

Sent: Wednesday, June 26, 2019 2:00 PM

Subject: Re: FACC Monthly Meeting Bulletin, June 18, 2019

Thanks Cindy! I'm copying our board on this one. We've discussed interns before, and while I was with Lands and Waters they had students from a GMU program doing a sort of internship program. I'm not sure what would be reasonable "asks" or expectations for student interns, or how much guidance/engagement we could provide. I think it's good to give students an experiential learning experience, but I'd want to make sure that we were providing adequate resources/support. So projects need to be discrete enough to fit into a semester format, accessible enough not to require much guidance/training/oversight, be meaningful for participants, and helpful for FACC.

Our Spring and Fall stream cleanups are definitely our strongest activity, so I think it would make sense to build around that. They run Sept-Oct, so an intern could participate in cleanups, review our outreach tactics, and provide recommendations and/or develop materials/relationships for the Spring cleanup.

Developing an on-campus presence for FACC could be a useful project for interns.

Thirdly, I'll be leading school and community programs this fall for our "Follow the Water" program

- <https://hku60.smugmug.com/FACC/FACC-Presentations/FACC-Presentation-LRE-FTW-060618/> - that could be of interest...

On Tue, Jun 25, 2019 at 3:17 PM Cindy S wrote:

Hi Kris,

What works best for me is if you could strategize all the things you wish an intern (or two) could do and list it in a format sort of like this below, and then I can help streamline your offering.. The more official it looks, the more official applicants believe it is. If interested, getting this posted before semester starts in late August would be ideal.

- *Position Name and location (maybe Science Communication Intern, Invasive Species Intern, Stream Ecology Intern...Env)*
- *A brief description of FACC*
- *Intern duties and Responsibilities (where is work conducted? how flexible is schedule, what are the desired outcomes, etc...)*
 - Build build organizational capacity through social media,*
 - Define audiences and build database for outreach events, stream clean ups and public meetings,*
 - Develop Strategic communication strategies with well-defined audiences and measurable goals;*
 - Document and Remove invasive plant species in 3 stream valleys*
- *Requirements and qualifications (strong interest in Enviro Science, Stream ecology, Planning....enjoys working outdoors, translating science to the public, education youth..... must have reliable transportation to event sites, ability to attend weekly meetings in person and/or by phone, computer with reliable access to google drive, other?..)*
- *Benefits of the internship (e.g. credit, compensation if applicable, letter of reference at end, if applicable)*
- *Schedule and duration (~10 hours/week? and some weekend events during the semester)*
- *Any additional information about application procedures, (to whom applications should be submitted, due date etc...)*

Sent: Tuesday, June 25, 2019 1:52 PM

Subject: Re: FACC Monthly Meeting Bulletin, June 18, 2019

Thanks Cindy! You have a lot of great suggestions in here, I really appreciate your taking the time to put your thoughts together! And you're right, there's a lot of potential for FACC to have broader impact, with dedicated outreach. I especially appreciate your final comment: "The idea that you lack 'Sufficient expertise to make our positions meaningful to others' is absolutely false. You all know more about Accotink Creek than any other group in the Bay watershed. I rave about this group and send folks your way.", but I think the expertise that Philip refers to here is outreach/engagement - it often feels like we're not reaching many people with our message/actions. Let's keep the conversation going, I'm definitely interested in your thoughts on connecting with businesses too.

"Whither FACC" has fostered good conversations with the core team at our last meeting, and Dave Lincoln has initiated a conversation with the Friends of Sligo Creek (which served as a model for FACC when it started) to see what we can learn from them. Your suggestions about creating internships is interesting, do you think it might be possible to set up a brainstorming session/meeting with one of the educational institutions you mentioned, to get a better sense of how we could work together?

On Tue, Jun 25, 2019 at 1:21 PM Cindy S wrote:

All,

At the end of the meeting notes, I see the comments reflecting 'withering FACC'. I too have little time and live too far away to attend meetings, but I do have a few ideas to help you expand capacity which I have attached to this email. I made many assumptions - so please disregard if I'm way off base. I know you're engaged in many of these efforts already.

I encourage you to consider creating 1-2 positions for college Interns who can help build your capacity. These can be advertised prior to each semester(fall, spring, summer) at GMU, NVCC, and other nearby institutions. Mason has a new advertising platform and staff will assist you in creating internship profiles, and you can select multiple institutions where it will be posted: <https://careers.gmu.edu/handshake> FACC has a terrific track record, a talented team, and you work across many projects areas, all of which are great experiences/opportunities for interns.

You'll need a dedicated mentor, but not need office space, just shared folders in a shared drive (e.g.google drive) and routine meetings and milestones each week. College students are rapid social media content creators and distributors, and may be able to build up your presence in the community quite easily.

If interested, I'm happy to assist you with editing such that your position(s) appeal to a wide range of majors such as Events Management, Tourism, Environmental Science, Education, Conservation, Recreation, etc....

If not interested, that's ok too. :)

Happy Summer,
Cindy

Capacity Building Ideas for Friends of Accotink Creek from Cindy Smith

GMU Environmental Science & Policy faculty member owner of MowCow Lawn and Landscape, Community Engagement consultant.

