



EPA Watershed Academy's Use of the Web to Share Information



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Outreach: Achieving Results with Tight Budgets

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Today's presentation

- Brief introduction to EPA's Watershed Academy
- Discuss 3 key components of Watershed Academy:
 - Web-based training – Webcasts and Online Modules
 - Live training courses
 - Other outreach/training materials
- Lessons Learned
- Future directions for Watershed Academy

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What is EPA's Watershed Academy?

- Since 1994 it has been a focal point in EPA's Office of Water for promoting "watershed approaches," including NPS/urban runoff control
- We provide training to EPA staff and other federal, state, and local officials as well as private practitioners of watershed management
- The Academy has 3 key components:
 - Web-based training
 - Live training courses
 - Other outreach/training materials
- Watershed Academy emphasizes use of Internet to provide training
- For more info:
www.epa.gov/watershedacademy

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What is the Watershed Approach?*

- A watershed approach is a coordinating framework that focuses community efforts on priority problems within a watershed
- EPA promotes the watershed approach because it believes that using such an approach provides the best hope for obtaining environmental results
- **What are the common characteristics of successful watershed approaches?**
 - Focus on hydrologically defined areas
 - Use an integrated set of regulatory and voluntary tools and programs
 - All parties with a stake or interest are brought to the table
 - Goes beyond just developing plans that sit on the shelf – and focuses on getting on-the-ground solutions in place
 - Plans integrate water quality and quantity issues
 - Iterative or adaptive management is used

* Source: www.epa.gov/owow/watershed/approach

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Web-based Training— Watershed Academy Webcasts

- We sponsor Webcast seminars on a wide range of watershed topics
- 40 Webcasts conducted since 2005
- Webcasts are typically held on the 3rd Wed. of each month from 1-3pm Eastern
- All Webcasts are archived at www.epa.gov/watershedwebcasts



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Sample Webcast Topics

- ABCs of TMDLs for Stakeholders
- Benefits of Watershed-Based NPDES Permitting
- Influencing Behaviors through Social Marketing
- Integrating Drinking Water into Watershed Protection
- Wetlands and Climate Change
- Using Rain Gardens to Reduce Runoff
- Low Impact Development Strategies, Tools and Techniques for Sustainable Watersheds
- Monitoring Watershed Program Effectiveness
- Smart Growth and Green Infrastructure
- Sustainable Financing for Watershed Groups
- Etc., etc.

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Watershed Academy Webcasts Stats (cont.)

Training 24-7

- About 1000 participants per Webcast
- Participants from all 50 states, Puerto Rico, DC, Canada, Ecuador, Iraq, Mexico, Chile, Iran, Norway
- All Webcasts are archived and anyone can listen to past Webcasts anywhere, anytime
 - Thousands listen to archived Webcasts online
 - Thousands download PowerPoint presentations
 - Thousands download Podcasts
 - Webcasts available for download on iTunes
- What's the feedback?



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*"This was the first online seminar I participated in.
I enjoyed it very much and look forward to
participating in others." - Tracy Branam*

*"Good Websimulcast presentation/training.
Look forward to participating in future
available courses. Thank you."
-Bharat Bham*

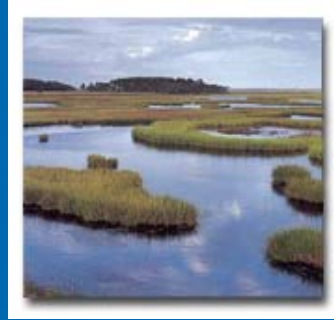
**"Continue to offer these webcasts -
they are a wonderful way to teach
many people..."
- Joanna Cornell**

*"Excellent sessions! I've attended two
and am looking forward to your future sessions."
- Vin Johnsen*

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Join Us for our Next Webcast

