everdeen
3. Harry Potter
4. 007
5. Steve Jobs
6. Dr Who
7. None of the above

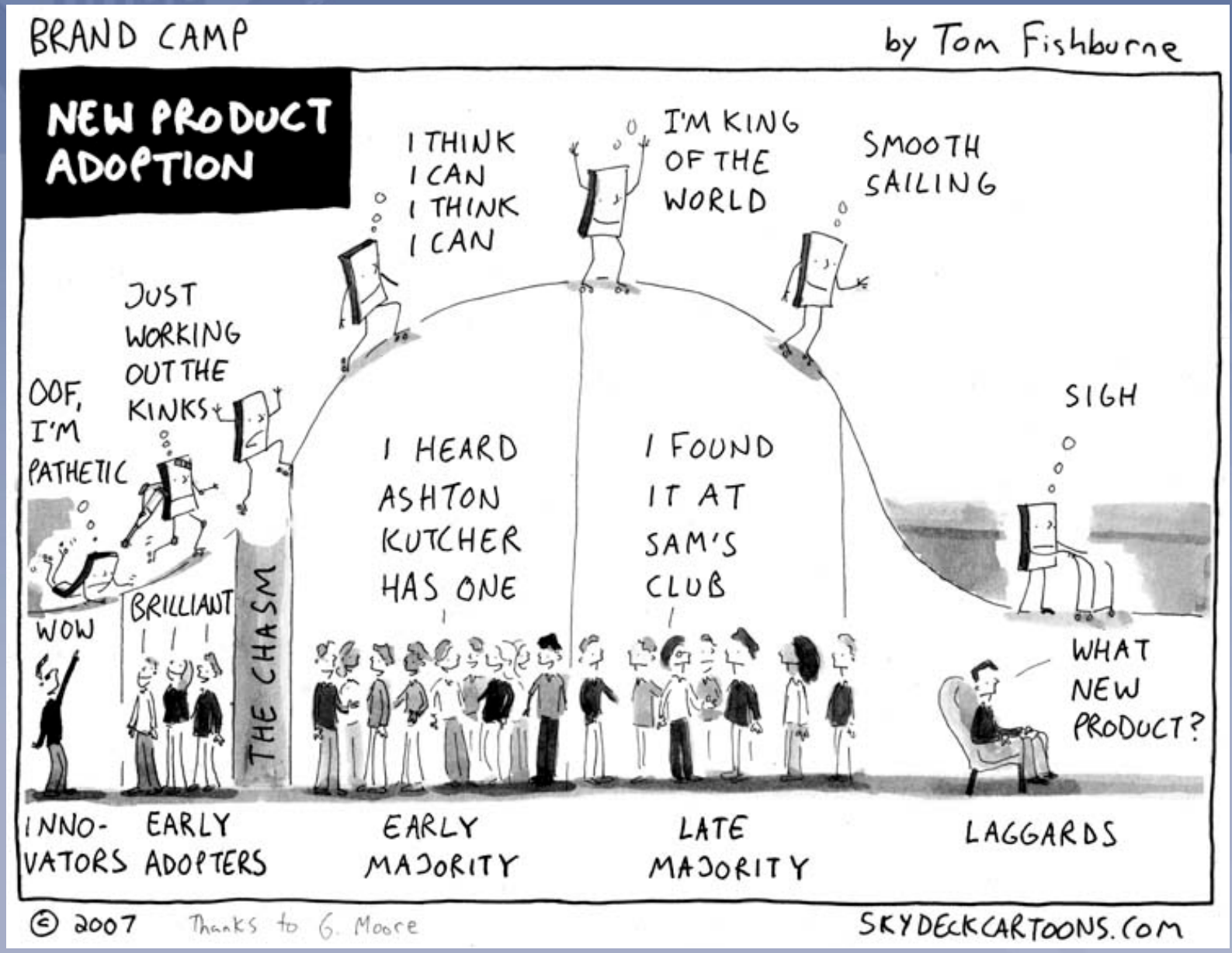


Elements of Diffusion

- The Innovation or Idea
- Communication pathways
- Time
- The social system within which the innovation or idea moves

The steps of diffusion

- Knowledge – Did you hear about…?
- Persuasion – Tell me more about …
- Decision – I'd like to try…
- Implementation – Just do it!
- Confirmation –Keep doing it


BRAND CAMP
by Tom Fishburne
NEW PRODUCT ADOPTION
I THINK I CAN I THINK I CAN
I'M KING OF THE WORLD
SMOOTH SAILING
JUST WORKING OUT THE KINKS
OOF, I'M PATHETIC
SIGH
I HEARD ASHTON KUTCHER HAS ONE
I FOUND IT AT SAM'S CLUB
WOW
BRILLIANT
THE CHASM
WHAT NEW PRODUCT?
INNO-VATORS
EARLY ADOPTERS
EARLY MAJORITY
LATE MAJORITY
LAGGARDS
© 2007 Thanks to G. Moore
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The 5 most powerful qualities of an idea that spreads and is used

Relative Advantage

The 5 most powerful qualities of an idea that spreads and is used

Compatibility

The 5 most powerful qualities of an idea that spreads and is used

Simplicity

The 5 most powerful qualities of an idea that spreads and is used

Triability

The 5 most powerful qualities of an idea that spreads and is used

Observability

Evaluating the Vision of a Source Water Collaborative for Connecticut

Imagine this change…

One of the ideas generated today has been implemented as you envisioned it would be.

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Skillful
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Evaluate

"Do not try to satisfy your vanity by teaching a great many things. Awaken people's curiosity. It is enough to open minds; do not overload them. Put there just a spark. If there is some good inflammable stuff, it will catch fire."

Rachel Carson

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knowledge
think
based
issues
improvements
EBM
Management
Assessment
Situation
collaborative
Ecosystem
improvement
Codegroup
decision
people
information
understanding
improve
analysis
may
questions
shared
Discussion
Column
Research
change
different
approach
Walker
Coding
Step
important
ecosystem
Process
support
listening
actions
resources
goals
needs
Data
Adaptive
Science
USA
make
might
Develop
Situation
Identify
key
among
responses
concern
interests
perspectives
points
small
Prompt
system
evaluate
benefits
conversation
Describe
action
see
Build
Daniels
know
local
point
skillful
saying
discussion
ecosystems
Environmental
implemented
terms
ecological
many
et
natural
without
groups
Communication
ideas
much
new
improved
expect
understand
one
want
Walker
Ecosystem
activities
social
evaluate
involved
confirm
Science
wild
Adaptive
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critical
used
prefer
theory
like
provide
goal
worksheet
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coding
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better
view
attention
conflict
strategies
way
ask
quality
values
problem
capacity
issue
training
skills
sure
ways