Capacity Issue mentioned	Idea	Potential Challenges
Interns to expand capacity	Recruit university interns to assist with capacity building tasks, attend meetings, events, etc... If working if any sort of research/data collection capacity that could be a separate internship from your Outreach/Events/Communications manager position. Each position could contain policy components, assigned readings on watershed planning, grant research, networking events as well recruiting for and attending clean-ups as well as expanding your social media presence as detailed below.	Time to carefully craft the position requirements, Scheduling duties and mentoring time. Not my department – but good general idea of internship hour requirements: https://integrative.gmu.edu/current-students/internships
More public awareness of us and our issues	<ul style="list-style-type: none"> Are you creating 'events' on your FB page for every single clean up or other for which you desire volunteers? These can be posted individually on targeted Community FB pages, NextDoor pages, Scout troop pages, school pages (e.g. band, eco-clubs etc.), Are you adding hashtags, and tagging other like-minded organizations who have larger local crowd followings (e.g. Park Authority, NVSWCD, 	Time: Building the list of community FB pages, NextDoor neighborhoods, HOA contacts, #hashtags, etc....

	<p>ICPBR, Bay Backpack, Ches Bay organizations, Plants NoVa Natives. FLAP,...) and sharing their events?</p> <ul style="list-style-type: none"> • Are you posting events on the Chesapeake Network? https://www.chesapeake-network.org • Posting all events/meetings on the NVSWCD Watershed Calendar? 	
	<ul style="list-style-type: none"> • Has everyone in your organization who uses social media signed on to a NextDoor neighborhood page, • Do members follow community FB pages so they can share your events and your results? 	Time, training
	<ul style="list-style-type: none"> • Are you routinely taking cool, descriptive active photos of smiling volunteers, and organisms you encounter and sharing these on social media? Sharing your stats/results online after the event and tagging the various groups on all social media? Are you highlighting volunteers in various news outlets? 	Time, Training
	<p>Are you tagging my FB group for your events: @PotomacEnvironmentalResearchandEducationCenter on everything you do? Twitter: @PEREC_GMU @PotomacSciCtr We love to share and encourage participation!</p>	Practice, time
GMU	<p>Can you send a complete list of events prior to each semester for which you need volunteers (late Aug.-early Dec., Jan.-early May, summer) to myself and Dann Sklarew. I give unlimited extra credit to enviro science students who participate – but I have to integrate list of opportunities into website/syllabus in advance. We post events on our Mason listserves and websites. csmitc@gmu.edu dsklarew@gmu.edu</p>	Time to create: Each event must have clearly crafted instructions for where to meet, what to bring/wear, parking, timing, cell number to contact when lost as many Mason students know nothing about Fairfax locations.
Public Schools	<p>Could you send your list of events for which you need volunteers well in advance to FCPS Middle School Science supervisor Linda Peterson, as well as Science Director? The School Board supports Meaningful Watershed Educational Experiences for 7th grade, and especially stewardship projects – (which all of your event could be classified under)</p>	Time to create: You'll need detailed instructions, especially as to whether kids need to be accompanied by parents. You'll also want to know how many are coming.
Schools and HOAs	<ul style="list-style-type: none"> • Are you targeting (personally inviting) specific schools and neighborhoods closest to your projects? Email a few different people at the 	Time to build contact list of school personnel and effective HOA contacts

	<p>school as well as the school board member who may champion the project.</p> <ul style="list-style-type: none"> • Are you connecting with HOAs and letting them know you have availability for volunteers may be helpful. • List your events in targeting HOA newsletters and specify the ages that may attend. You'll want to list some intriguing discoveries likely to occur... "Interested in learning what cool critters live under the rocks in your neighborhood stream?" 	
Private Schools	Are you offering your <i>Follow the Water</i> program to private schools?	Time
Local connections	Are you a registered member of Volunteer Fairfax? When I search for your events, I cannot find them. Maybe more key words needed?	Time to routinely share events, trainings
Scouts	<ul style="list-style-type: none"> • Are you connected with local and regional Scout troops? Can you run a Merit Badge trainings on stream ecology (ok to charge for materials), Environmental Science or Sustainability, Community Citizenship, Eco-leader, Science Explorer, Outdoor Adventure etc... 	
Gold Award and Eagle Scout projects	Can you compose a wish list of construction projects in the Accotink watershed that you wish you had a team to complete? These can be shared with scout organizations and you may just get some young leaders to work on these collaborative projects.	Time
	Are you involved in the Park Authority's <i>Watch the Green Grow</i> project? Tammy Schwab and I recently submitted another grant proposal to help fund this. https://patch.com/virginia/fairfaxstation/encroachment-our-parks-problems-dangers-solutions	
Capacity – What we lack:	The idea that you lack 'Sufficient expertise to make our positions meaningful to others' is absolutely false. You all know more about Accotink Creek than any other group in the Bay watershed. I rave about this group and send folks your way.	

	I have loads more ideas for connecting FACC to business community, which I'll share later.	
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