- Webcast on “Wetlands: Reconnecting Children with Nature”
- On Thurs. May 28, 2009 at 1-3pm EST
- Presenters:
 - Richard Louv, nationally renown author/speaker who wrote *Last Child in the Woods*, Children and Nature Network
 - Suzanne Pittenger Slear, Environmental Concern
 - TBD, Earth Conservative Corps
- Register at:
www.epa.gov/watershedwebcasts



Webcast based on an educational video posted at:

www.epa.gov/wetlands/education/wetlandsvideo/

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Web-based Training – Watershed Academy Web

- **Watershed Academy Web** is another free, online Web-based training program
 - At www.epa.gov/watertrain
 - 50 free, online training modules
 - Users can peruse individual modules or earn a **Watershed Management Training certificate** if they complete the 15 required modules
 - 2300+ graduates from all 50 states and 40 countries
 - New module on the “Effect of Climate Change on Water Resources and Programs” – coming soon!



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The screenshot shows a web browser window displaying the EPA Watershed Academy website. The page title is "Growth and Water Resources". The main content area features a map of the United States with a color-coded legend indicating the percentage of impaired waters. The legend categories are: 0-5%, 6-10%, 11-20%, and 21-30%. Below the map, there is a text box stating: "Given current trends in development patterns, we will be unable to meet the goals of the Clean Water Act (CWA) and the Safe Drinking Water Act (SDWA) with our traditional water programs alone." To the right of the map is a section titled "Meeting the Nation's Water Quality Goals" with a note and a paragraph explaining the Clean Water Act (CWA) and the challenges of nonpoint sources. Below this is another paragraph about water quality standards and a final paragraph about urban development impacts.

Live Training

- EPA's Watershed Academy develops its own courses and also publicizes courses offered by others
- Key live training includes:
 - Watersheds 101: The Clean Water Act
 - Watersheds 102: Office of Water "Statutes Course" (given with OW's Drinking Water Academy)
 - Key EPA Internet Tools for Watershed Protection
- We currently have a very limited budget for live training!

"Key EPA Internet Tools for Watershed Protection"

-- Live training course being given at EPA HQ

-- Course materials posted at:
www.epa.gov/owow/watershed/wacademy/epatools/

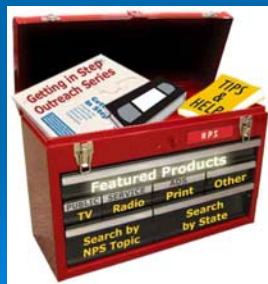
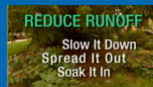
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Key EPA Internet Tools for Watershed Protection Training

- This hands-on computer-based course given periodically at EPA HQ and Regions, and in other venues.
- The last time we gave the course we used a Webinar approach to conduct the course.
- Course developed because many of our partners are NOT aware of our Web tools/materials – or how to use them.

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Training Materials



- Watershed Academy develops training materials and promotes watershed-related materials developed by others as part of its "Information Transfer Series"

- Reduce Runoff video coproduced by EPA and The U.S. Botanic Garden
- "After the Storm" – video coproduced by EPA and The Weather Channel
- NPS Outreach Tool Box
- Watershed Planning Handbook
- Other publications posted at: www.epa.gov/owow/watershed/wacademy/its.html

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Lessons Learned

- Webcasts are a very cost-effective approach for providing particularly introductory information to large audiences
- Webcast timing – No more than 2 hours is ideal; avoid Webcasts in August and near major holidays
- Webcast marketing – We use certain key list serves, etc to market each Webcast-- and then we tailor our marketing each Webcast to the particular topic and audiences that will be most interested in a given topic

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Future Directions

- The Watershed Academy will continue to rely heavily on the Internet to deliver watershed-related training
- We're using Webinars to deliver courses previously done as "live" training courses
- We're integrating Climate Change into our training programs
- For more info visit: www.epa.gov/watershedacademy

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QUESTIONS?



Photo by John McShane, US EPA